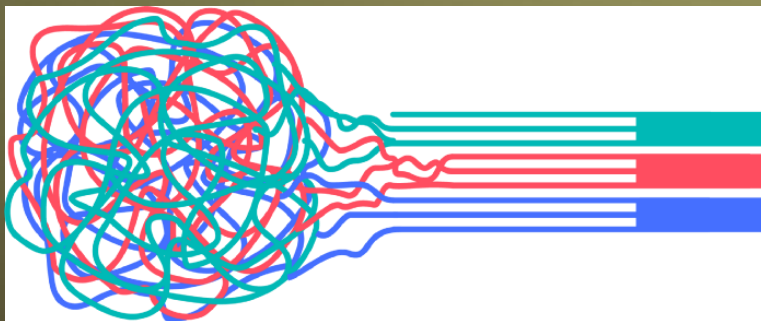




Data Analytics Benefits



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1

Topic Outline

- ☐ Business improvement opportunities
- ☐ How data analytics delivers business benefits
- ☐ Recommendations

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Learning Objectives

Understand how data analytics supports achievement of business benefits

Learn how data analytics overcomes Excel limitations

Understand how data analytics supports business use cases

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Data Volumes are Growing every Year

Mobile Traffic

PB

Year	Mobile Traffic (PB)
2011	~100
2012	~200
2013	~400
2014	~800
2015	~1200
2016	~1800
2020	~5500

100X

IT Storage

ZB

Year	IT Storage (ZB)
2011	~1
2012	~2
2013	~3
2014	~4
2015	~6
2016	~8
2020	~38

21X

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Data Analytics Benefits

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Short List of Business Improvement Opportunities

↑

Increase net revenue

↓


Reduce costs

↑

Advance strategy

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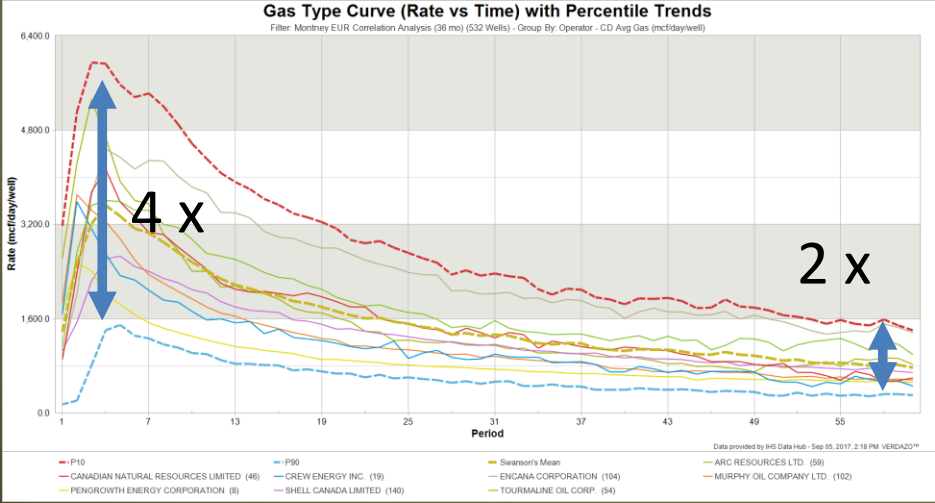
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Increase Net Revenue

