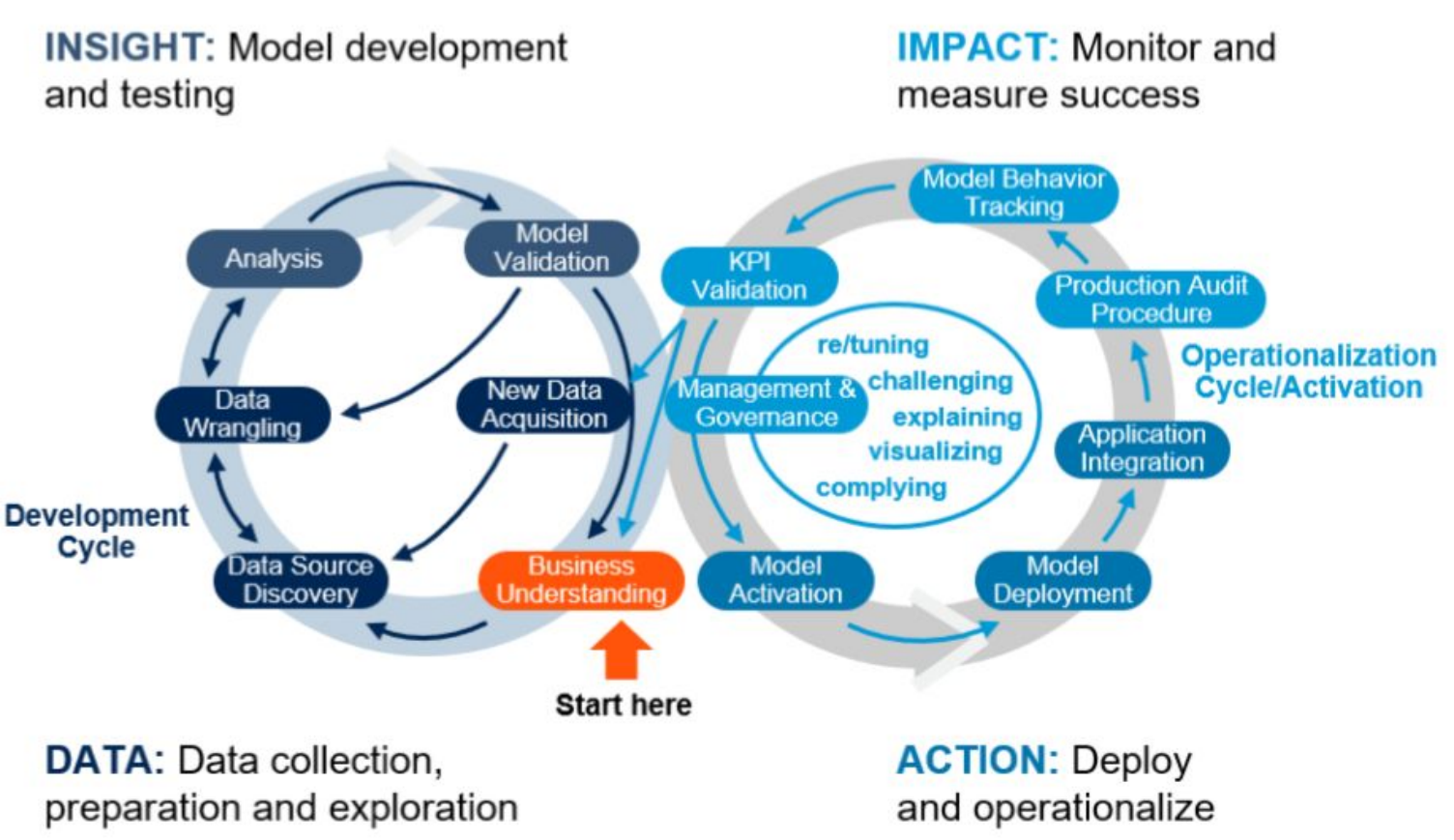