OBJECTIVE

How to get started with your **data analytics** project

6 steps for getting your project started

Starting a data analytics project can be a complex process, but breaking it down into steps can make it more manageable.

6 steps for getting your project started

Starting a data analytics project might seem complex, but don't worry—we've got it broken down into 6 simple steps:

UNDERSTAND

1> YOU TELL US WHAT

2> WE'LL ASK WHY

3> DISCUSS THE HOW

DESIGN

4> GATHER INFORMATION

5> DESIGN

6> REFINE AND PLAN

Over the course of 1-2 meetings and workshops, we delve into understanding the unique requirements of your business/organisation. Together, we chart a course tailored to suit your needs. Our process accommodates ample time for thorough review, ensuring we can make necessary refinements to guarantee optimal outcomes.

1. YOU TELL US **WHAT**

At Objective, we kick off the data analytics journey by sitting down (either in-person or online) with you. This initial meeting is all about hearing your businesses/organisations thoughts, dreams, and any challenges you're facing. Whether you have a clear vision in mind or just a general idea, we're here to listen and understand.

By gaining and understanding of how data is currently used within your organisation, we can generating ideas together on how to unlock more from your data. Your insights are the foundation upon which we'll build a solution to fit your needs.

2. WE'LL ASK **WHY**

The potential with data is endless, so it is important to understand why your company/organisation is interested in a data analytics project. So, when writing a cost estimate or proposal for your data analytics project, it goes beyond just numbers and figures. This is our opportunity to delve into the intricacies of your business, review your current data structure, and ask the vital 'whys' to ensure that the proposed solution aligns seamlessly with your objectives.

This collaborative process ensures that your data analytics experience is, not only efficient, but also bespoke to your needs and goals.

3. AND DISCUSS THE **HOW**

With the cost estimate or proposal in hand, we'll have a meeting to chart out the roadmap ahead. This meeting is all about clarity. We'll discuss the proposed cost estimate and work together to establish a budget and timeframe. Additionally, we'll briefly explore how we can leverage your existing data structure.

Our aim is to ensure that you have a clear understanding of the journey ahead, and we are aligned on the steps we'll take to bring your vision to life.

Once you are ready, we then proceed to the next stage, Design.

4. **GATHER** INFORMATION

Through workshops, we closely collaborate with you to gather the essential information, laying the foundation for your data analytics project. Tailored to your specific needs, this process may involve reviewing your current processes, assessing your data integrity (cleanliness and availability), and identifying any missing information or new data requirements you may have. Together, we shape the groundwork for a successful data analytics journey.

5. **DESIGN** YOUR SOLUTION

With the gathered insights, we enter the design phase. Picture it as crafting the blueprint of your data analytics project. We meticulously design a solution that covers every nuance of your requirements.

Our data analytics services include: business intelligence, data insights, data warehouses, machine learning, predictive analytics and Power BI.

As we tailor this data analytics solution to meet your needs, we also work with you to identify any additional uses of your data that may bring added benefits to your company or organisation.

6. **REFINE** AND PLAN

After you're had a chance to review the detailed design, we'll meet to discuss any refinements you may require. This ensures that the project is precisely tailored to meet your expectations.

During this meeting, centered around your needs, we set the timeline, defining milestones, and outline deliverables, providing you with a clear roadmap of the journey ahead. It's all about fine-tuning and planning for a seamless and successful process.

Once you're happy with the design, our team at Objective proceed to Develop and Launch your solution.

Success stories

Success stories of two delighted customers who experienced firsthand the exceptional results that define our approach to data analytics.

Performance Insight

Explore how Everglade Windows Ltd transformed their operations by leveraging data optimisation solutions.

ABOUT EVERGLADE WINDOWS LTD

Everglade Windows Ltd is a family run window and door manufacturer. Objective were asked to help work out how Everglade could better use their data.

## THE CHALLENGE

Data from multiple sources
Because of challenges with fragmented data and data sitting across multiple platforms, Everglade Windows' Sales team was spending 25% percent of its time manually preparing reports to track sales performance against target and only 75% of its time was left for sales.

Translating data into business insights
One of the biggest data challenges the company was facing was the quick discovery of insights that matter to the business.

