



INNOVATION AFRICA DIGITAL SUMMIT 2017

SMARTER THINKING

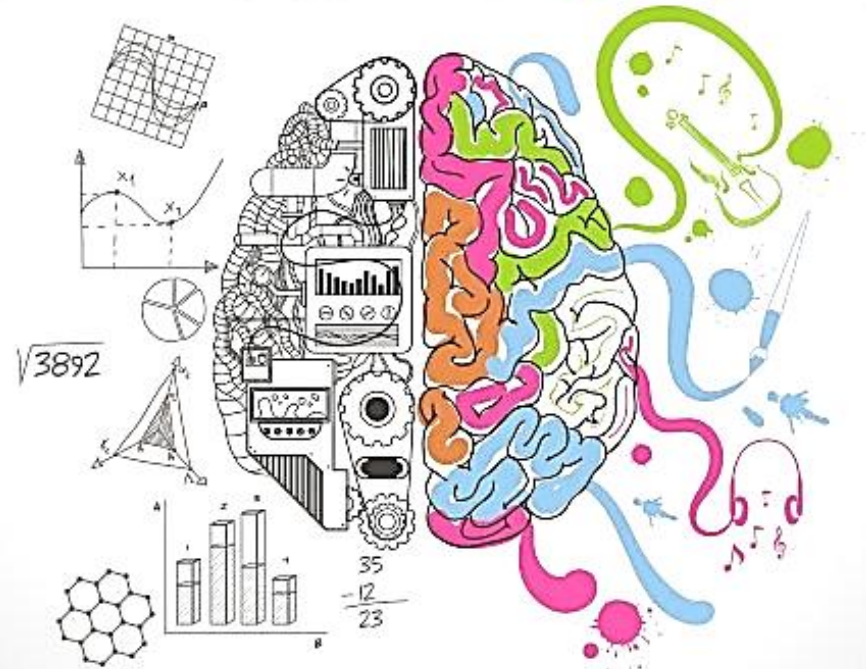
Kampala, Uganda, 25th - 27th April 2017



Making Smarter Decisions in a Data
Overloaded World

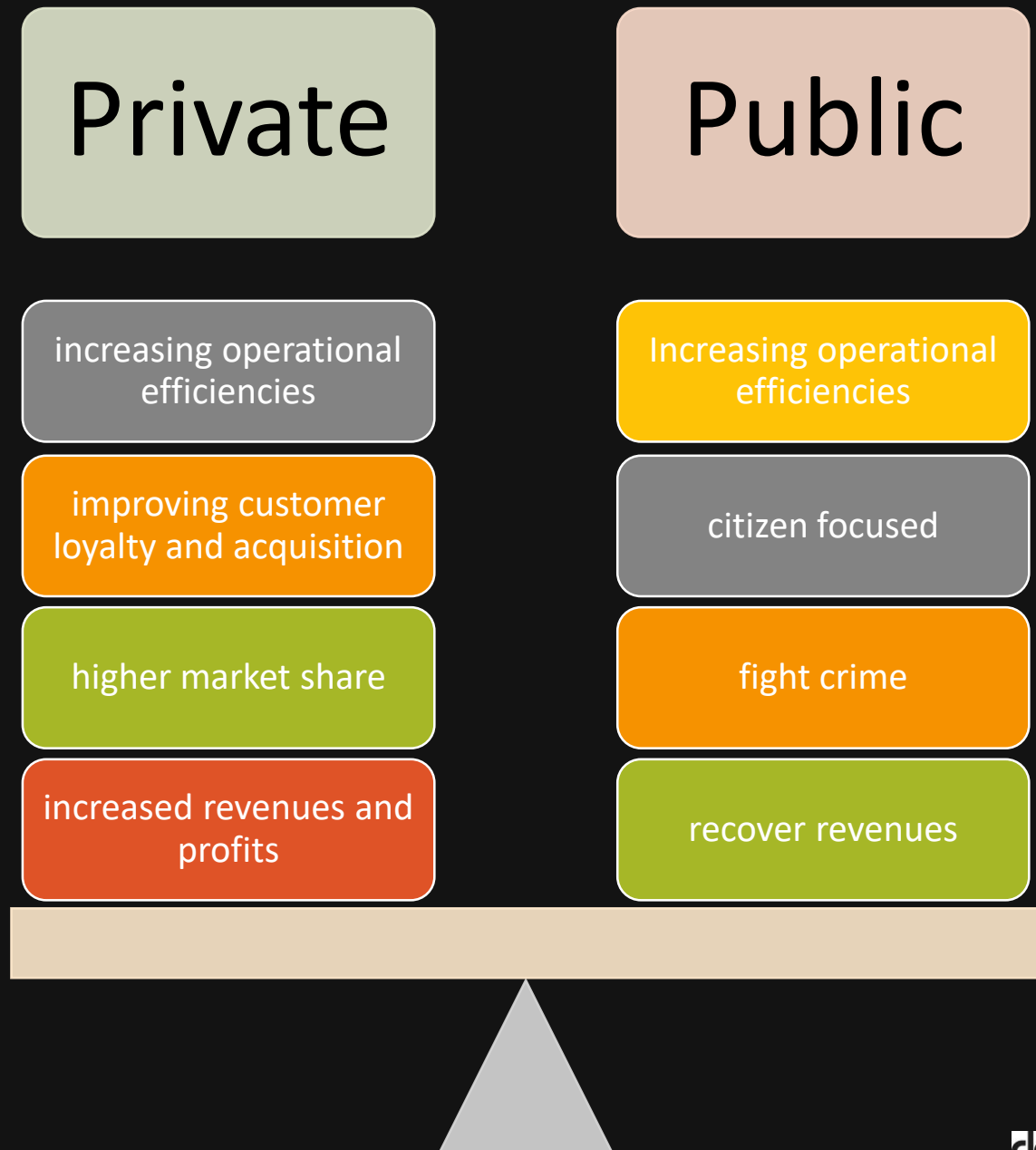
How Are
Decisions
Made?

