

KRYSA LIS

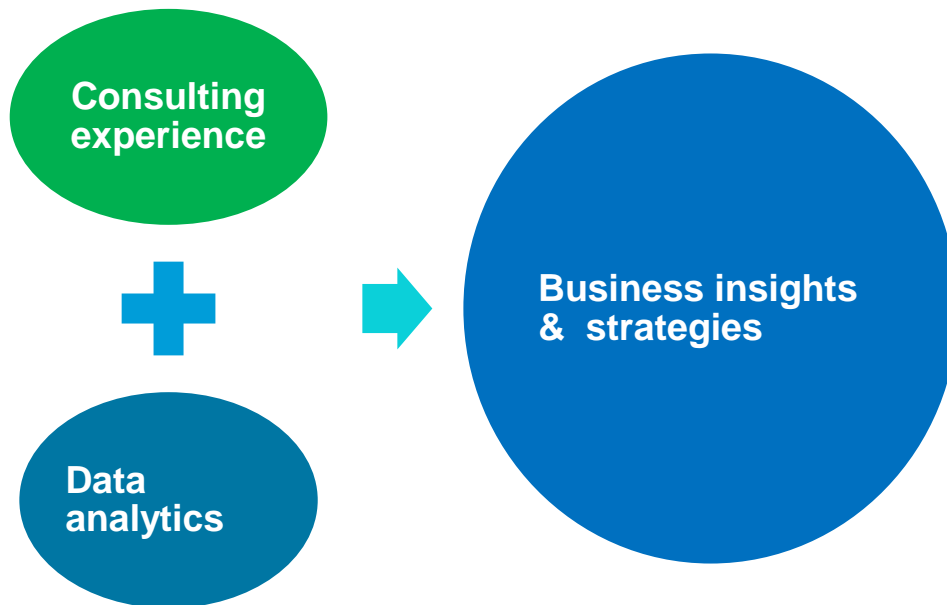
IMPROVING BUSINESS VALUE THROUGH DATA ANALYTICS - APPROACH DOCUMENT

Krysalis Analytics – *from Data to Insights*

Krysalis brings its business perspective to data analytics – a new dimension

2

- Krysalis has rich consulting experience (*more than 50 projects in the last 10 years*) in various sectors – manufacturing, retail and services
- We aim to leverage our business consulting experience in driving appropriate data analytics to help organizations make insight-driven business decisions



