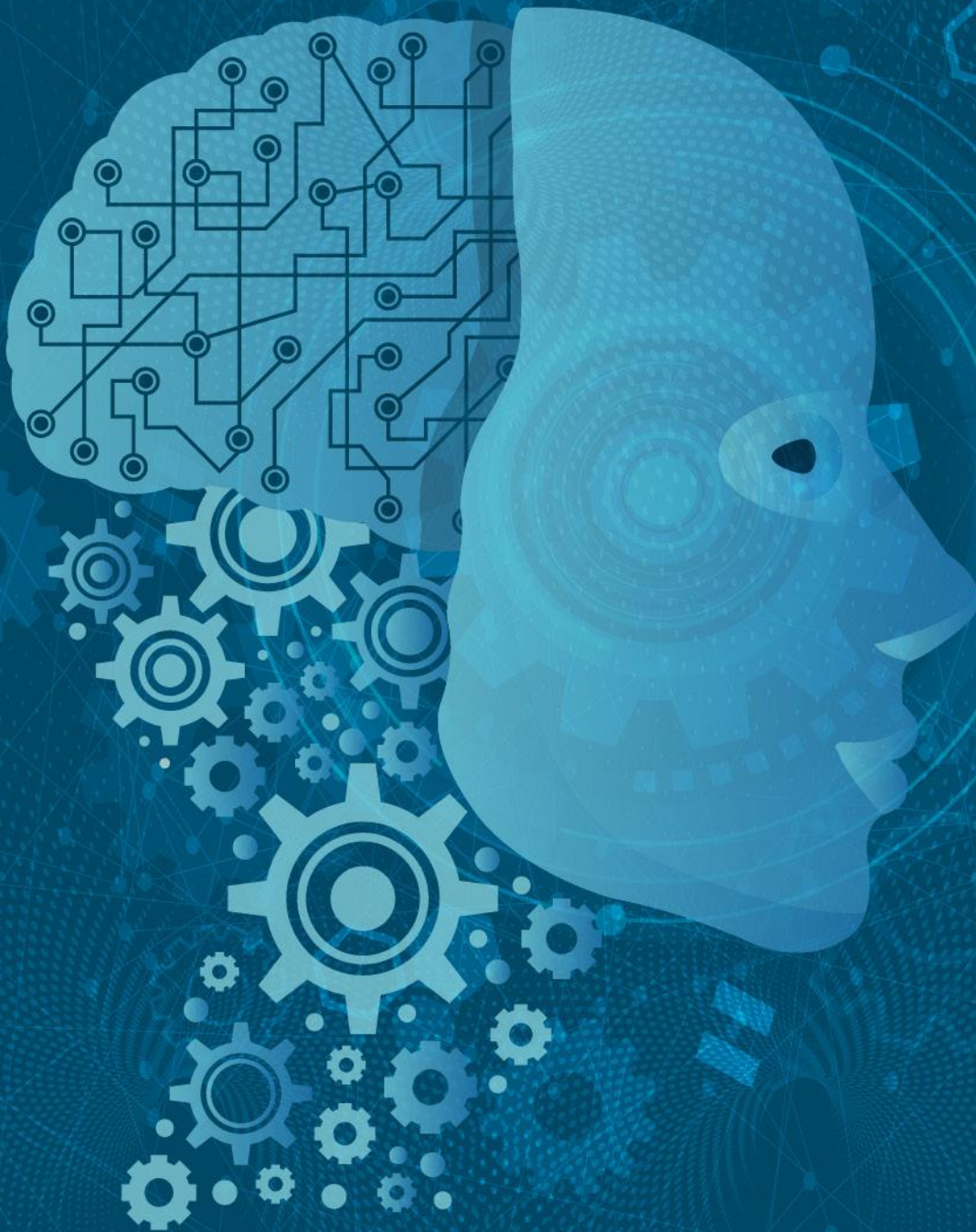




[analytics.rsystems.com](https://analytics.rsystems.com)



## Advanced Analytics Jumpstart Pack

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To Accelerate Your Data-driven Journey

*#YourDigitalTransformationPartner*

**Top-3 Tech Priorities for businesses** include the Investment in Digital, Augmentation of Analytics Capabilities, and Actionable Insights. With our agile data science methodology and capabilities, organizations can deliver increased agility, improved customer experience, and stay ahead of the competition.

**R Systems' Advanced Analytics Jumpstart Pack** helps Data-driven Organizations gain expertise and experience in implementing data & analytics solutions. Our consulting approach occurs in 3-Phases, where our team of experts works with your technology, data, and business teams to align 3–5-year business goals with specific pain points where data and analytics can help.

“*R Systems really impressed us with their range of **custom analytics & data science** services for credit unions. We can't wait to begin this transformation journey with RSI to achieve our business goals by leveraging the power of **data & analytics**”*

– **David Fehrer** | CIO, Unitus CCU

## Our Process

### Phase 1: Analytics Use Case Identification

The Jumpstart Pack starts with our assessment called **Analytics Gym**<sup>®</sup>. It usually takes 2–5 days on-site plus two weeks off-site to formulate recommendations and prepare the documentation. Depending on the scope, it may include the following resources from the RSI Expert Team:

- **Chief Data Scientist** – Data Science/Analytics Use Case Identification and Advisory
- **Director Data Engineering** – Data Quality/Management (*Depending on client's need*)
- **Director of Enterprise Applications** – For Technology Advisory, pertaining to Enterprise Application Systems (*Depending on client's need*)
- **Director of Analytics Client Services** – For Business Process/Advisory issues

During this phase, R Systems' Experts will interview identified key stakeholders from business, data, analytics & and technology divisions in your organization. The assessment usually focuses on a specific department like Marketing or Risk but can also be done across the organization, based on the availability & receptiveness of the relevant stakeholders. Based on the information gathered, & our experience, we'd recommend a list of promising short/long-term use cases.

