



SNS College of Technology

Coimbatore - 35



19BAZ652 – ANALYTICS FOR EVERYONE

Unit I: INTRODUCTION TO AZUREML

Presented by

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Design Thinker

1st India
Institution
to Implement
Design Thinking Curriculum
Redesigning Common Mind and



Recap.....

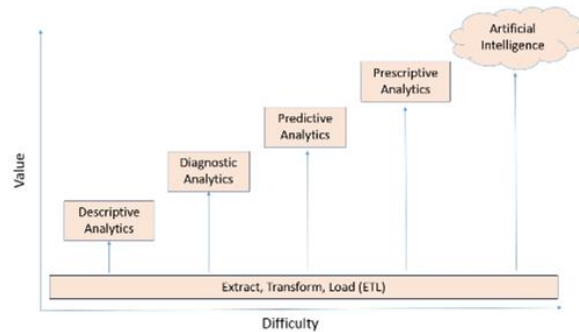
- Google Case
- Amazon
- Analytics Value Escalator





TOPIC...???

Analytics Value Escalator, our version



Analytics Value Escalator



Story

...???



WHY?...

How the different levels of the analytics value escalator work?

How the business practices and business strategy is changed?



The company is...

Founded more
than a
hundred years
ago ...





Transactional Model....

Transactional Model

1980s and earlier

Sell product.

Sell parts and services.





Contractual Model

Contractual Model

1990s to 2010s

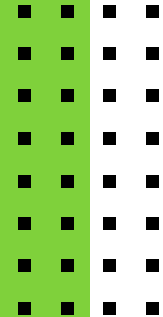
Guarantee performance

E.g. Partner with client to do preventive maintenance





Time for Assessment



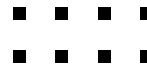


Fill up...

- _____ model concentrate on selling with spare parts and service.



Transaction
model





Expanded Customer Outcomes

Expanded Customer Outcomes

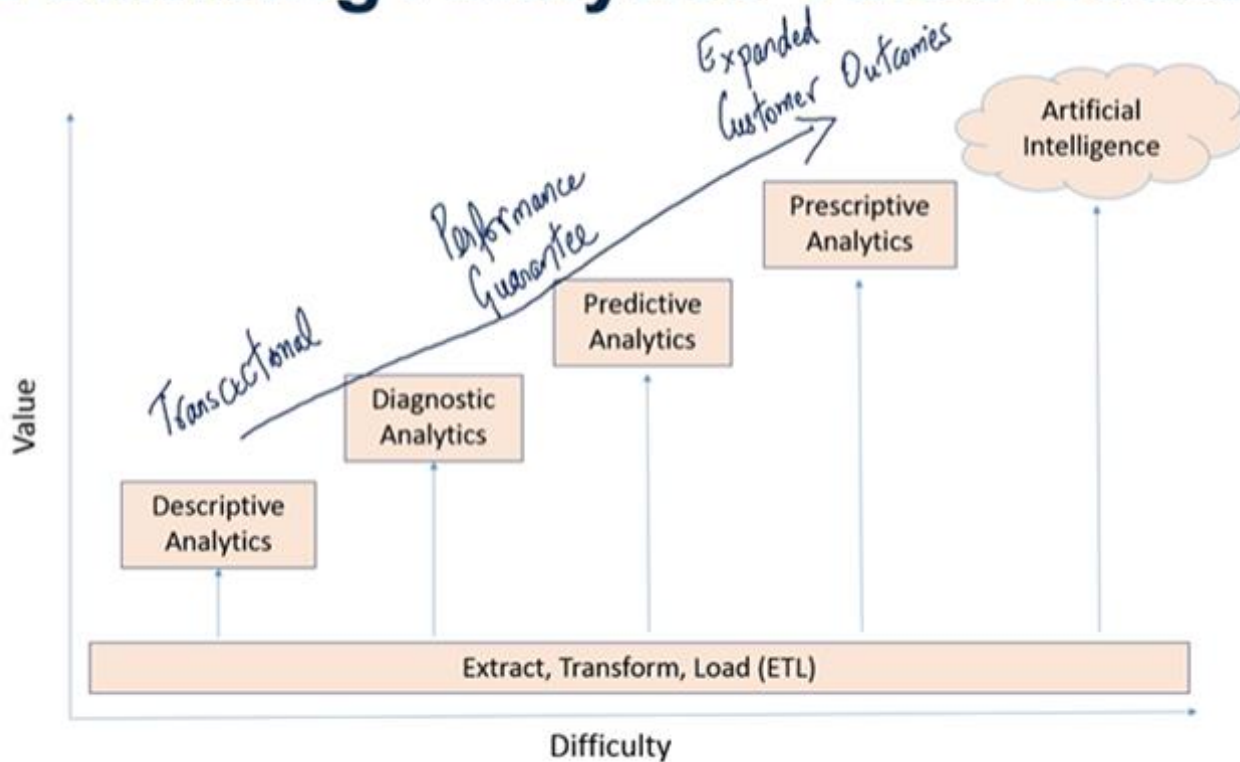
Now

Use analytics to help client maximize value



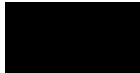
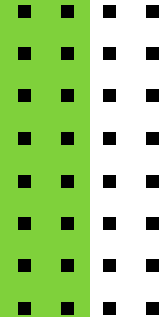


GE climbing Analytics Value Escalator





Time for Assessment



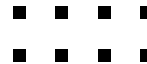


Fill up...

- _____ is the AI product of GE.



Predix

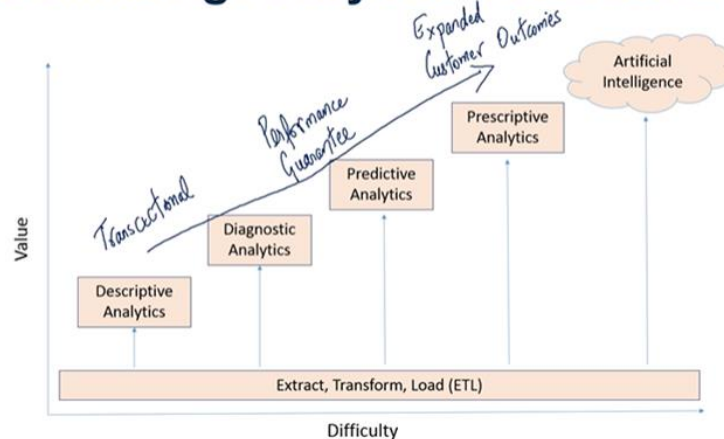




Summary

- How GE evolution happen and linked with Analytics Value Escalator

GE climbing Analytics Value Escalator



Reference....

- <https://sloanreview.mit.edu/case-study/ge-big-bet-on-data-and-analytics>





Thank You