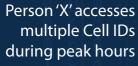
# Leveraging Analytics for Value Creation

**2.5 quintillion** bytes of data is created each day. However, over **70%** of executives still **lack relevant data** for decision making\*.



# What you need



He is a frequent user of You Tube and tech blogs

> High usage during 9-11AM and 4-6PM



(1)

Business Insight

Person 'X' uses data during daily commutes - Ideal time to push ads

City IT centers – Ideal locations to launch campaigns

Techies - Ideal target for acquisition



## **Contextual**

Right information at the right time



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## Actionable

Information that drives action





## Consumable

Easily understandable, in the form of storyboards

# **Key Aspects of ROC Insights**



### **Communication of Results**

Interactive storyboards for easier consumption





#### **Packaged Insights**

Advanced Analytics infused with business contexts



## **Domain Expertise**

Blend of data management, machine learning and business acumen

## **Business Benefits**

Increase overall efficiency through smarter practices

Effectively monitor business changes in near real time

Extract actionable intelligence from data

Predict and act upon irregularities



Companies that use Analytics\*

More likely to succeed





Obtain more ROI