Our Value Proposition

Experience-led Analytics approach customized for each business need

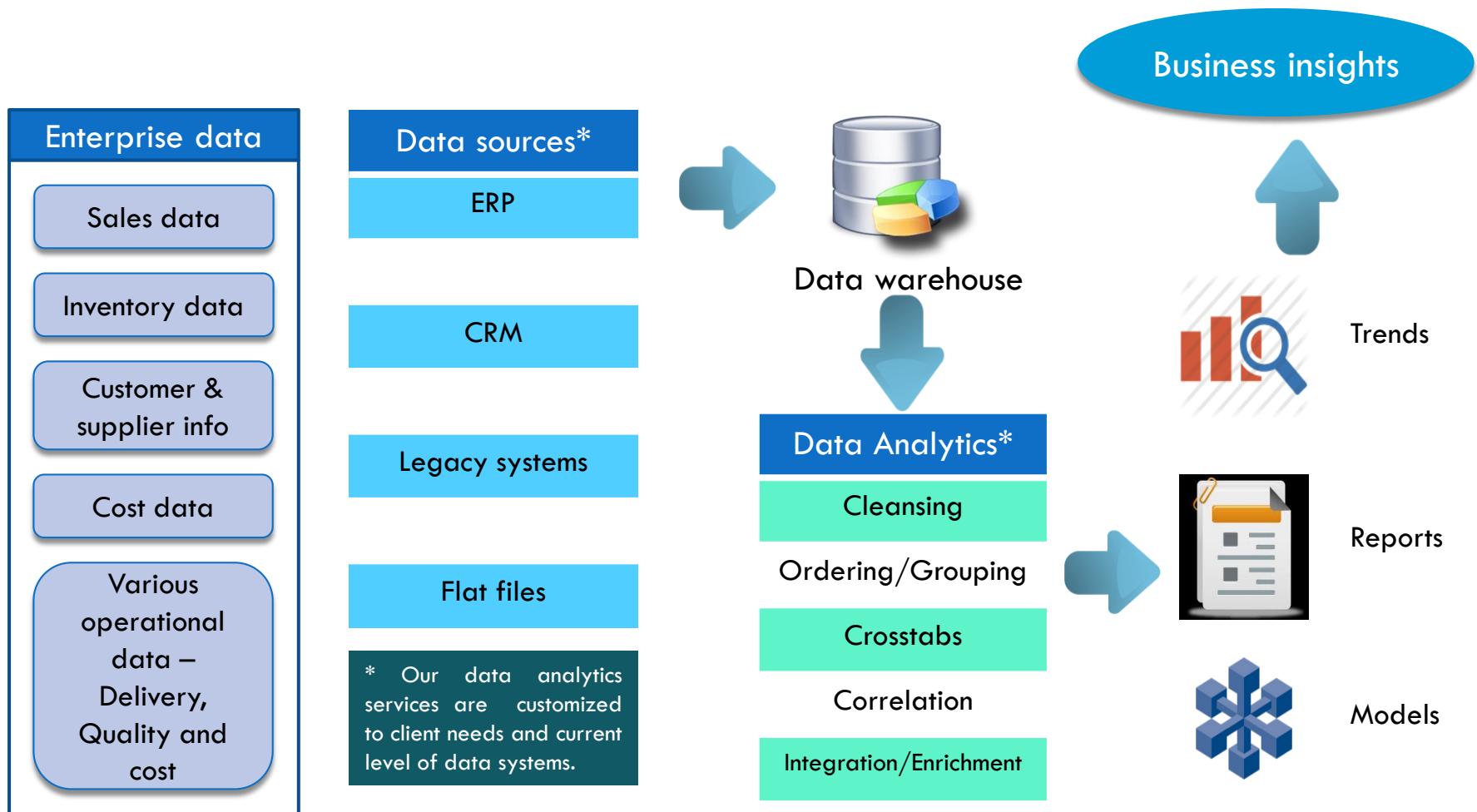
On-demand allocation of analytics resources to support your reporting needs

Quick turnaround – 24 to 72 Hr. TAT depending on query complexity

Assured security of your data – NDA bound; secure servers with data masking, firewalls as needed

Data to insight – our overall approach

3



Our Data Analytics Services Model (DASM) – customized to your current needs, systems & practices

4

Level 1 – Clients who do not have well developed data collection systems

- Creation of data structure & data capture systems
- Creation of simple tables & crosstabs

Level 2 – Clients with fairly large amounts of data – but not using the same effectively

