

# Golden Key Awards|2024

## 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.
3. The project impact data should be from the period between **December 2023 and December 2024.**

### Evaluation Criteria:

*Overall:*

1. Presentation quality – written entry form and face-to-face presentation, finesse, clarity and brevity.
2. Differentiation – originality and freshness of analytical thinking

*Award Specific*

1. Complexity of the challenge
2. Uniqueness of the solution
3. Robustness of the technique(s) deployed
4. Final impact attributable to analytics on the Business

### Who can apply:

1. Research Agencies
2. Client Organisations
3. Analytics Companies/Technology Companies
4. Research-based Consulting Organisations

## Entry submission form sample

### Question Details

<b>1</b>	<b>Question:</b>	Summary of your case and resulting business impact
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes , <b>Website Link:</b> Yes
<b>2</b>	<b>Question:</b>	Background: Brief description of the problem statement, including relevant contextual background
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes
<b>3</b>	<b>Question:</b>	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).
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes
<b>4</b>	<b>Question:</b>	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)?
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes
<b>5</b>	<b>Question:</b>	Considerations/Approach 3: What was the inference from the analysis?
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes
<b>6</b>	<b>Question:</b>	Outcome 1: What decisions and actions were taken as a result of the analysis?
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes
<b>7</b>	<b>Question:</b>	Outcome 2: How was the business impact assessed, what criteria or metrics?
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> Yes
<b>8</b>	<b>Question:</b>	Outcome 3: What was the final impact on the business (please provide numbers and source as substantiation)?
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
<b>9</b>	<b>Question:</b>	Outcome 4: What, if any, are the limitations of the technique?
	<b>Type:</b>	Text
	<b>Character Limit:</b>	1000
		<b>Image:</b> 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.

**Terms and Conditions:**

- Decision of the selection committee would be final and the MRSI will not be liable for any inconvenience/ disputes resulting from the selection committee's decision.
- MRSI retains the right to make changes to the award categories.