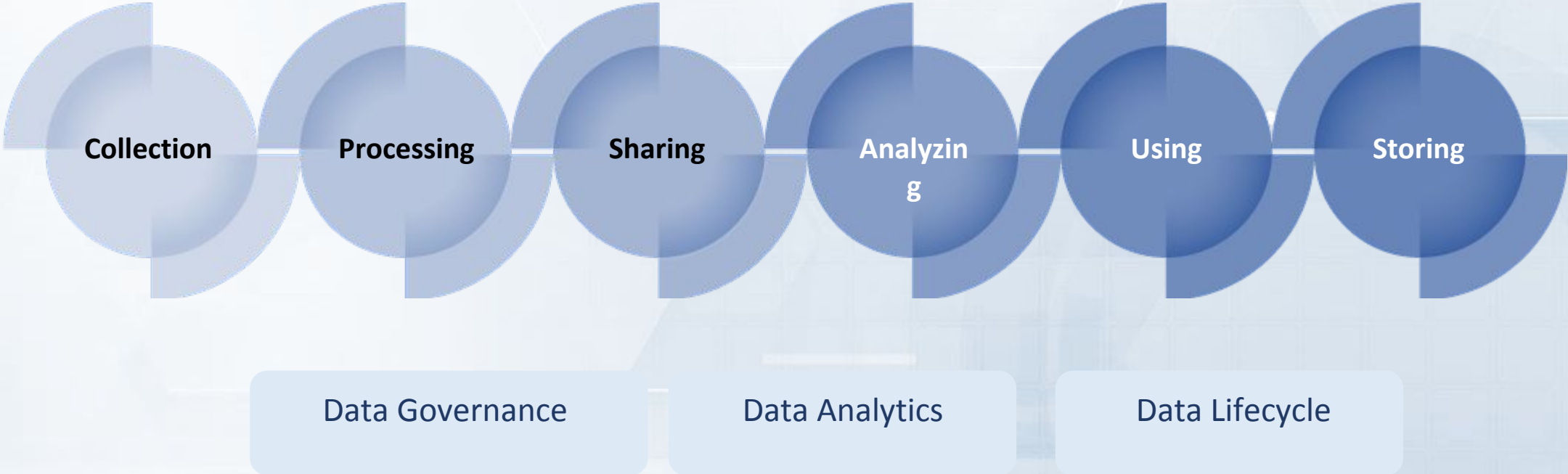# Data Solutions