Gas Type Curve (Rate vs Time) with Percentile Trends

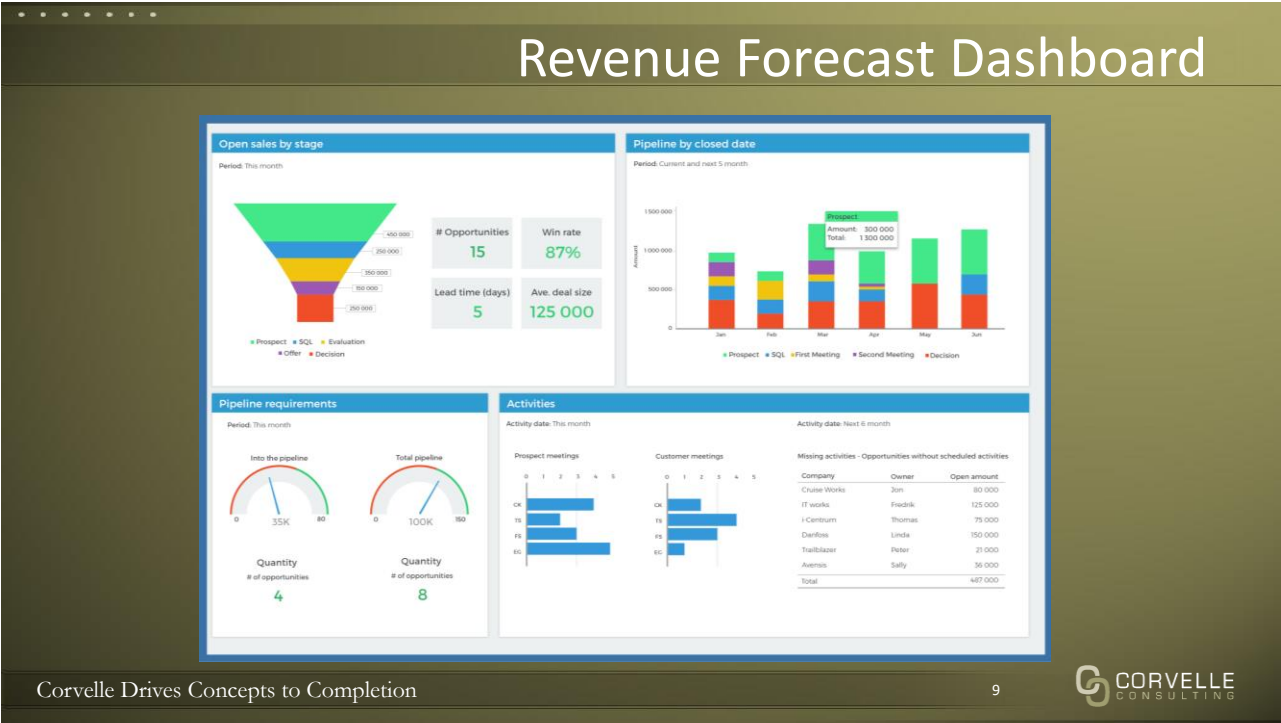


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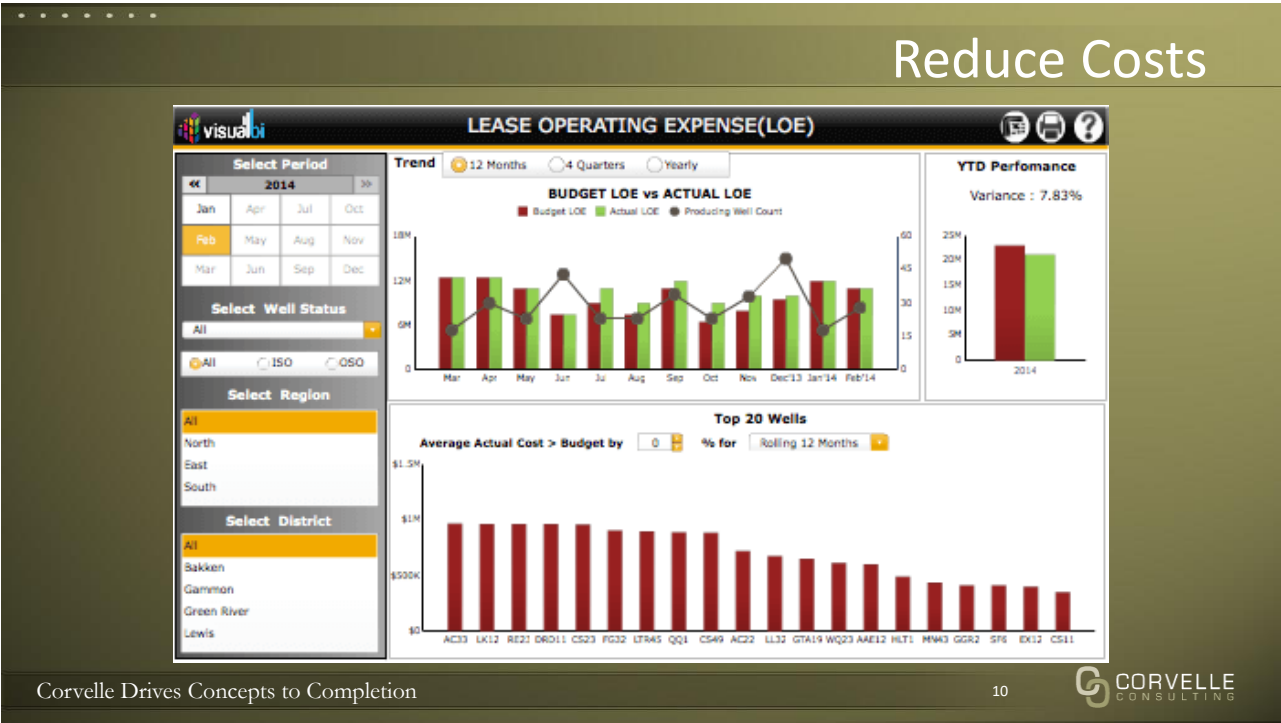
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Manufacturing Operation Dashboard



