

# Data, Analytics & AI/ML

## Modernise your operating model driven by data and business analytics

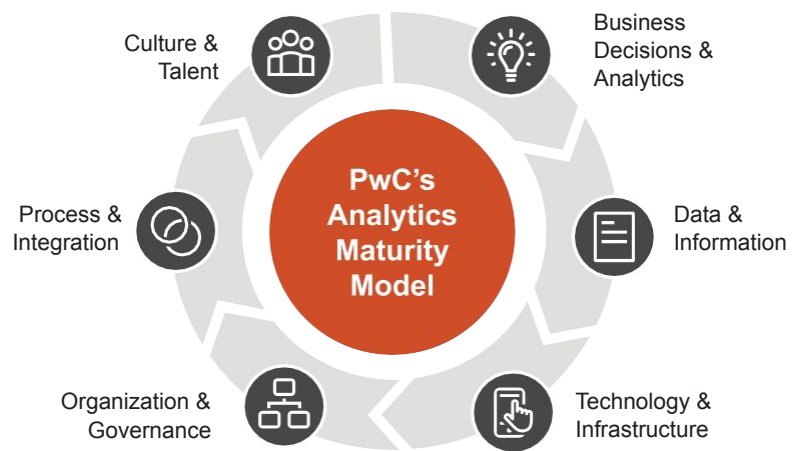
### The challenge

In a modern world, companies use data and business analytics to enhance decision-making, monitoring business growth, boosting productivity and achieving the competitive edge. However, many companies are facing challenges in leveraging business intelligence on a strategic level. According to Gartner, 87% of companies have low Business Intelligence and analytics maturity, missing statistics steering and support<sup>1</sup>.

How are you preparing your organisation for the adoption of intelligent business? What impact will your business analytics have on strategy, governance, financial processes, risk management and operations?

### Our approach:

PwC's Data Analytics helps you gain a **competitive advantage** through a complete **data-driven** transformation adopting technology and data analytics.



The industry leaders are adopting technology and leveraging data. This gives early adopters a competitive advantage in different business solutions.

Marketing & Sales	Business Intelligence	Risk Management	Training
<ul style="list-style-type: none"><li>&gt; Next Best Offer</li><li>&gt; Customer Churn Prevention</li><li>&gt; Propensity Modelling</li><li>&gt; Customer Segmentation</li><li>&gt; Risk-based Pricing Models</li></ul>	<ul style="list-style-type: none"><li>&gt; Sales &amp; Revenue Forecasting</li><li>&gt; Dashboarding &amp; BI Analytics</li><li>&gt; C-level Management Dashboard</li><li>&gt; Real-time State of Economy Forecast</li></ul>	<ul style="list-style-type: none"><li>&gt; Credit Risk Scoring</li><li>&gt; Risk Platform</li><li>&gt; IFRS 9 Reporting</li><li>&gt; Scoring Engine</li></ul>	<ul style="list-style-type: none"><li>&gt; Data &amp; Analytics</li><li>&gt; HR Analytics</li><li>&gt; Visualisation</li><li>&gt; Data Storytelling</li></ul>