Data Analytics and Machine Learning Lifecycle (Gartner)

KRE EDM provides Solutions, Framework and expertise throughout your DATA lifecycle

Collection

Processing

Sharing

Analyzing

Using

Storing

Data Governance

Data Analytics

Data Lifecycle

Our Data Governance Approach

Performance Management

Provides metrics and performance reporting to assess progress and value delivered to the organization – promotes continuous improvement

Organization

The data governance organization contains multiple levels of participants, Executive, Stewardship and Operational. There may also be a consultative/coaching group

Policies, Principles and Standards

Provides overall policies to manage the data assets. The policies and standards drive how data are collected, stored, transformed/manipulated, shared and protected.

Process and Procedures

Processes and Procedures provide the means to carry out the data governance policies, principles and standards
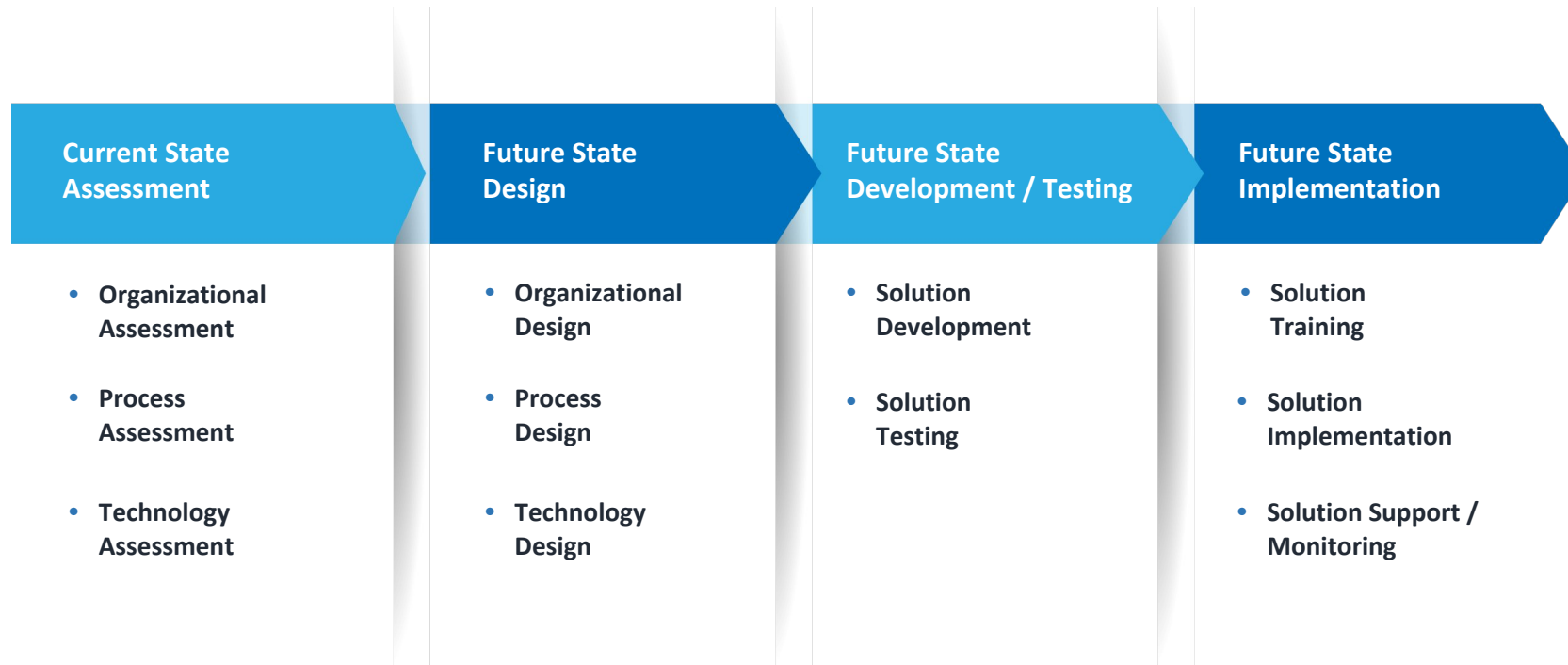
Tools and Architecture

Tools and Architecture provide support to the processes, procedures and management/ reporting functions

Enterprise Data Managed. "Through KRE's DG Framework and it's associated Tools"

