MRSI
SHAPING TOMORROW, TODAY



Best Business Impact Through Analytics

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

The key requirements are:
1. The analytics techniques used (what, why and how).
2. The tangible business impact it made.

The project impact data should be from the period between **January 2026 and December 2026**

Evaluation Criteria:
1. Presentation quality – written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Complexity of the challenge
3. Uniqueness of the solution
4. Robustness of the technique(s) deployed
5. Final impact attributable to insight on the Business

Entities who can apply:
1. Research Agencies
2. Client Organisations
3. Analytics Companies/Technology Companies
4. Research-based Consulting Organisations

Enty Form Sample

Question Details

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 problem statement, including relevant contextual background
	Type:	Text
	Character Limit:	1000
		Image: Yes
3	Question:	Considerations/Approach 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).
	Type:	Text
	Character Limit:	1000
		Image: Yes
4	Question:	Considerations/Approach 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)?
	Type:	Text
	Character Limit:	1000
		Image: Yes
5	Question:	Considerations/Approach 3: What was the inference from the analysis?
	Type:	Text
	Character Limit:	1000
		Image: Yes
6	Question:	Outcome 1: What decisions and actions were taken as a result of the analysis?
	Type:	Text
	Character Limit:	1000
		Image: Yes

7	Question:	Outcome 2: How was the business impact assessed, what criteria or metrics?
	Type:	Text
	Character Limit:	1000
		Image: Yes
8	Question:	Outcome 3: What was the final impact on the business (please provide numbers and source as substantiation)?
	Type:	Text
	Character Limit:	1000
9	Question:	Outcome 4: What, if any, are the limitations of the technique?
	Type:	Text
	Character Limit:	1000
		Image: 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.