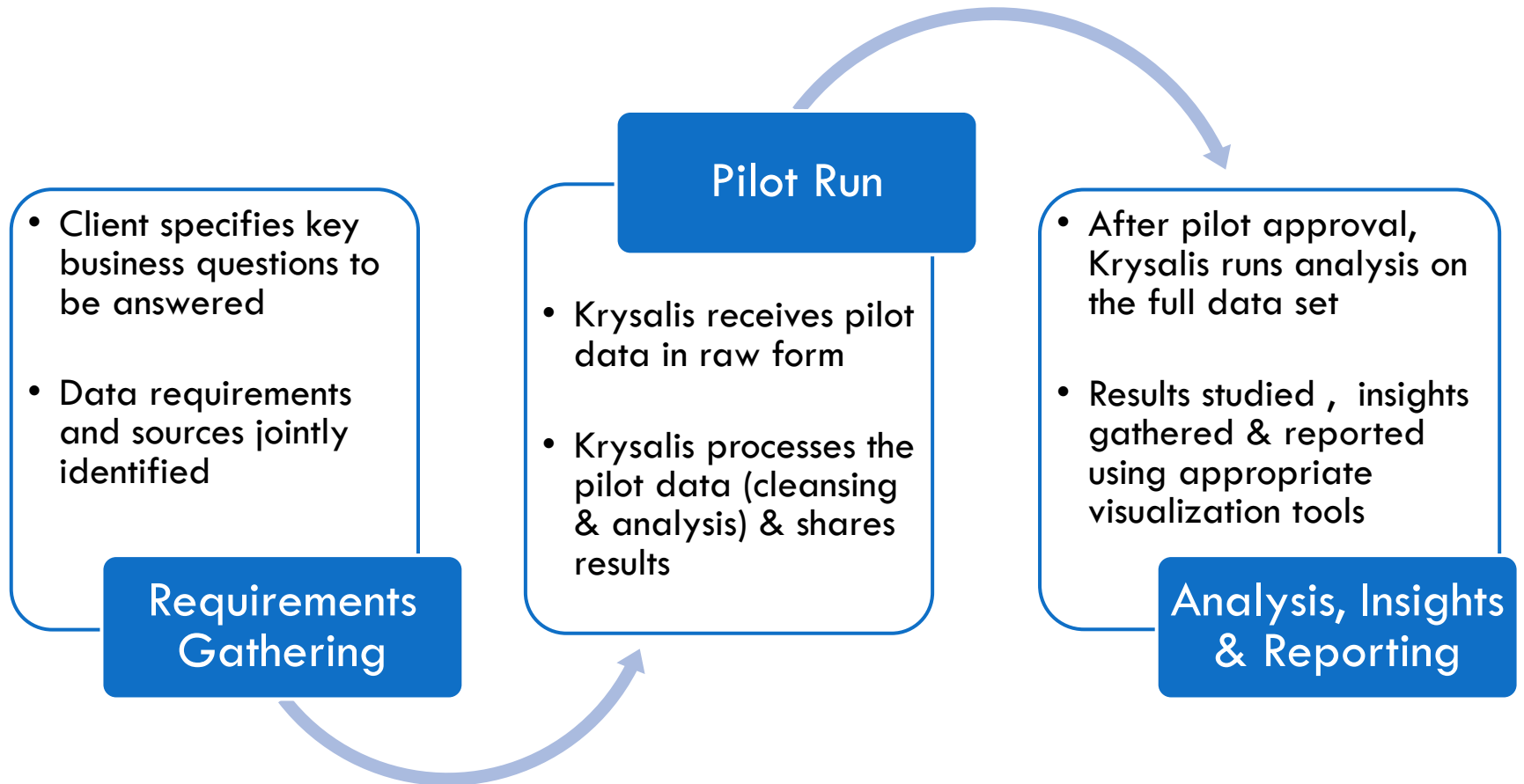
- Data cleansing, validation, grouping
- Correlation analysis & simple reports
- Predictive analysis – answer to “what if” questions

Level 3 – Clients who analyze data but seek deeper analysis

- Advanced prediction methods – Regression, multi variant analysis, simulation techniques
- Modeling