Our Route Map

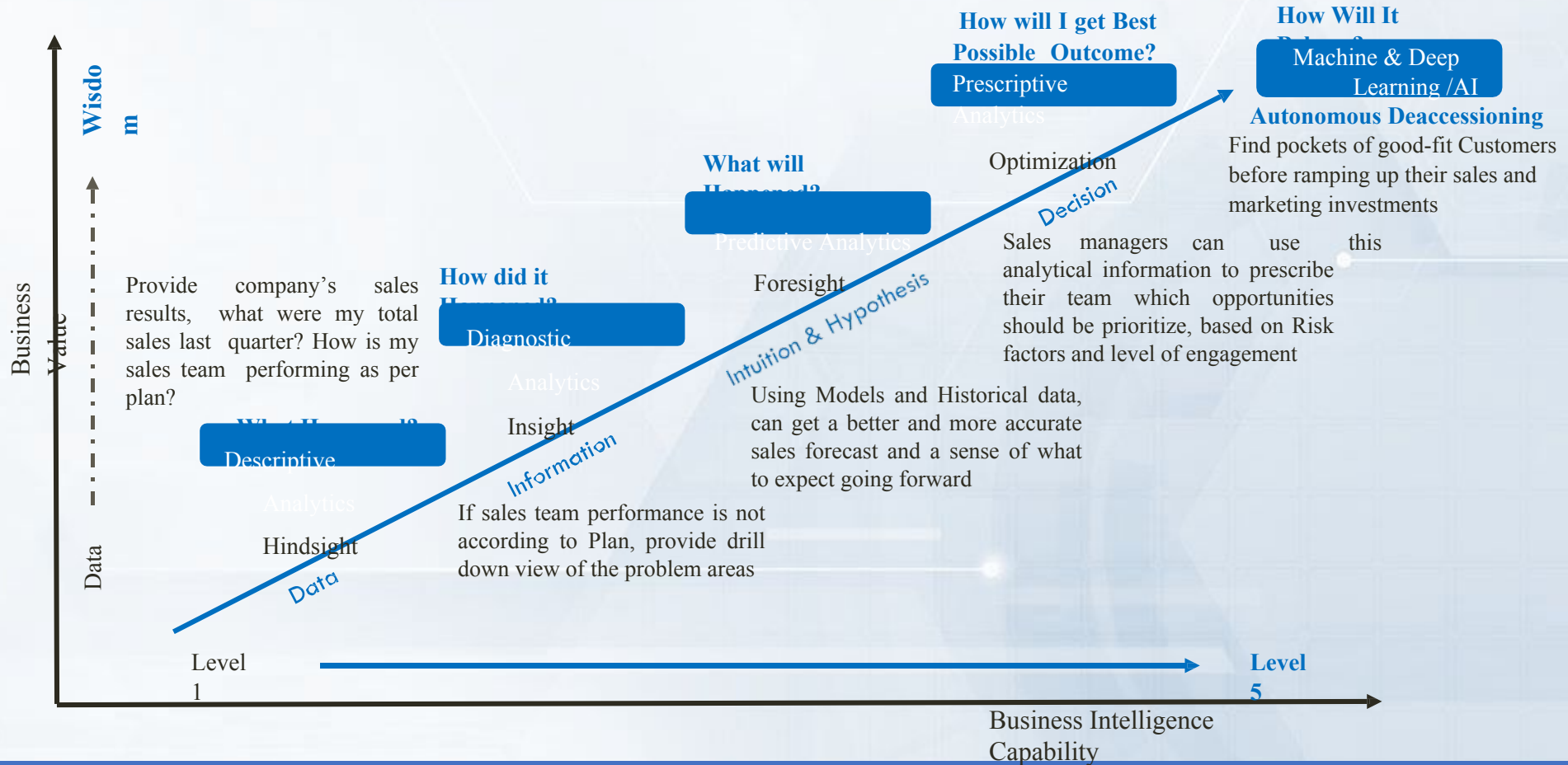| Current State Assessment	Future State Design	Future State Development / Testing	Future State Implementation
• Organizational Assessment	• Organizational Design	• Solution Development	• Solution Training
• Process Assessment	• Process Design	• Solution Testing	• Solution Implementation
• Technology Assessment	• Technology Design		• Solution Support / Monitoring

The route map is common to all the governance components.
It should be noted that most of the components will incur multiple iterations as new areas of focus are added.

