

SNS COLLEGE OF TECHNOLOGY

DEPARTMENT OF MANAGEMENT STUDIES

23BAE620 - Analytics for Everyone



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Quick Recap: Our Analytics Journey

Analytics Drives Business Evolution

GE transformed from product sales to analytics-as-a-service model

1

2

Value Escalator Framework

Progression: Descriptive → Predictive → Prescriptive analytics creates exponential value

3

Technology Enablement

Cloud platforms, IoT sensors, and Big Data infrastructure essential for transformation

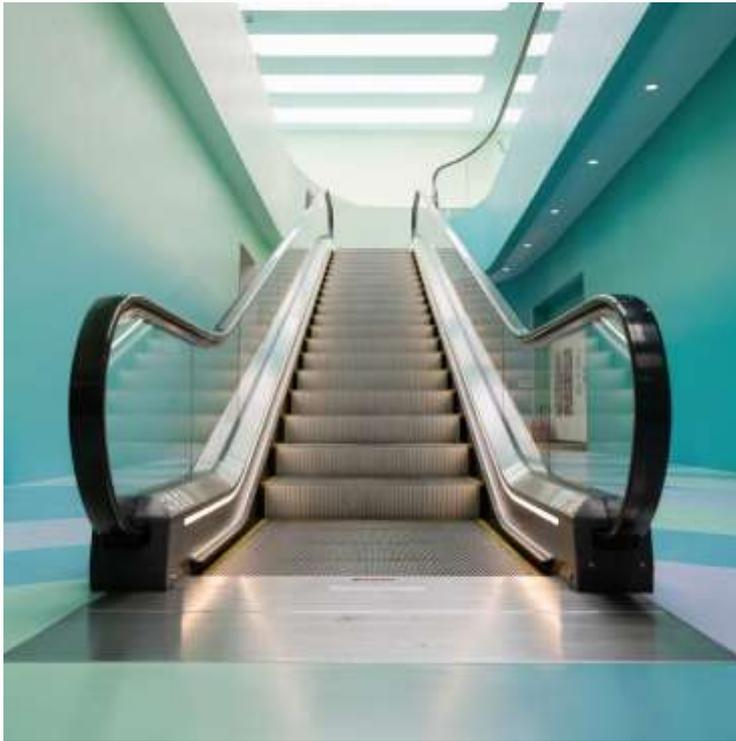
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Customer-Centric Outcomes

Deep partnerships replacing transactions through continuous value delivery

"The companies that win will be those that embed analytics into everything they do and partner deeply with customers to drive outcomes."

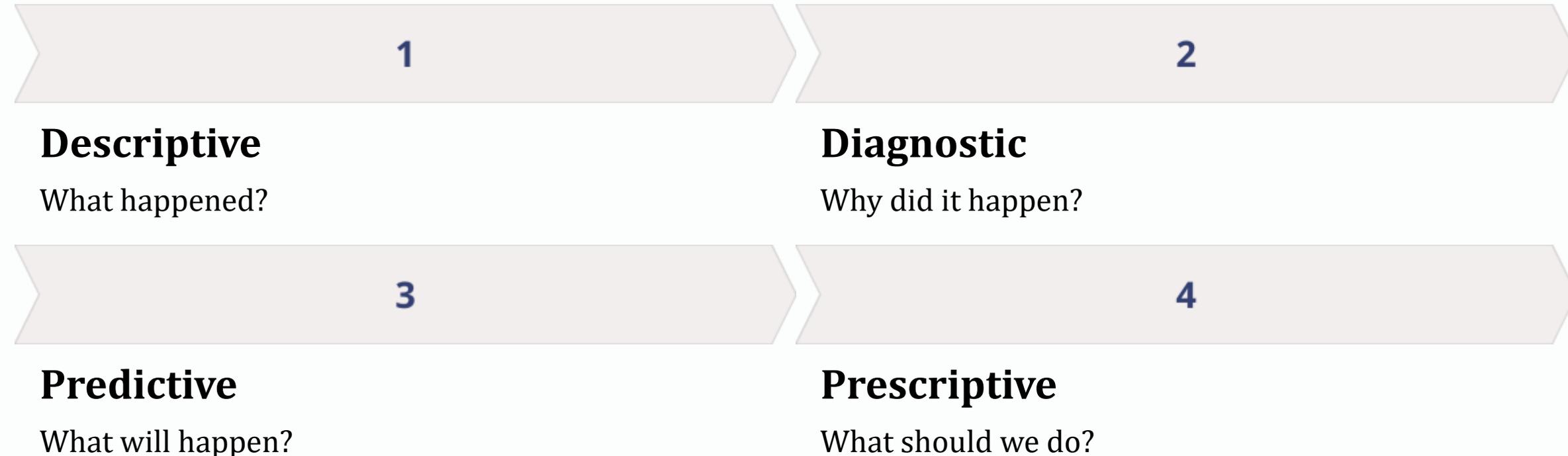
Guess the Topic!



Hint: Think about climbing from basic reports to intelligent predictions...

