AnVIM

Creating Business Value from Analytics

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Introduction

• AnVIM overview
• AnVIM process model
• Case study
  – Business mapping
  – Data
  – AnVIM matrix
AnVIM - from data to business value
AnVIM - from data to business value

- Business model mapping
- Data management
- Analytics capability
  - Data exploration and visualization
  - Data improvement
  - Decision improvement
  - Process improvement
Business model and data

**Business model mapping**
- Understand the purpose and mission of the organisation
- Identify issues and differences in points of view
- Map the core activities that comprise the business model

**Data management**
- What data does the organization currently have?
- What is the quality of this data?
- Who owns the data?
- How is it managed?
Analytics capability

**Data exploration and visualization**
- What business insight can we get from the current data?

**Data improvement**
- What further data is needed (internal, external, open) to meet business requirements?
- What data quality improvements are needed?

**Decision improvement**
- Build predictive models that will support improved decision-making

**Process improvement**
- Use models as the basis for action-taking
- Collect evidence about what works (e.g., randomized controlled trials)

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**Descriptive analytics**

**Data quality enhancement**

**Predictive analytics**

**Prescriptive analytics**
Case study - food bank

A food bank is a franchise business unit which provides three days of emergency food supplies (limited to three times per year) and signposting advice to individuals and families in urgent need in order to provide practical support to people experiencing economic crisis and to help prevent housing loss, family breakdown, crime and mental health problems and to identify the local causes of food poverty.
<table>
<thead>
<tr>
<th>Key Partners</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>the network of suppliers, and partners that make the food bank model work (agencies, donors, sponsors, Trussell Trust)</td>
<td>the most important things a food bank must do to make its business model work (see activity model)</td>
<td>the bundle of products and services that create value for a specific Customer Segment (emergency food parcels, signposting)</td>
<td>the types of relationships a food bank establishes with specific Customer Segments (short but impactful encounters)</td>
<td>the different groups of people or organizations a food bank aims to reach and serve</td>
</tr>
<tr>
<td>Key Resources</td>
<td></td>
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<tr>
<td>the most important resources/capabilities required to make the business model work (volunteers, food, donations)</td>
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<td></td>
<td></td>
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<tr>
<td>Channels</td>
<td></td>
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<tr>
<td>how a food bank communicates with and reaches its Customer Segments to deliver a Value Proposition (agencies via cafe)</td>
<td></td>
<td></td>
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<tr>
<td>Cost Structure</td>
<td>Revenue Streams</td>
<td></td>
<td></td>
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<tr>
<td>all costs incurred to operate the business model (e.g., full-time project manager, premises, transport, etc.)</td>
<td>the cash a food bank generates from its stakeholders (cash donations)</td>
<td></td>
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</tbody>
</table>

A food bank is a franchise business unit which provides three days of emergency food supplies (limited to three times per year) and signposting advice to individuals and families in urgent need by operating a food bank utilising donated food and volunteer staffing in order to provide practical support to people experiencing economic crisis and to help prevent housing loss, family breakdown, crime and mental health problems and to identify the local causes of food poverty.
Food bank data

• Enterprise data consists of:
  – Food donations (recorded by weight)
  – Food bank voucher redemptions (address, age, family unit, reason, etc.)
## Systematic analysis of the activity model to develop analytics strategy

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</tr>
</thead>
<tbody>
<tr>
<td>1 Appreciate food bank user demographics</td>
<td>Yes</td>
<td>Yes – high</td>
<td>Descriptive analytics: combine with open data on socio-economic indicators by post code. Understand areas of local deprivation and underlying causes of food poverty.</td>
<td>Paucity of data on food bank users (data collected on vouchers).</td>
</tr>
<tr>
<td>2 Maintain signposting methodology</td>
<td>Yes</td>
<td>Yes - high</td>
<td>Predictive model of signposting with prescriptive element in business process (e.g., tablet app)</td>
<td>Paucity of data on food bank users. Lack of data on services available to users (e.g., debt counseling).</td>
</tr>
<tr>
<td>3 Collect donated food</td>
<td>Yes</td>
<td>Yes - high</td>
<td>Requires forward planning of food demand (type, quantity), influencing of food donors (e.g., via web site, app).</td>
<td>Food taken in recorded by weight only.</td>
</tr>
</tbody>
</table>

4.............. | No | Yes | ............. |
5.............. | Yes | No | ............. |
6.............. | No | No | ............. |
Summary

• Being good at analytics and predictive modelling is not enough unless it is accompanied by an understanding of the business model, the sources of value, and the opportunities for transformation:

1. Map the business model
2. Assess and enhance data sources
3. Systematic analysis of activities to identify analytics leverage points
Questions?