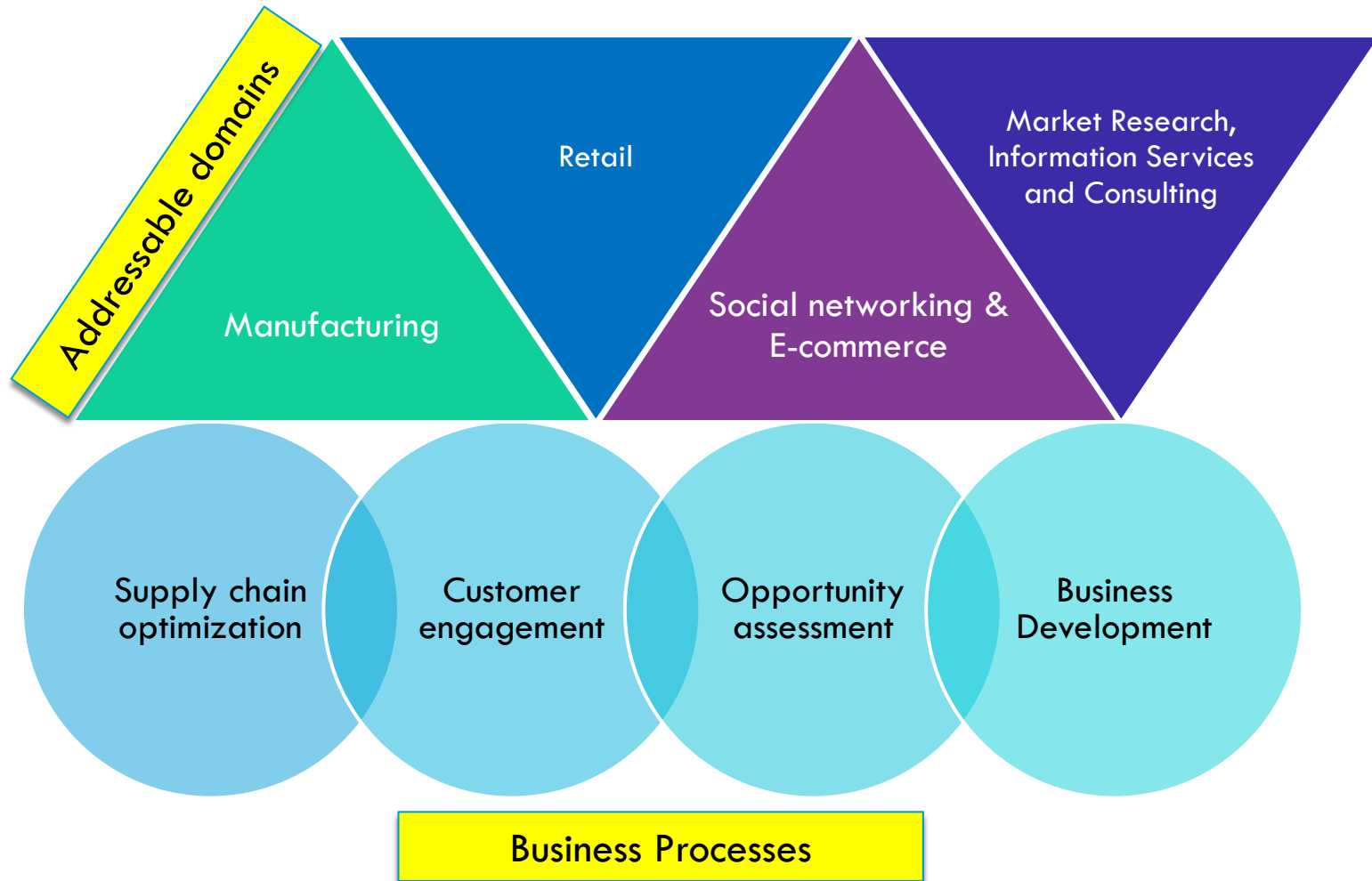
Our Engagement Model

5



Service across domains and business processes

6



Step-by-step approach to gaining business insights and improving business value

7



Objective	Defining the business challenge	Creating the database and developing the initial hypothesis	Developing business insights using Analytics and Data Visualization tools	Prediction to answer “what if “questions. Developing strategies
Key activities	<ul style="list-style-type: none"> Understanding the drivers for the business challenge Assessing existing data and its quality Finalizing data requirement 	<ul style="list-style-type: none"> Data acquisition, collection, cleansing and collation Data ordering, grouping and reduction using techniques (cluster, factor analysis etc.) 	<ul style="list-style-type: none"> Running analytics to gain insights – crosstabs, regression, correlation and multi variant analysis. Testing hypothesis, interpreting results, developing business insights Creating models 	<ul style="list-style-type: none"> Running predictive models Evaluating alternative scenarios Building alternative operational strategies using insights gained Using visualization to communicate and seek internal consensus
Outcomes	<ul style="list-style-type: none"> Project scoping document Data requirements document Plan for data augmentation as needed 	<ul style="list-style-type: none"> Cleansed database Key data tables, cross tabs for analysis Brainstorming notes for initial hypotheses formulation 	<ul style="list-style-type: none"> New business insights Standard reports using data visualization methods Model outputs 	<ul style="list-style-type: none"> Recommendations Business scenarios and model outputs Reports Implementation plan

Data to Insights – key business questions across domains

Retail

9

Questions of interest	Analytics methods
What products are my customers in different segments interested in ?	Clustering
Does my business have seasonality or trends that I should be aware of?	Sales trend analysis, Time Series
Were the promotional schemes rolled out by my business in the past effective?	Logistic Regression , Market segmentation analysis
How should I plan for stocking during this festive season?	Trend analysis, Demand forecasting algorithms
Does my customer see value from the various services offered?	Customer feedback analysis, Market segmentation & sales analysis
Do I continue my investments on online and digital platforms to improve customer engagement?	Regression, Simulation

Manufacturing & Supply Chain

10

Questions of interest	Analytics methods
Is there any change or recent trends in the way my customer is pulling material from my facility?	PQ analysis – customer-wise & part family-wise
What is the level of flexibility of my supplier base to meet varying market demand?	OTD analysis; schedule variance analysis, supplier-wise, commodity-wise
What are the key problems to be addressed to improve the on-time delivery of my suppliers?	Supplier failure analysis – commodity wise, region-wise
Do I need to reassess my inventory norms in this economic downturn?	PQ analysis, OTD analysis & Inventory analysis
Do I need to increase my current capacity or is there any bottleneck machine that is affecting my overall throughput?	PQ analysis, Takt time – Cycle time study
What should I do to improve my overall plant productivity?	Comprehensive OEE analysis