The Analytics Value Escalator

A framework showing how companies **climb from basic reporting to advanced analytics**, creating exponential value at each level.

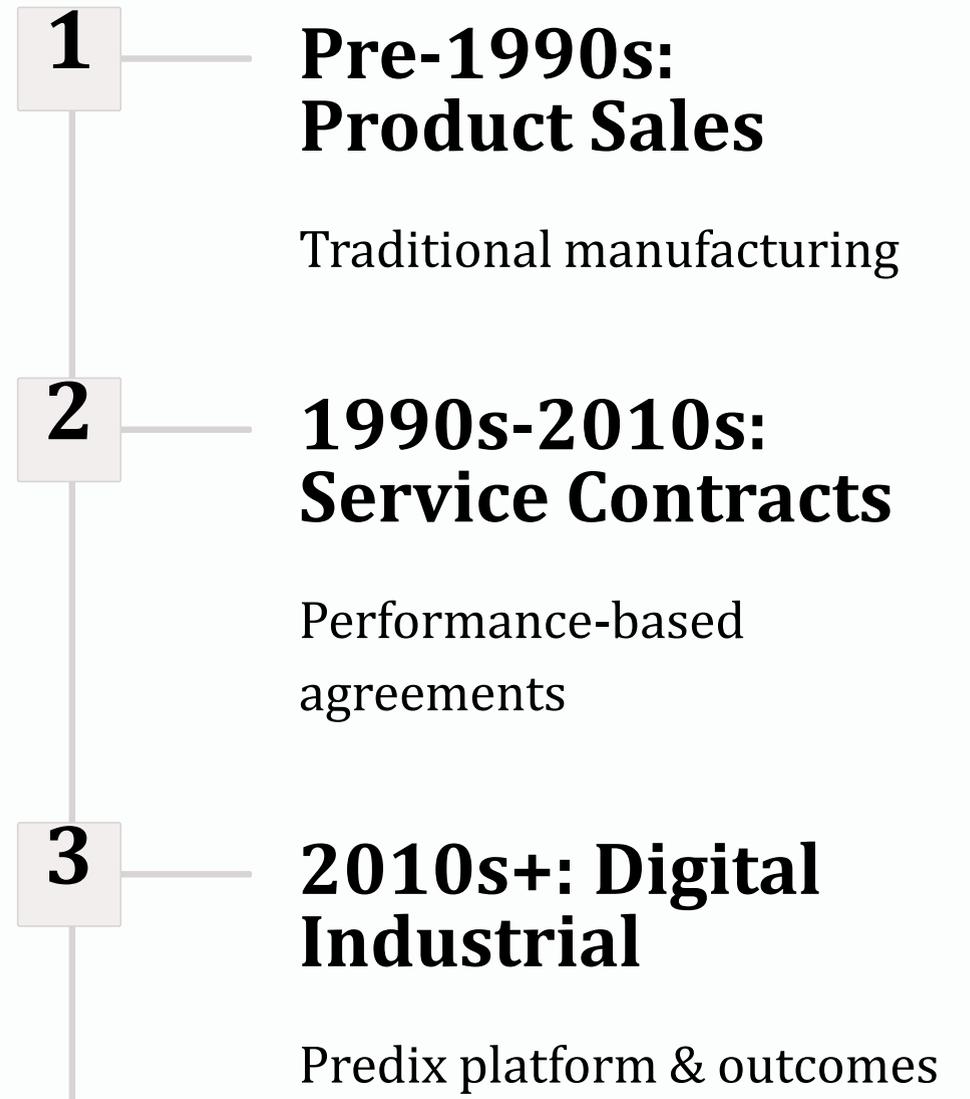


GE's Transformation Story



From Products to Outcomes

GE evolved from selling jet engines and turbines to delivering performance guarantees and operational excellence



Design Thinking: The Data Source Challenge

EMPATHIZE

The Problem

Manufacturing companies struggle with fragmented data sources:

- Legacy systems with incompatible formats
- Sensors generating massive real-time data
- Manual records and reports
- Multiple departments with isolated databases

The Impact

Results in critical challenges:

- Delayed decision-making
- Missed maintenance windows
- Inability to predict failures
- Lost revenue opportunities

GE's Solution: Unified Data Architecture



Centralized Data Lake

Azure Data Lake consolidates all sources into single repository



IoT Integration

Real-time sensor data streaming from equipment worldwide



Standardized Pipelines

Automated ETL processes ensure data quality and accessibility



Analytics Platform

Azure ML enables predictive and prescriptive insights



GE's Analytics Evolution: The Complete Journey

Phase	Business Model	Analytics Level	Nature	Value
Pre-1990s	Transactional product sales	Descriptive / Diagnostic	Sales reports, service records	Low to Moderate
1990s-2010s	Performance contracts	Predictive Analytics	Failure prediction, preventive maintenance	High
2010s+	Customer outcomes	Prescriptive Analytics	Operational optimization, decisions	Very High

Understanding Each Analytics Phase

1

Descriptive Analytics

What happened? Historical sales data, service call logs, basic reporting dashboards



