

## Best Business Impact Through Analytics

### Description

This award is for a case study that demonstrates specific analytics work done on either a big data set or a small data set which resulted in a demonstrable business impact, commissioned by a client (external or internal).

### Evaluation criteria

Presentation quality - written entry form and face-to-face presentation, finesse, clarity and conciseness.

Differentiation - originality and freshness of research/marketing thinking

Complexity of the challenge

Innovativeness of the analytics solution

Robustness of the technique(s) deployed

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
		<b>Website Link:</b> Yes
2	Question:	Background - Brief description of the business/marketing challenge, including contextual background if relevant
	Type:	Text
3	Question:	Considerations/Approach i) : 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
		<b>Image:</b> Yes
4	Question:	Considerations/Approach ii) : 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
		<b>Image:</b> Yes
5	Question:	Considerations/Approach iii) : What was the inference from the analysis?
	Type:	Text
		<b>Image:</b> Yes
6	Question:	Outcome i) : What decisions and actions were taken as a result of the analysis?
	Type:	Text
		<b>Image:</b> Yes
7	Question:	Outcome ii) : How was the business impact assessed, what criteria or metrics?
	Type:	Text
8	Question:	Outcome iii) : What was the final impact on the business (please provide numbers and source as substantiation)?
	Type:	Text
		<b>Image:</b> Yes , <b>Website Link:</b> Yes
9	Question:	Outcome iv) : What, if any, are the limitations of the technique?
	Type:	Text
		<b>Image:</b> Yes

### Notes:

1. Text responses have a character limit of 2000 including spaces
2. **Image: Yes** – means you can upload 1 image which will be included with your text response for that question. Only 1 image can be uploaded per question if it is allowed
3. **Website Link: Yes** – means you can add 1 weblink/Youtube video link which will be available to the jury to view when evaluating your entry