Making a Habit of Achievement

When it comes to achievements a society cannot ignore three basic and crucial areas that determine whether it attains success or has to suffer failure. Among the three are achievements in the field of business for it is the only way forward for mass progress in an economic sense, lead as it does to growth in the GDP of both the state and the country, at large. Second, in order to propel business of a particular kind or of any kind, fundamental and specialised education in that area of work is necessary. Education helps create manpower which in turn keeps industries and businesses functional and profitable. To conduct business that has a good turnover and employability, thought leaders are very much in demand. The reason behind this is that there is a tremendous transformation happening at the level of society, industry and agriculture. Today's generation of youth is doing businesses in ways that were unthinkable previously. For instance, the e-commerce sector is reaping rich dividends in the ongoing transformation to a digital age. This is linked to the educational institutions that are being set up or have been set up. Not only is education changing but skill development in terms of the demands of the digital age is seen as mandatory by visionary thinkers. In addition to this, there are small enterprises that need to be supported, for not all economic activity can take place at gigantic levels. Nurturing small enterprises can be a major contributory factor in the performance of an economy.

Harnessing data to energise businesses

Business Brio (a division of GBSM Consulting Private Limited) is a NASSCOM and CII member company focused on Business and Social Development Analytics. Business Brio is the recipient of NASSCOM Analytics Innovation award for the year 2015 and has been short-listed by RedHerring as a finalist in the top 100 Asia Companies in 2017. This year the company has been recognised as the Top 10 Analytics Solution Providers in the country by CIO Insider magazine.

The company specialises in advanced statistical and computing algorithms like machine learning, forecasting methods for verticals such as telecom, BFSI, retail, utilities, transportation, infrastructure, energy, core manufacturing, government and social sectors.

The company has been associated with the one of the big telecom service providers in the Middle East region for customer analytics to measure and report brand performance and brand strength against competition on a periodic basis. The task at hand was to define and compute various metrics, assess SWOT vis-a-vis major competitors, and derive actionable insights for brand performance and customer satisfaction based on quarterly data on a rolling basis. Metrics were defined, calculated and reported for brand performance and strength against competitors. Composite indices were developed using factor analysis and regression. Tableau (Proprietary Software) and R (FOSS) were used for creating the dashboard and algorithms respectively. The analysis system was delivered with an interactive visual analytics dashboard — slicing and dicing can be done for any dimension, i.e. Segments of customers, Region, Duration for which the customer has been with the brand, product and service parameters, etc. The impact of the project was manifold. Steady improvement in brand performance over the waves happened — NPS improved from 47% to 68% and Relative Strength improved from 6.8 to 8.1. It identified issues with product and service performance as well as brand strength in each wave like less engagement with specific user groups, weak-

Soma Banerjee, CEO, Business Brio

ness in mass segment, network coverage in specific geographies, monthly spend and share of wallet. Reduction in analysis turnaround time with newer and deeper insights, greater accuracy, and consistency of analysis across "waves" resulting in tractability and monitoring were the key benefits of the exercise.

In one of its recent engagements, Business Brio worked for the second largest title insurance companies in North America. They had concerns over claims occurring due to suspicious releases and wanted to understand the trends as well as create an early warning method to flag such suspicious and fraudulent cases on the fly

and reduce the claims. Title plant data, claims data, easements and CC&Rs were used from Cloudera hive/Impala and SQL, Python and R were used for data analysis and developing the algorithms. The findings included the variations in time to pay offs as well as the (log) of the amounts for the Single DOT across the zips. Current processing/screening rules were not entirely empirically supported and flagged. The project helped understand trends and patterns based on demographic and other factors of DoT which had not been attempted earlier due to data complexity and identified probability of fraud for specific application in their life-cycle management. Machine learning-based algorithms were developed for flagging suspicious releases for counties.

Business Brio's analytics capabilities lie in the area of: Consumer Analytics & Insights around consumption and loyalty patterns; Supply Chain Analytics driving spend, forecasting and inventory optimisation; Credit Score and Risk Analytics to prevent fraud, reduce claims and other losses; Text Mining and Social Media Analytics; and achieving Operational Excellence through data analysis. Their client base includes coveted corporates and government organisations from across the Indian subcontinent, Middle East, USA and Europe, spanning different verticals.

Behind the success of Business Brio lie the following advantages: their solution is product agnostic, the management offers a flexible engagement model with client team, the data models are customised and tuned as per process/outcome requirement and project success criteria is set transparent by doing pilot diligence at the beginning of every project. The founders of the company, Soma Banerjee, Mainak Sen and Gautam Banerjee have a cumulative 60-plus years of management experience that spans Fortune 500 companies like GE, Accenture, Infosys, AC Nielson, Ducker Research and Fidelity and regions like the US, Europe, Asia Pacific, the Middle East, Africa, and Australia.

Team Business Brio