Golden Key Awards 2021

Best Business Impact Through Analytics

Description:

This award is for analytics performed on data (big/limited, structured/semi-structured/unstructured) that resulted in a demonstrable business impact for a client.

The key requirements are:

1. The analytics techniques used (what, why and how);
2. The tangible business impact it made. The project should have been concluded between Dec 2020 and Nov 2021.

Evaluation Criteria:

1. Presentation quality – written entry form and face-to-face presentation, Finesse, clarity and brevity
2. Differentiation – originality and freshness of analytical thinking
1. Complexity of the challenge
2. Innovativeness of the solution
3. Robustness of the technique(s) deployed
4. Final impact attributable to analytics on the Business.

Who can apply:

Research Agencies, Analytics companies, Research based consulting organisations, Client organisations - private sector, Client organisations including Government Departments,PSUs,NGOs, Panel Management Companies, Technology Companies

Entry submission form sample

1	Question:	Summary of your case and resulting business impact.
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

2	Question:	Background: Brief description of the business/marketing challenge, including relevant contextual background
	Type:	Text
	Character Limit:	1000
		Image: Yes , **Website Link:** Yes

3	Question:	Considerations/Approach. Indicative questions: 1. Description of the Data Set used (Source of data, kind of data and size of data, if primary data how the data was collected). 2. Which analytic techniques were considered/attempted (If the techniques are proprietary, please provide a brief description which will provide the jury a sense of what was done without revealing any confidential information)? 3. What was the inference from the analysis?
	Type:	Text
	Character Limit:	3000

4	Question:	Outcome. Indicative questions: 1. What decisions and actions were taken as a result of the analysis? 2. How was the business impact assessed, what criteria or metrics? 3. What was the final impact on the business (please provide numbers and source as substantiation)? 4. What, if any, are the limitations of the technique?
	Type:	Text
	Character Limit:	3000
		Image: Yes , **Website Link:** Yes

Notes:

1. Text responses have a character limit and each question has a different limit. Please check it before preparing your answer.
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for the particular question. Only one image can be uploaded per question. Do not add text with very small font in the image.
3. **Website Link: Yes** – means you can add 1 weblink/ YouTube video link which will be available to the jury to view when evaluating the entry
4. Sub-questions are indicative. Please only answer what strengthens your submission/ entry.