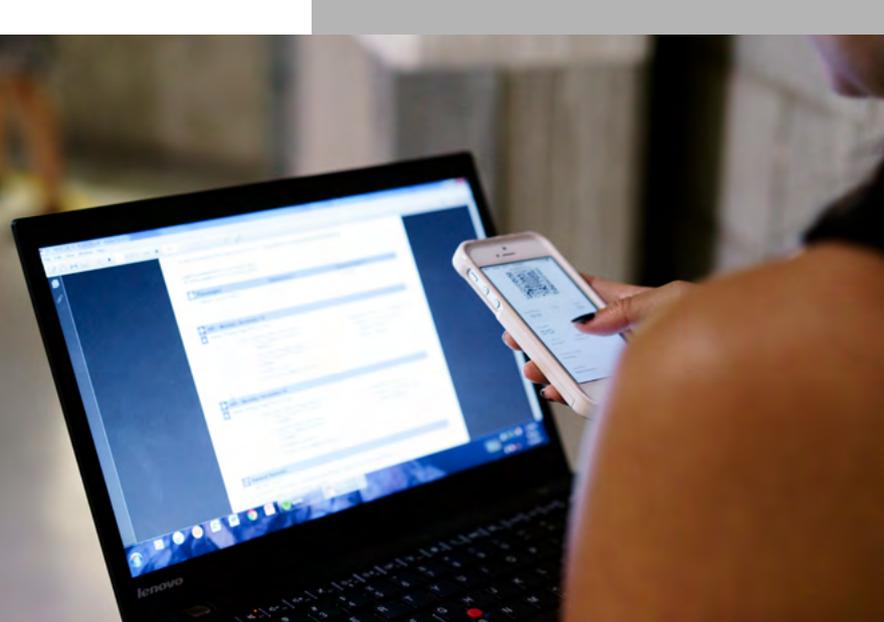# *Data analytics*
Making big data work for you

From clicks to likes and from sensor streams to open data, today's networked and mobile world is creating vast amounts of data at an ever increasing rate. Combined with exponentially increasing internal data you get the data explosion commonly known as big data. Big data is about more than just handling the data your organisation has access to.

It represents a new way of doing business, delivering services and value. A way that is driven by data-based decision-making and new types of products and services enriched with and enabled by data.

Your big data and analytics challenges

- Solving data quality issues in the areas of Finance, HR, Operations, Marketing etc.;
- Creating meaningful reporting and data visualisation to take well informed and timely decisions;
- Detecting fraud and errors;
- Enabling predictive analysis to anticipate needs;
- Identifying most promising prospects sales and on which customers to focus;
- Managing risk more thoroughly.

Our view on big data and analytics

At PwC, data is at the heart of everything we do. We have significant experience in all disciplines of data from collection, cleansing, modelling and management through to building analytical algorithms and visualisation tools.

However, it's the combination of volume, velocity and variety which skyrockets the value potential of big data and its real power lies in creating actionable insight, and applying this insight to transform the organisation.

At PwC we believe that effective data and analytics comprises four key components, all underpinned by PwC's industry expertise and experience.

Both intuition and analytics matter.

It's no longer good enough to make decisions based on intuition alone.

pwc

Underpinned by PwC's industry expertise and experience

Manage data
Collecting, consolidating and cleaning relevant data.

Social Media
Client Proprietary
PwC Proprietary
Public
Sourced
Other
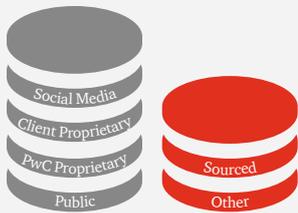
Increasing amounts of data from new and existing sources

Perform analytics
Applying intelligent techniques to uncover insight from the relevant data.

