Data is a vast and growing asset that most businesses still need to transform into a powerful strategic tool. How do you make sense of the data and unlock its potential to reveal hidden value and new opportunities? Can you trust your data? How do you embed the power of data-driven insights across your organization to make smarter moves? The answer: transform the way your organization uses data.

Data & analytics is the process of collecting, organizing, and analyzing data to make decisions, take actions and measure the impact related to growth, profitability and risk. Terms such as “big data”, “business intelligence” and “predictive analytics” are related to the latest trends and methods companies can use to improve decision making and change their performance. **Private companies that are able to unlock the value of their data** can make better and faster decisions based on data-driven insights which results in a competitive advantage, and stronger return on investment.

**What is data analytics?**

Breakthroughs come to those who master the full potential of data analytics to unlock the opportunities our connected world provides. Business leaders at many private companies, however, often tap into only a fraction of the data available to them because they don’t have the technology infrastructure or necessary capabilities in place.

By having the analytical tools and talent in place you can **boost your company’s business intelligence, and reveal fresh insights that may give you a competitive edge.**

- **Faster to market** – Using data-driven insights can help you spend time where it matters so you can make better, faster decisions and build on the advantage of being first to market and disrupt your industry.
- **Practical, executable recommendations** – Alignment between business objectives and analytical findings help you anticipate and then act.

- **Greater resilience** – Using data and analytics intelligently helps you shorten the distance between insight and value which provides agility in the face of dynamic market forces.
- **Predicting the future** – A data and analytics strategy can generate insights into the issues at hand and future challenges and opportunities.

**How can analytics benefit private companies?**

[Diagram showing data analytics processes and decision-making stages]

**Unlock data possibilities**

Expand your perspective with trusted and actionable data-driven insights for extraordinary results

[Diagram showing data analytics processes and decision-making stages]

**What happened and why?**

**Can you trust your data?**

**What value exists in your data?**

**What might happen next?**

**How do you embed data analytics into your organization?**

**Predict**

**Describe**

**Optimize**

**Empower**

**Is insight being delivered to the right people at the right time?**

**What is the right answer for your business?**

**Gain insight into the critical questions facing your company**

A personal approach. Dedicated resources.
With the vast amounts of data being generated at breakneck speed, private companies benefit from turning to sophisticated analytics techniques to improve opportunities for growth, innovation and competitive advantage. Applying analytics technologies, tools, techniques and talent can transform facts and figures into strategic insights that enable your organization to:

1. Enhance buyer-facing interactions by analyzing the behavior of customers
2. Optimize pricing models and improve product adoption across new and existing markets

Our perspective

We view data as a powerful asset that can provide many benefits and mitigate potential risks to an organization. Globally, we have access to over 650 data sets with more than 6,500 metrics, which span across multiple industries and geographies. This proprietary and external information, when combined with your own data assets, can enhance your business intelligence and uncover insights that can give you an advantage in the marketplace. Our Data Analytics team can help your organization solve its most pressing business challenges by supplementing your data assets to form a holistic view of fact-based insights. Whatever your business issue or industry, we help you draw on core building blocks to capture and manage data, analyze it to release insight and drive value.

For more information

Tyson Cornell  
PCS Advisory Leader  
312.933.8976  
tyson.cornell@pwc.com

Alex Mannella  
Partner  
312.298.6880  
alex.mannella@pwc.com

Erich Bergen  
Director  
586.362.5177  
erich.bergen@pwc.com