OUR SOLUTION

A custom-built web portal allows Everglade's users to log in and view reports and documents appropriate for them.
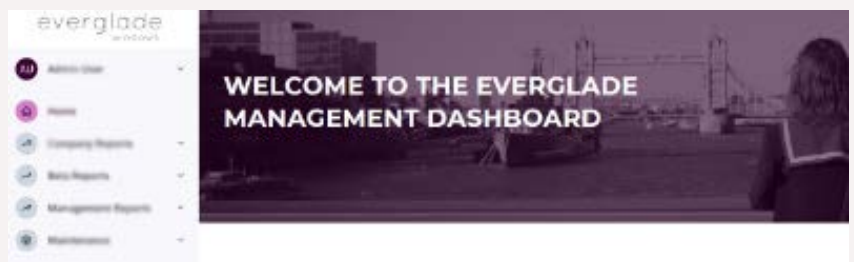
Multiple areas such as 'Management Reports' and 'Company Reports' with differing user permissions hold Power BI reporting dashboards, combining data from different systems to provide an important insight into company KPIs and other useful information. Other dashboards allow for comparison between the different systems to monitor discrepancies in data.

BENEFITS

- Increased data security
- Delivering Business Insights
- Automating established reports
- Easily accessible information

Budget Forecasting

Explore how IISS transformed budget forecasting with our data analytics solution, applicable across diverse industries.

ABOUT IISS

The International Institute for Strategic Studies (IISS) is a London-based research institute specialising in unbiased, analytical research focused on international security and conflict. Established in 1958, IISS is renowned for its annual publication, The Military Balance, assessing global military capability and defense economics.

THE CHALLENGE

Our partnership with IISS began in 2017, culminating in the launch of a robust defense budget forecast tool integrated into the Military Balance+ platform. Focused on predicting a country's defense budget for the next 10 years, the innovative tool utilises a Bayesian network-based model.

A Bayesian network-based model is a statistical framework that computes the probability of an event based on data as well as prior information or expertise about the event or conditions related to that event. The Bayesian models have the ability to update predictions after obtaining new data similar to how our mind builds rich, abstract, veridical models of the world given only the sparse and noisy data that we observe through our senses.

OUR SOLUTION

Starting with a proof of concept, our dedicated data analytics team harnessed statistical methods and R programming to develop a data-drive algorithm. Through meticulous data review, tidying, and feature engineering, we crafted a model that exceeded expectations.

The tool has a successful soft launch in July 2020, initially covering select markets. Today, it empowers users worldwide to predict defense budget trends and customise forecasts within +25% to -25% intervals. As we continue to refine and expand coverage, the tool opens up new horizons for defense analysis.

Budget Forecasting

From the military to construction and beyond, our data analytics solution empowers businesses to forecast budgets with precision, enabling informed decision-making and strategic planning.

THE BENEFITS

- **Precise Forecasts:** Gain insights to determine future trends in budgetary allocations over the next decade. Our advanced data analytics models provide provision in forecasting, enabling strategic decision-making with confidence.

- **Flexibility:** Customise and adapt forecasts based on need. Whether projecting a more optimistic or conservative outlook, our data analytics solutions empower you with the flexibility to align forecasts with your organisation's strategic goals.

"The new defence budget forecast tool is an exciting addition to the Military Balance+ and is the first to use an econometric algorithm to consider up to 45 variables simultaneously to determine the outlook. The ability to modify the forecast is also a unique feature and will help our members explore the opportunities and challenges these markets present."

FENELLA MCGERTY. SENIOR FELLOW FOR DEFENCE ECONOMICS, IISS

Economic Forecast Tool

Developed models to predict defensive military budgets for leading global military countries over the next 10 years.

FAQS

Explore our Frequently Asked Questions. If you don't find the answer you're looking for, feel free to reach out or visit our website for more information.

Frequently Asked Questions

WHAT CAN DATA ANALTYICS DO FOR MY BUSINESS?

Your business can benefit from analytics services to provide decision-making insight in the following key areas:

- Better targeting for customer acquisition
- Predict customer trends and behaviours, add more value to clients
- Analyse, interpret and deliver data in meaningful ways
- Drive effective decision-making and improve campaign performance

WHAT IS POWER BI AND HOW CAN IT BENEFIT MY BUSINESS?

Power BI is a Microsoft tool that transforms business data into visual reports and dashboards. Our .NET development team can help you to create:

- **Key Performance Indicator (KPI) reports:** KPI reports use your data to provide summaries and detailed information on how well or poorly areas of your business perform.

