



*Copper Fox*®

**BIG DATA ANALYTICS**

The Essential Guide to Smart Business

Big Data & Analytics

Commercial Intelligence for Better Business



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# Why data analytics?



The Data is a key business asset which can revolutionise the way you operate. According to the International Institute of Analytics, businesses which use data well will see over \$400B in efficiency benefits over their competitors who don't use their data as an asset.

Enabling smart analytics via a Data Lakehouse helps businesses optimise their operations and make data-driven decisions simply because of the insights that can be extracted from it. This embraces the concept of Commercial Intelligence for Better Business.

Keeping things simple is a smart move when it comes to analysing the data. The dashboards we build guide businesses to the metrics that really add value. They help to look beyond the numbers and leverage the data for actionable insights.

We at CopperFox build data capabilities for businesses. Our goal being to drive productivity, efficiency and revenue growth by simplifying complicated data and creating smart interactive dashboards of information, that enable better decision making.

# Commercial Intelligence



What do we mean by Commercially Intelligent? Well in essence, its about having or acquiring the right skills, knowledge & experience, accompanied by the right systems processes and information, to be able to make more educated decisions, and convert them successfully into actions, that then lead you to operating better as a business. The benefit of doing this is an increase in the enduring value of your business.

Our involvement with your business centres on this principle, encouraging the development of the business by investing in your people, processes, systems and structure, using our expertise and know how to bridge the gap within, that then allows your business to develop and grow both in terms of robustness, marketability and value.

It's why our focus isn't just on the numbers, but on strengthening all parts of your business.

# About this Checklist



At CopperFox, we understand the importance of data within any business and how it should be collected, managed and used to improve performance and grow the business.

With good data comes insightful information, which then allows more evidenced-based decision making to take place. It's central to our philosophy around Commercial Intelligence for Better Business. That can only be good for your business.

We explain what can be done in most businesses to improve data quality and its transparency and availability, that then can provide managers & owners with a better platform for making decisions about their business.

# Data Strategy



Developing a data strategy and roadmap is crucial to any successful business. It helps enable the acceleration of your business goals by establishing common methods and processes to manage, manipulate, store and share the data across your business.

The idea behind a data strategy is to make all data resources useful and sharable. Nowadays, data is such a crucial asset to a business, that managing it well enables more effective decision making to take place.

We use tools, templates and models along with an experienced team to help develop the foundation of your Data Strategy.

# Data Engineering & Management

Identify and Store



**To start with we establish methods of identifying and displaying the content.**

Manipulating and processing data isn't possible unless the data itself has a defined format and therefore represents value.

Most businesses use sophisticated methods to plan and allocate storage to their various applications and systems. That approach is limiting as it only reflects a data creation process, ignoring the importance of data sharing and usage.

We instead help create a Single Data Repository to view, store and use your data more effectively and efficiently. We apply this approach to both On-Prem and Cloud Technologies.



# Data Analysis & Visualisation

Provision and Process



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Data analytics is the key to driving productivity, efficiency and revenue growth.

The results generated from data analysis will tell the business which processes to be optimised or automated and where you can get better efficiencies.

Areas that are hording business's finances unnecessarily can be identified, and decisions put in place to reduce operational and production costs.

All this information becomes easy to grasp through smart visualisation.

Visualisation helps convey a story to decision makers, allowing them to act quicker than if the data were presented just as reports. Graphs and charts allow decision makers to interact with the data in real time and discover the questions they should be asking to lead them to greater outcomes.



# Data Science

## Artificial Intelligence and Machine Learning



Data Science enables businesses to measure, track, and analyse trends to make critical decisions, to engage customers better, enhance business performance, and increase profitability.

There is now massive demand to optimise business processes across all industries and sectors. Data Science models uses existing data to then simulate several actions and scenarios.

Examples include: predictive modelling to fraud detection; trapping and analysing massive data volumes from manufacturing processes; or analysing in detail historical and predictive customer buying activity.

The benefits come from translating large volumes of raw data into usable information that can then be applied to a range of applications, views and analysis.

# How we can help your business



We follow a tried and tested methodology in discovering what your data needs and wants are, and delivering solutions tailored to meet those needs.



We have a team of experienced and skilled data analysts, engineers and consultants who specialise in data and analytics.

They design and implement long term, robust and secure solutions that in turn provide a platform for better quality, more relevant and useful information about your business.

Dashboards and reports are tailor-made to the needs of your business, including a variety of information demands that come from different parts of the business.

# Contact details



For an initial discussion regarding your Big Data and Analytics requirements



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