

5 TRENDS IN OPERATIONS ANALYTICS

From industry verticals, to enabling functions like finance, HR, procurement, manufacturing and production - Analytics will be an all-invasive and omni-present variable across the organization.



Analytics will expand across the enterprise, across functions

Currently the usage of analytics is quite lopsided across industry verticals and across functions in an enterprise - with retail, financial services, insurance and telecom that have traditionally been in the forefront of analytics usage. Similarly front-office functions like sales, marketing and customer -acquisition have also seen more advanced usage of analytics. This will now widen across industry verticals and back-office functions like finance, HR, procurement, manufacturing and production. Better visualization will also be a driver to widen the analytics foot print and improve its usage. It will expand into middle and lower management and won't just be utilized by the top management.



Bringing business context to life

The focus will be on driving key business and operational metrics and not just productivity. The focus will be on driving measurable business outcomes like topline, margins, cash flow and other clearly defined levers that improve customer satisfaction and regulatory compliance.



Rear view to futuristic view

As the ability to bring data together and the cost of managing larger chunks of data improves, the focus will be on moving from the past to the present; to forecasting the future and improving its accuracy. The focus will be on what will happen rather than what already happened. This will further push the frontiers of creating new data inputs using the Internet of Things (IOT)



Time to derive insights will continuously shrink

This is also driven by the declining cost of managing data, increasing pool of people to manage the data and the increasing power of machines to manage larger data pieces.



Heavy automation using Artificial Intelligence (AI) and Machine Learning (ML)

As automation creeps into repetitive rule-based work, usage of AI and ML will make automated decision-making the norm, resulting in huge productivity and lower process exceptions. Standardization and harmonization of global processes will accelerate, to enable easier adoption of AI and ML.