At the end of this phase, you'll receive a detailed report on the key findings, along with our recommendations.

Out of the recommended use cases, 1 or 2 are selected for further investigation by leveraging your existing data and infrastructure.

These data & analytics projects are designed to drive enthusiasm, awareness & know-how within your Organization, thus helping you take the first key steps in your journey to be data-driven.

Here are few examples of some of our projects:

## **Analytics/AI**

- **Customer Behavioral Analysis and Personalization** – Grow customer base by attracting new customers, especially the millennials (*Marketing, Sales, Product/Services & Customer Experience*)
- **Attrition Analysis** – Reduce attrition, thereby promoting the organization's net customer growth (*Marketing, Sales & Product/Services*)
- **Speech Recognition, Text Analytics and NLP/Voice of Customer** – Deepen relationship with existing customers (*Customer Experience & Sales*)
- **Image Recognition, Segmentation, and Understanding** – Achieve business goals efficiently (*Products/Services, Sales*)
- **Self-service Channels** – Focus on what matters the most by freeing-up engaged resources managing low-yield tasks, and align them to improve customer satisfaction (*Customer Experience*)
- **Digital Strategy** – Leverage search, email, social media, video and mobile to reach a large customer base and to know them better (*Customer Experience, Marketing & Sales*)
- **Behavioral Propensity Modeling** – Identify cross-selling opportunities across product lines (*Marketing & Sales*)
- **Omni-channel Experience** – Deliver a seamless customer experience across all touch points, by integrating various channels (*Customer Experience*)
- **Customer Behavioral Segmentation** – (Re)Segment the current customer base using behavioural data, to serve them better

## **Data Management**

- **Data Assessment/Discovery**
- **Big Data Architecture & Engineering – Advisory and PoC**
- **Data Warehouse/Mart/Lake Architecture/Design for Reporting & Analysis**

## Phase 2: Data Discovery and Scoping

A deep data discovery & project scope assessment will be done for **1 or 2** selected use cases. The data discovery is focused on identifying & understanding relevant data for analysis and the development of models, related to the selected use cases. Based on the data's state, this phase may take **2–4 weeks** on-site & off-site to document findings and providing a scope of work. Based on an organization's specific needs, the following expert resources from R Systems will be involved:

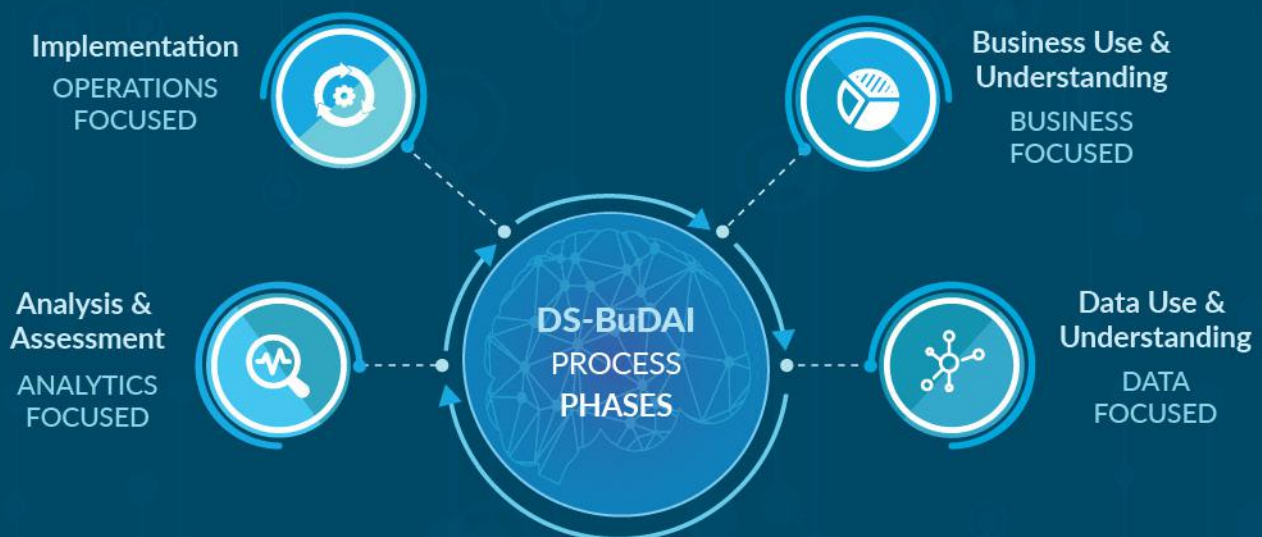
- **Lead Data Scientist** – For Data Science/Relevant Data Identification/Problem Formulation
- **Lead Data Engineer** – For Data management, Governance, Access, and Quality Assessment
- **Lead Enterprise Application Developer** – For Technology Advisory, as related to Enterprise Application Systems (*Optional, and dependent on specific needs*)

At the end of this phase, we'll create a detailed data discovery and scope of work document that outlines the cost estimates, general approach, and deliverables of the PoC/project.

## Phase 3: Project Development and Delivery

### Methodology

We use our agile data science & development methodology – **DS-BuDAI** at each step of our engagement, from assessment to development & delivery. All phases require active involvement of an organization's resources (different for each phase), working in synergy with RSI Experts.



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