KRE's DG Framework designed around "Start Small Grow Big" Philosophy Minimizing your Risk Recycle & reusable for easy scalability Measuring and Monitoring tools
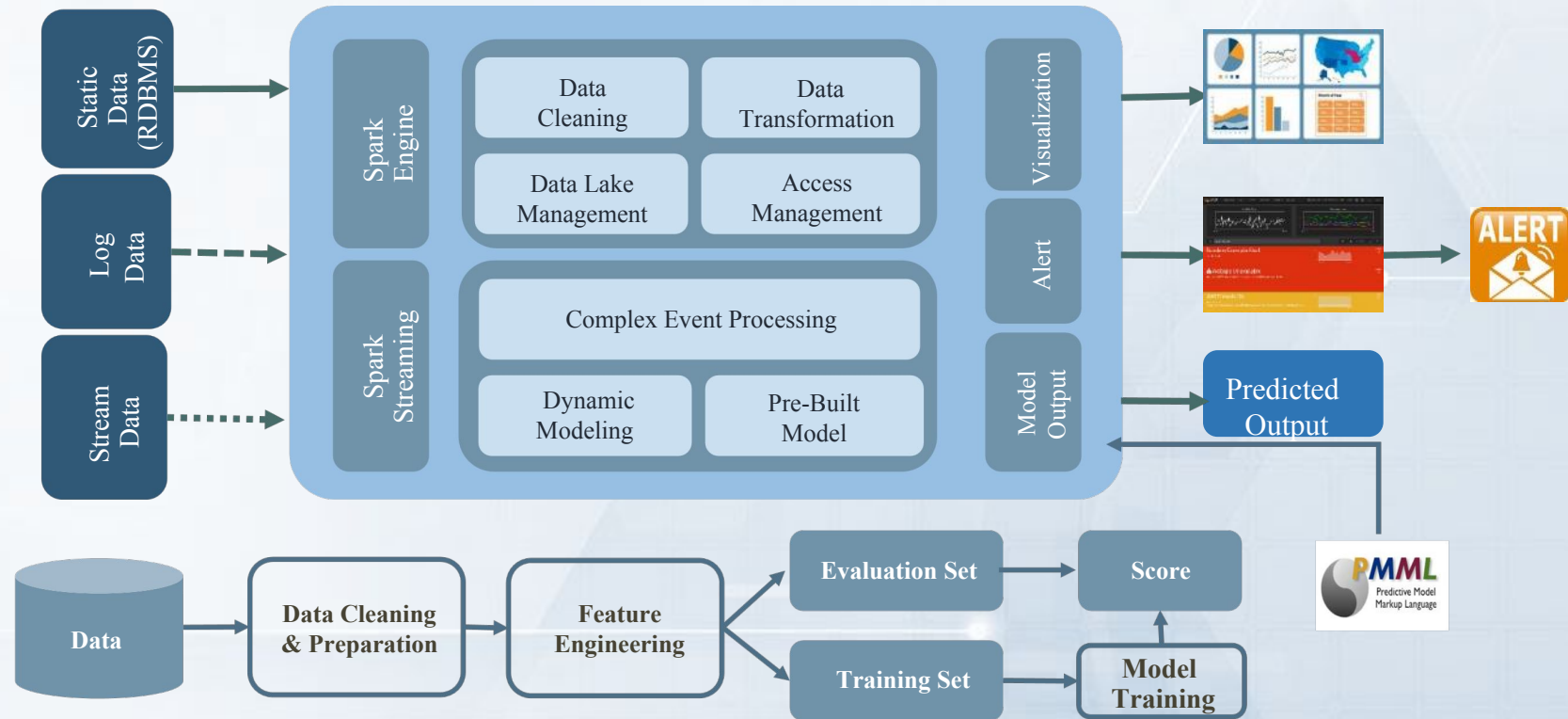
Data Analytics Maturity Model

Wisdom

Business Value

Data

How will I get Best
Possible Outcome?
Prescriptive
Analytics

Optimization

How Will It
Machine & Deep
Learning /AI
Autonomous Deaccessioning
Find pockets of good-fit Customers
before ramping up their sales and
marketing investments

Sales managers can use this
analytical information to prescribe
their team which opportunities
should be prioritize, based on Risk
factors and level of engagement

What will Happened?
Predictive Analytics

Foresight

Using Models and Historical data,
can get a better and more accurate
sales forecast and a sense of what
to expect going forward

Decision

Intuition & Hypothesis

How did it Happened?
Diagnostic
Analytics

Insight

Information

If sales team performance is not
according to Plan, provide drill
down view of the problem areas

Provide company's sales
results, what were my total
sales last quarter? How is my
sales team performing as per
plan?