- **KPI & BI Dashboards:** Displayed as charts, graphs and gauges, dashboards help you to visualise and track information.

- **Business Scorecards:** Indicate your organisation's progress towards strategic goals.

WHAT INVESTMENT IS REQUIRED?

The cost and time investment for a data analytics project depend on its complexity, features, and scope. Small projects may require a few days to a couple of weeks, while larger ones can extend to several months. Costs are influenced by the complexity and scale of data, and your requirements.

A thorough Understanding and Design phase, clear requirements, and effective communication between us is crucial to managing both time and costs efficiently.

3 reasons to partner with Objective

Friendly...
Flexible...
Forward-Thinking...

3 reasons to partner with Objective

1. WE'RE FRIENDLY

Developing long-term relationships with our clients is important to us. Whether you stop by for a coffee and a cookie or pick up the phone for a support call, you will always be greeted with a hello and a smile.

2. FLEXIBLE TO YOUR NEEDS

You aren't the same as our other customers. Every customer we have is unique, and we value the way that you want to work. Let us know your timescale, pace, or budget, and we can work with you to provide the best solution within your constraints. This extends to aftercare as well, we're here as a partner, supporting your business and your goals.

3. FORWARD THINKING

At Objective, we're forward thinking, aiming to provide the best and most innovative solutions. It's all about understanding your business goals, challenges, and the solution you require. This isn't because we're nosey; it's because it helps us to help you. Together, we'll find the best solution, not just for now but for your business as it grows or changes over time.

What our clients say...

Don't just take our word for it, here is what our clients say about us:

"We found the Objective team very flexible and accommodating. Objective proved very helpful."
Yogesh Gopal, Managing Director, Everglade Windows Ltd

"The team at Objective impressed us from the first day with a clear focus on our needs, the flexibility and determination to delivery against complex requirements, and their constructive, collaborative attitude."
**Bastian Giegerich, Director-General & Chief Executive, IISS**

"The dashboards have allowed previously unattainable information to become available to the business in real-time. The data, extracted from multiple sources, has provided management with an immediate insight into the performance of the business. I look forward to continuing working with Objective in order to further develop our reporting suite."
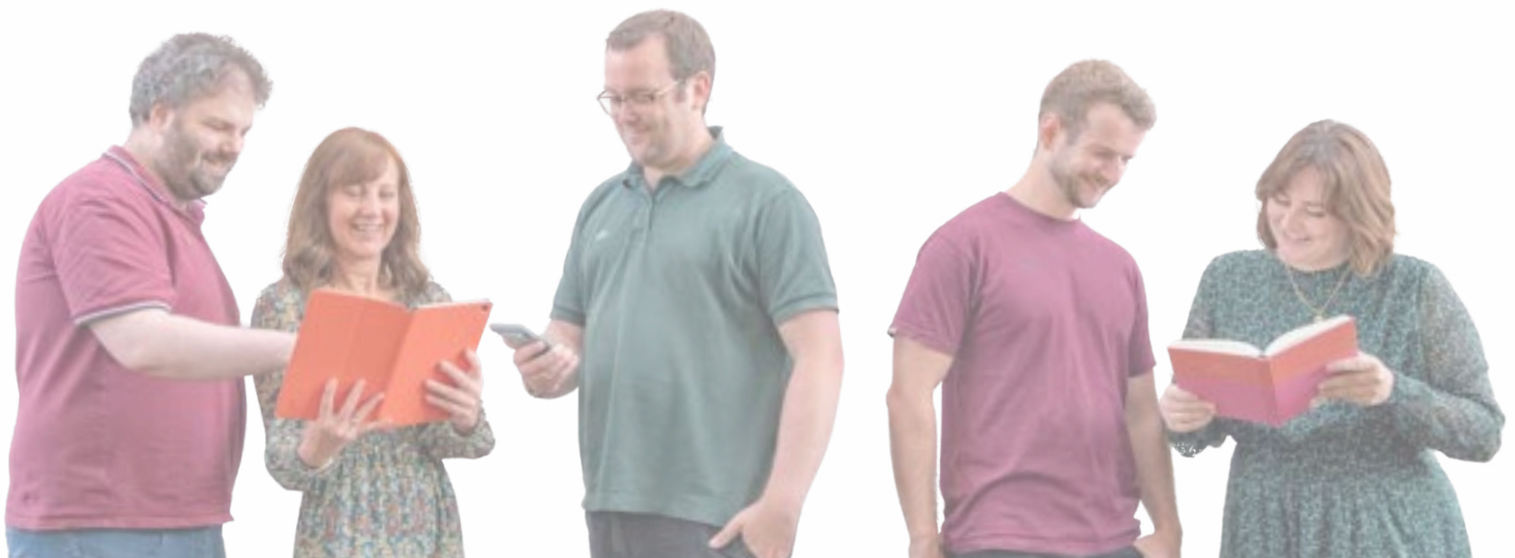**Dan Shoben, Financial Director, Athona Recruitment**