2

Predictive Analytics

What will happen? Machine learning models forecast equipment failures weeks in advance



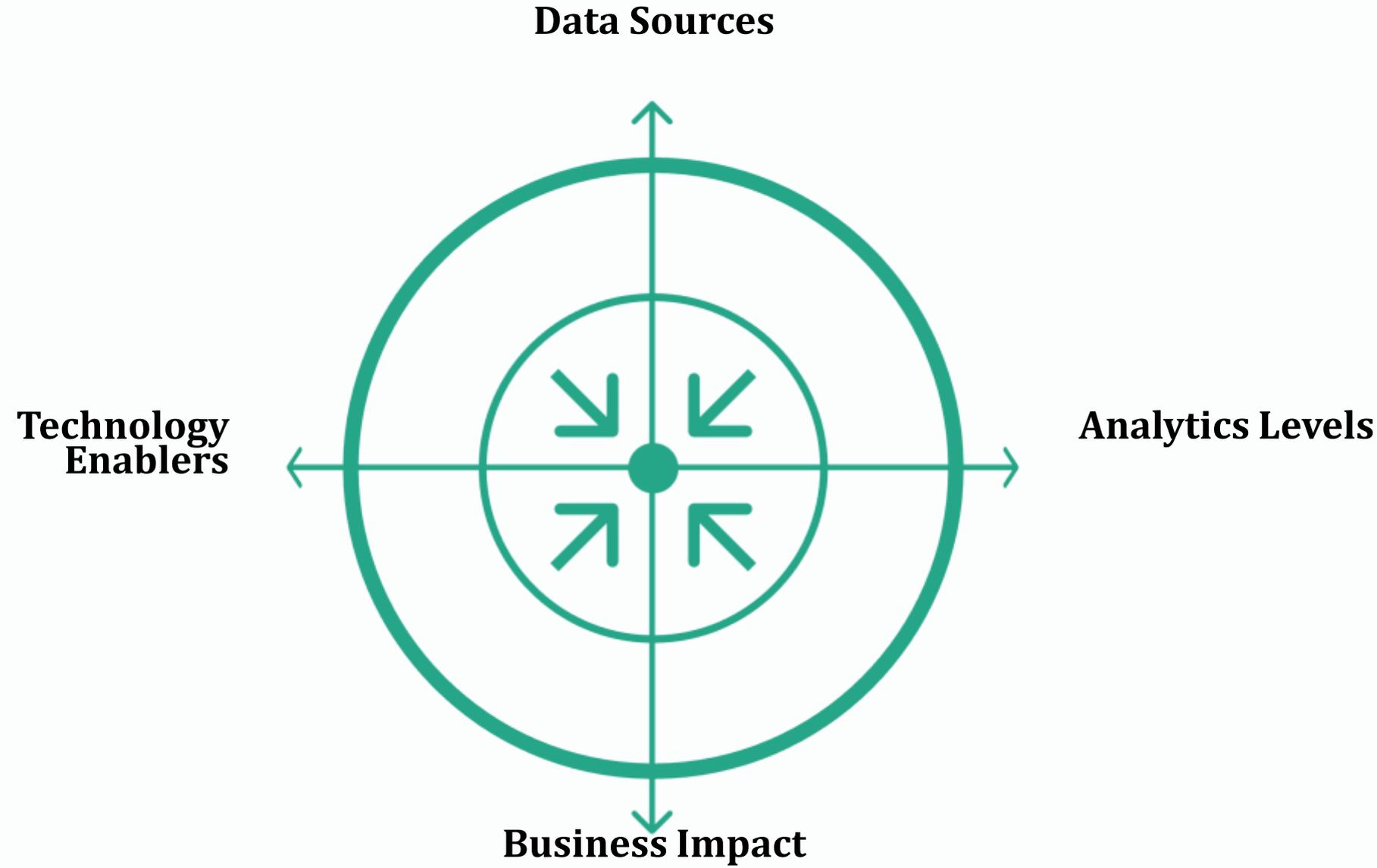
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Prescriptive Analytics

What should we do? AI recommends optimal maintenance schedules and operational adjustments



Mind Map: GE's Analytics Transformation



Key Takeaways



Progressive Value

Each analytics level generates exponentially more business value



Business Transformation

GE shifted from products to outcomes through analytics maturity



Data Integration

Unified data architecture is foundation for advanced analytics



Cloud Enablement

Azure ML platforms make prescriptive analytics accessible and scalable

The Analytics Value Escalator demonstrates how companies can systematically climb from basic reporting to AI-driven optimization

Thank You!

References

Books:

- Davenport, T. H. (2018). *Big Data at Work*. Harvard Business Review Press
- Provost, F. & Fawcett, T. (2013). *Data Science for Business*. O'Reilly Media

Online Resources:

- Microsoft Azure Machine Learning Documentation
- GE Digital: Predix Platform Case Studies
- Harvard Business Review: Analytics Value Escalator Framework



Questions? Let's discuss how analytics transforms businesses!