Social networking, E-commerce & other digital platforms

11

Questions of interest	Analytics methods
What kind of customers visit & buy products from my various online platforms?	Customer profiling & segmentation – platform wise
What kind of products are being targeted by my customers across various digital platforms?	Customer segmentation – Product – platform analysis
What is the effective way to reach my target customers among the various online options available?	Past hit rate analysis & customer profiling
Which part of the day are my customers mostly active in purchasing my products?	Traffic flow analysis, Sales vs. customer profile analysis
What is the effectiveness of various online marketing initiatives carried out by the company?	Online sales analysis, platform-wise sales analysis

About us - Our experience & strengths

12

- Krysalis is a management consulting firm operating in the Indian market space for more than a decade
- Our analytics services go beyond mere number crunching – it is hypothesis driven and moderated by the rich experience gained through our consulting practice across sectors
- Our team consists of professionals with engineering and business degrees having several years of experience in leading organization handling complex business problems
- Our experience spans across sectors – retail, manufacturing, services
- Data integrity and confidentiality of customer data is key; we understand the sensitivities and have internal processes to guarantee the same

C Venugopal – MD & CEO

13

Qualification

Ph.D, Enterprise Systems, Anna University
Masters in Management, Jamnalal Bajaj
B.Tech (Hons.), I.I.T., Kharagpur



Experience (38 years)

Co-founded Krysalis after a career of 28 years in leading organizations having held C-level positions

At Krysalis, has led and completed over 40 projects with diverse clients across all areas of management

Diverse experience in all functional Areas – Marketing, General Management, Strategic Planning, Procurement and Supply Chain Management and IT

Has led and participated in several strategy assignments using data analytics as a base

- Was part of the client engagement team for two assignments with **McKinsey**

- Led a strategy assignment for assessing market potential for BPO Services – an international assignment working along with **PWC, New York office.**

Deep knowledge of research methodology – strong analytical skills; model thinking and strategizing using data

Balan Karunakaran – President & COO

14

Qualification

Masters in Management from Bombay University
Graduation in Commerce & Economics



Experience (35 years)

Last corporate assignment: **National Product Manager of TI Diamond Chain**, a leading manufacturer of automotive chains

PAN India experience in the area of business development, marketing and sales

Created and managed a business of creating and developing business content for a leading company in India

Wide experience in handling complex market research assignments in the areas of industrial products and services

Strong understanding of markets; High level of logical and analytical thinking skills

Consultants profile

15

S. Narayanan Principal Consultant



Qualification

[PGDM (AIMA), LIBA], [B.E.(Mech.), Madras Univ.]

Experience: 8 years

30 consulting projects in Market Research, Supply Chain and Business Strategy - Gained expertise in data analytics and statistical packages

Well developed logical thinking skills; deep knowledge in the cause-effect analysis of business problems

Arun. G Principal Consultant



Qualification

[MBA, Anna University],[B.E, Vellore Inst. Of Tech.]

Experience: 8 years

More than 25 projects in Market Research in the manufacturing, services and retail domains

Strong analytical skills; well-developed model thinking skills; experience in business problem solving

Consultants profile

16

T. Divakar
Business Analyst



Qualification
[B.E. (Mechatronics) – Anna Univ.]

Experience: 5 years

Market research field work and analysis experience of over 3 years

Well developed logical thinking skills; problem solving abilities using analytical tools

Jayasathiya J
Business Analyst



Qualification
[B.E. (ECE) – Anna Univ], [PGP Industrial Engg. from NPC]

Experience: 3 years

Handled process improvement exercises using data , in a wide range of industries

Excellent Industrial Engineering skills; Logical thinker; well developed analytical skills

Contact us

17



Krysalis Consultancy Services Pvt. Ltd.

No.107, Salzburg Square
1st Floor, Harrington Road,
Chetpet, Chennai - 600031

Ph: 044- 42836750, www.krysalisco.com

Contact Personnel

C. Venugopal (MD & CEO), + 91 98400 90978, cvenugopal@krysalisco.com

Balan Karunakaran (President & COO), +91 91766 29520, balan@krysalisco.com