Predictive, descriptive and prescriptive analytics

Create visualisation
Converting the data into a more comprehensible and user-friendly format.
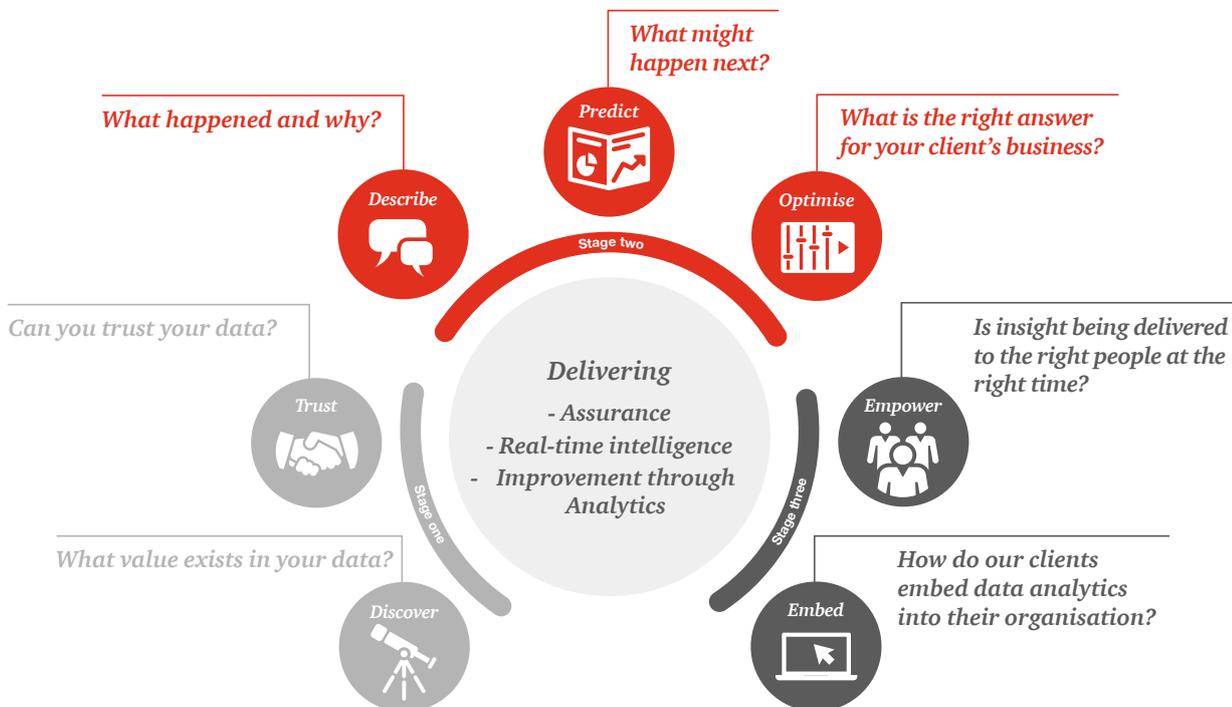
Tableau and QlikView

Harness insight
Applying the insight into more effective decision-making.

Improved risk, compliance, margins, productivity, growth and innovation

How we are delivering big data and analytics - from strategy to execution

What might happen next?

What happened and why?

Predict

What is the right answer for your client's business?

Describe

Optimise

Stage two

Can you trust your data?

Trust

Delivering
- Assurance
- Real-time intelligence
- Improvement through Analytics

Is insight being delivered to the right people at the right time?

Empower

Stage one

Stage three

What value exists in your data?

Discover

Embed

How do our clients embed data analytics into their organisation?

Follow us

Why PwC Luxembourg?

PwC Luxembourg (www.pwc.lu) is the largest professional services firm in Luxembourg with 2,850 people employed from 77 different countries. PwC Luxembourg provides audit, tax and advisory services including management consulting, transaction, financing and regulatory advice. The firm provides advice to a wide variety of clients from local and middle market entrepreneurs to large multinational companies operating from Luxembourg and the Greater Region. The firm helps its clients create the value they are looking for by contributing to the smooth operation of the capital markets and providing advice through an industry-focused approach.

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 158 countries with more than 236,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com and www.pwc.lu.

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