OUR CLIENTS

What we do...

Software Development

Data Analytics

Consultancy
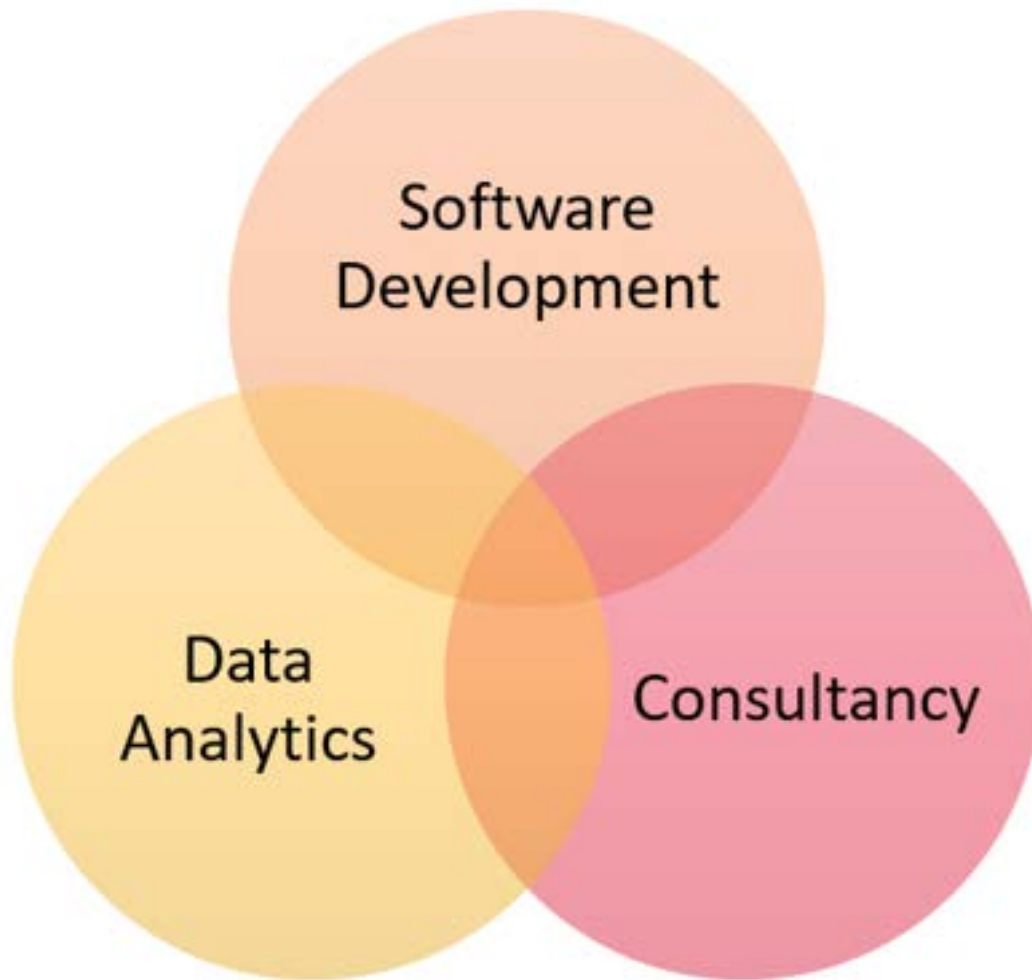
Microsoft Partner | Gold Application Integration
Gold Data Analytics
Gold Application Development

Ready to start your journey?

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If you're ready to start your journey get in touch with Objective. We're here to partner with your business for the long term.

Microsoft
Partner

■■ Microsoft

Gold Application Integration
Gold Application Development
Gold Data Analytics