Data vs Gut



Knowledge + Experience + Intuition + **Data**

Why You need a Data Driven Decision culture?



Return on
Investment

Analytics pays back

\$13 for every \$1
invested

According to Nucleus Research

Two ROI Case Studies

Public Sector

- Reducing red tape across government
- Analytical Application - Sentiment Analysis
- Cost Reduction and savings – through hiring

Private Sector

- Uplift in insurance policies
- Revenue increase across the marketing campaign
- Real-time analytical monitoring
- Increased uplift of conversion rates from 3% to 42%

**Top 3
challenges that
our clients tell
us about:**

- 1. Reliable information**
- 2. Finding relevant data**
- 3. Acting on the data**

A Must for Data Driven Decision Making:

1. Accurate
2. On time
3. Valuable
4. Actionable

Effective Resource Management



Customer Compliance

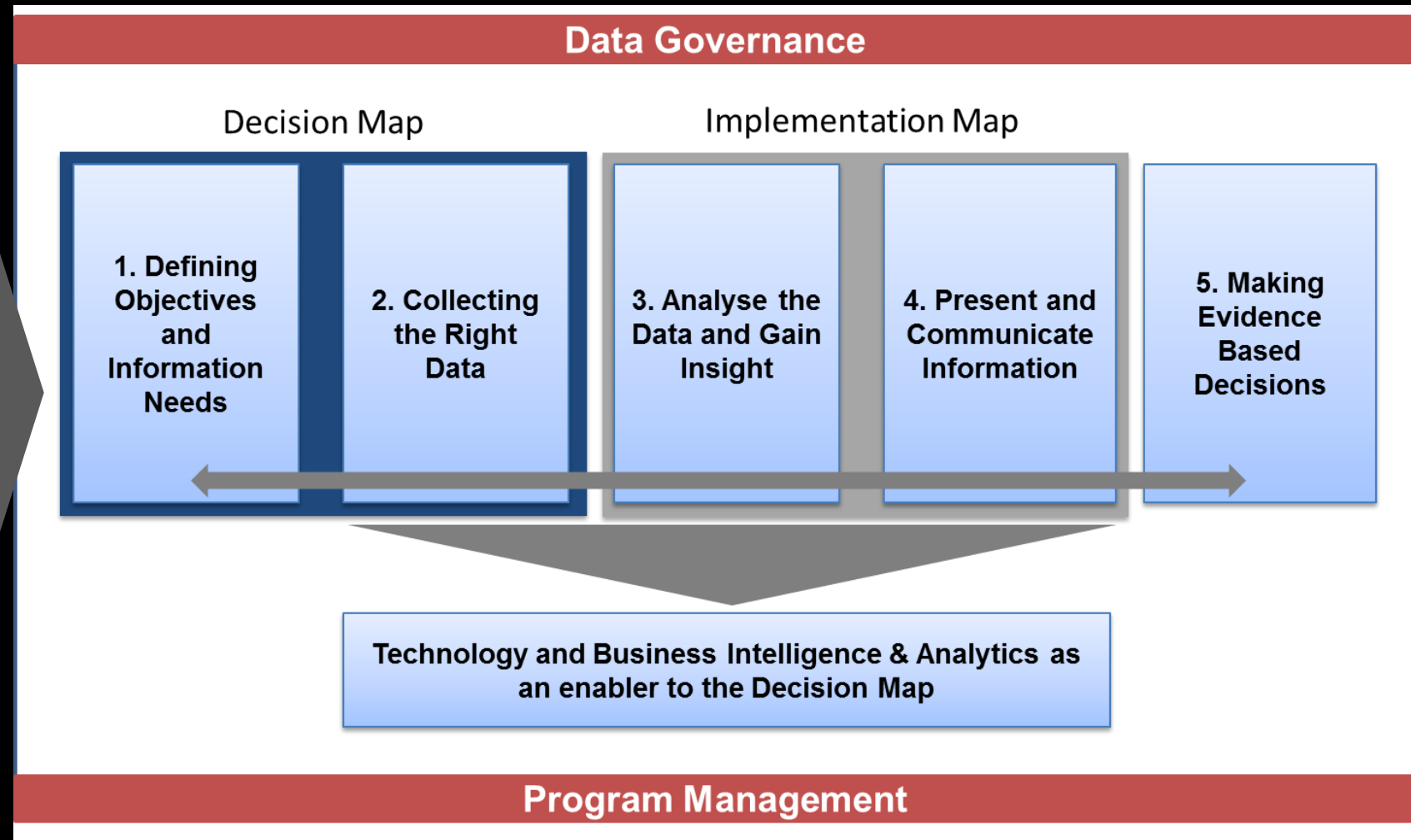


Streamlining the Operations



Case Study - Large Postal & Logistics Company

Decision Making Framework



01

Start with
Decisions
and not
Data

02

Get the
right data

03

Get the
right
technology

04

Get the
right people

05

INFLUENCE
DECISION
MAKING

In Summary

I look forward to supporting your business getting the most value from it's data:

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A blue ink handwritten signature of Samir Sharma.

Samir Sharma
CEO
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DATA STRATEGY | TECHNOLOGY | IMPLEMENTATION

THANK YOU