What Happened?
Descriptive
Analytics

Hindsight

Data

Level 1

Level 5

Business Intelligence
Capability

Data Analytics - Maturity Mode

Data Analytics – Tools and Capabilities

Insights

- **Fraud Detection**
  Trade Surveillance
- **Profitability analysis**
  Fuel Burn Analysis
- **Asset Health Prediction**
- **Casual Analysis**
  Scenario Modeling
- **Revenue Forecasting**
- **Sales Pipeline prediction**
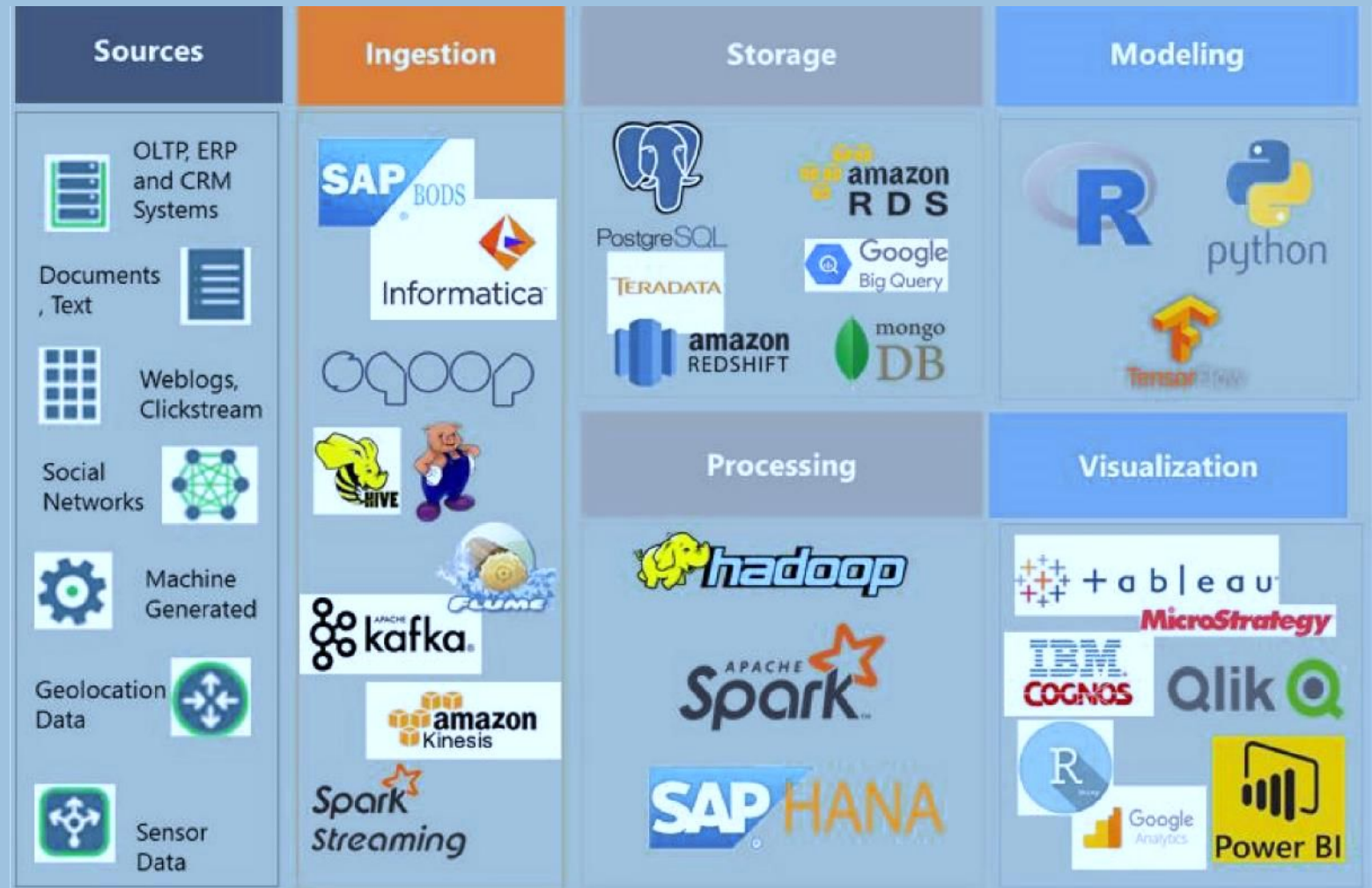
Tools and capabilities for Business Foresight Through Business Intelligence