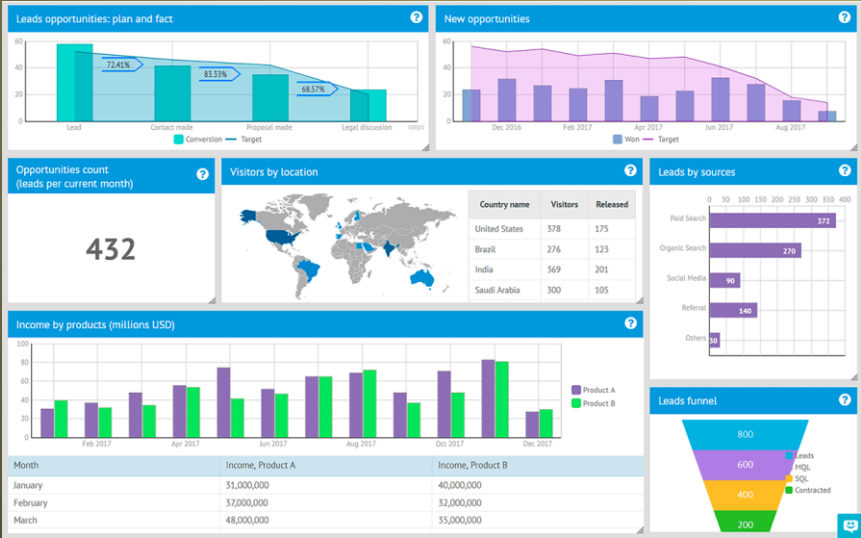
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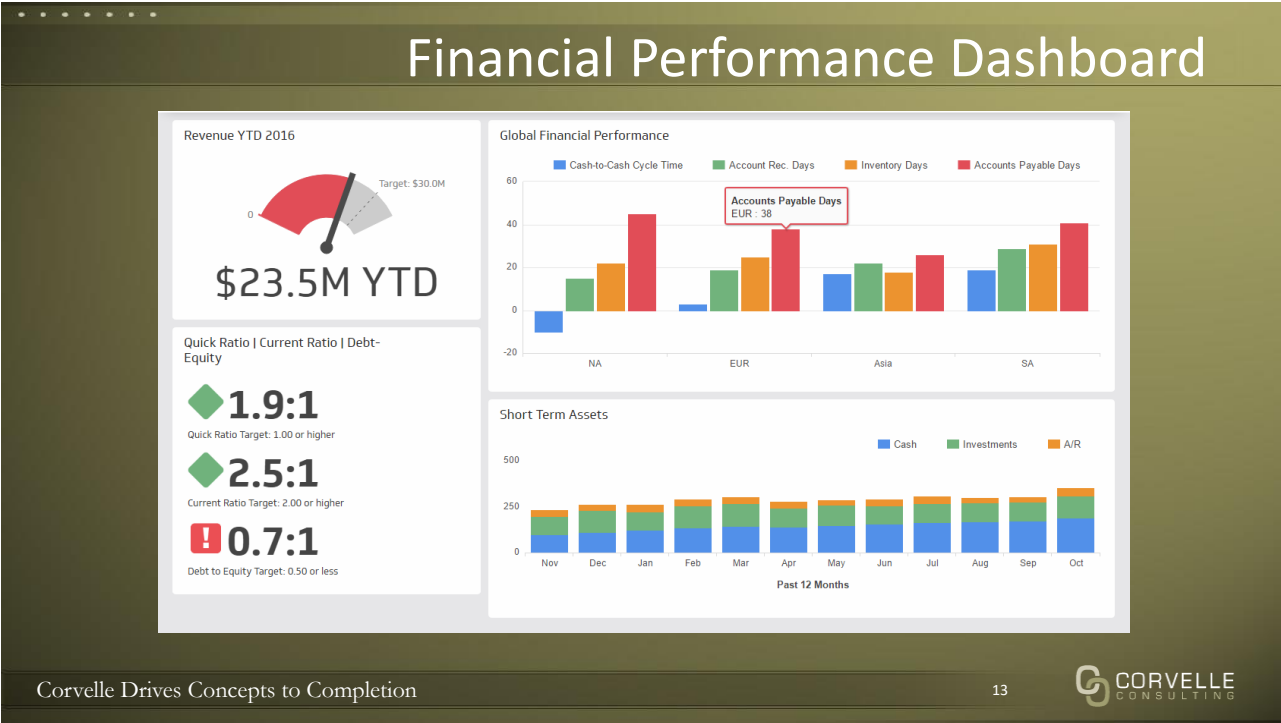
Advance Strategy



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Data Analytics Creates Facts

- ☐ Identify/rank investment opportunities
- ☐ Improve understanding of risk
- ☐ Enable operational excellence

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How Data Analytics Delivers Business Benefits

Internal Focus

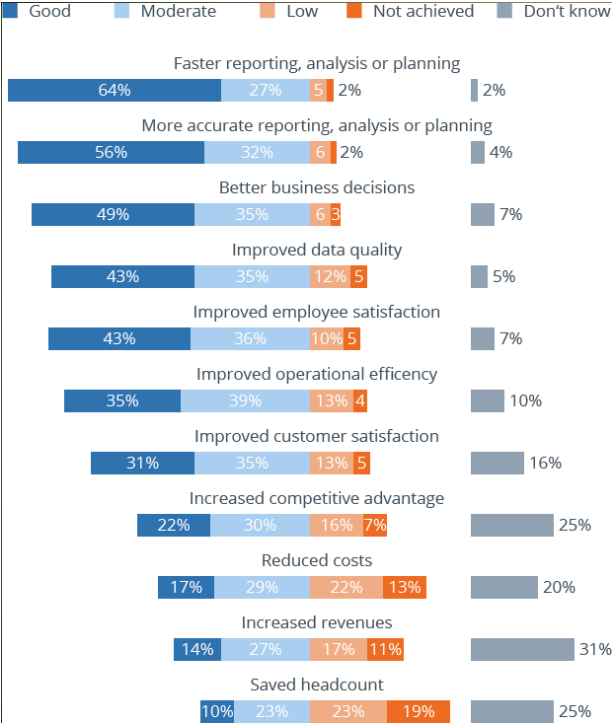
- ☐ Better understand key KPIs
- ☐ Better understand what's happening in your business
- ☐ Empower your workforce to make better decisions
- ☐ Solve a specific business problem in your industry
- ☐ Uncover hidden insights in your data
- ☐ Support large strategic decisions
- ☐ Address unique challenges
- ☐ Embed analytics in operational apps

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Data Analytics Benefits

Another View

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How Data Analytics Delivers Business Benefits

External Focus

- ❑ Ensure customer value
- ❑ Offer analytics on customer apps
- ❑ Offer analytics on external portals for suppliers
- ❑ Benchmark company KPIs against competitors
- ❑ Visualize external data

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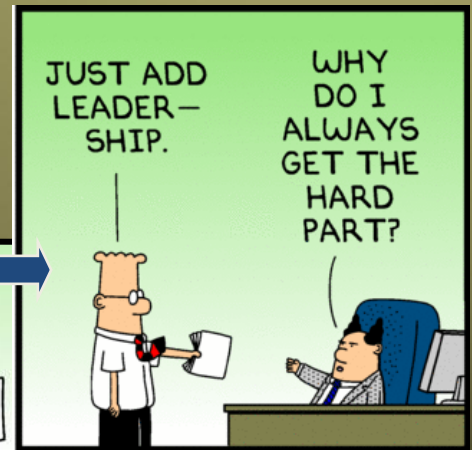
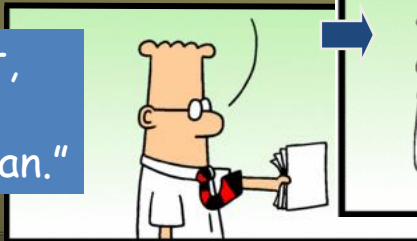
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"I collected optimistic customer data,
placed it in the context of shaky industry data,
and seasoned it with a fantasy acquisition estimate . . ."



"... added herd instinct,
a pinch of price bias . . .
here's your operating plan."



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Conclusions

- ❑ Various datastores organize oil & gas data
- ❑ Data analytics software summarizes vast data volumes
- ❑ Data analytics software identifies insights in data
- ❑ Data analytics software is vastly superior to Excel

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Recommendations

- ❑ Communicate data analytics benefits
- ❑ Use data analytics software to:
 - Improve communication
 - Increase return on assets
 - Reduce the risk of unprofitable investments



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Reflection Questions

1. What are the types of business improvement opportunities?
2. In what functions of a business can data analytics produce value?
3. Can you describe an opportunity to apply data analytics in your immediate area?
4. Can you describe an opportunity to apply data analytics somewhere in your organization?

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I don't have an accurate acquisition dollar recommendation, so I just made up this one.

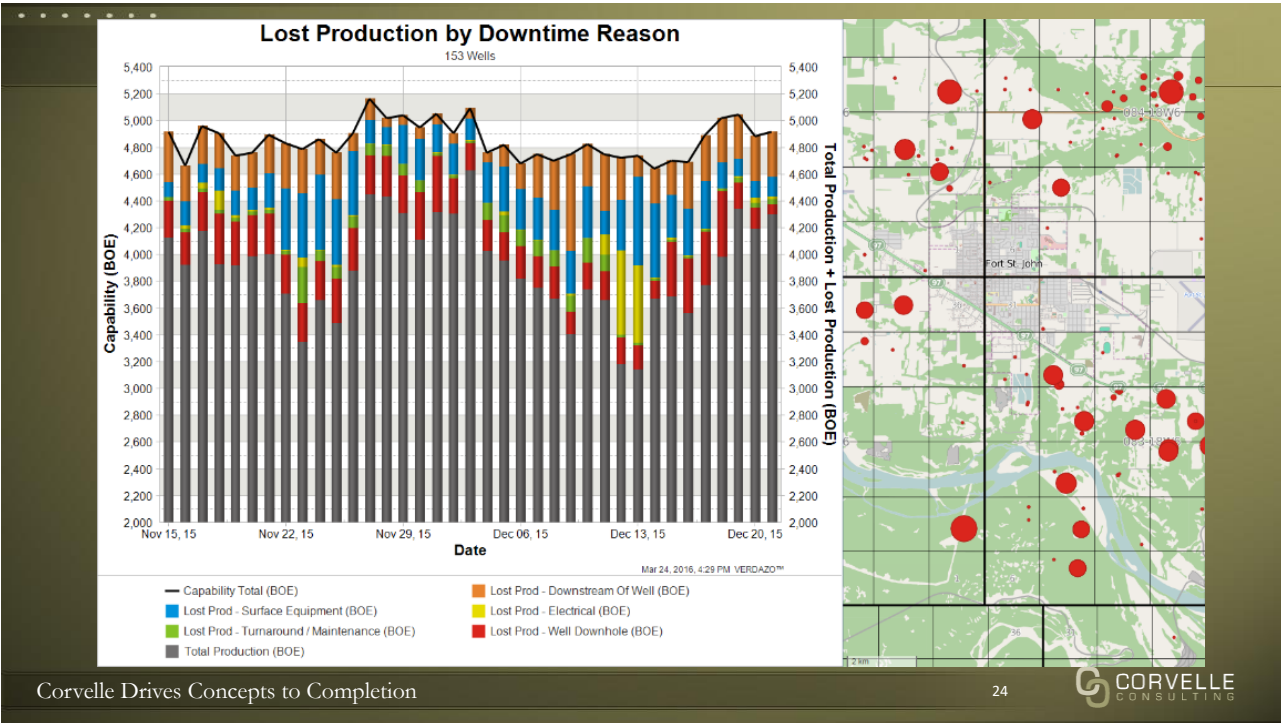
The cartoon consists of three panels. In the first panel, a character points to a whiteboard displaying '\$4,629,873'. In the second panel, a character says, 'STUDIES HAVE SHOWN THAT ACCURATE NUMBERS AREN'T ANY MORE USEFUL THAN THE ONES YOU MAKE UP.' In the third panel, a character asks, 'HOW MANY STUDIES SHOWED THAT?' and another character replies, 'EIGHTY-SEVEN.'

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