

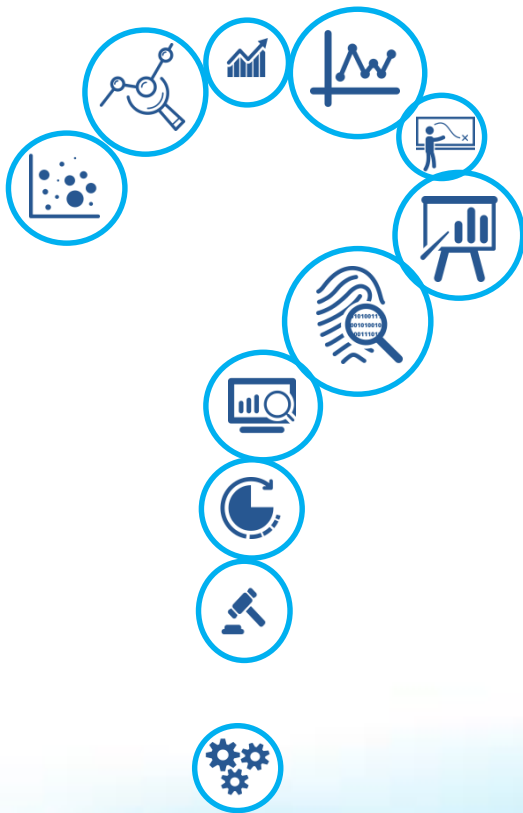


DATA ANALYTICS

A practitioners perspective

Forensic Accounting Conference
ICAI Bangalore Branch
Feb 2016

WHAT IS ANALYTICS?



01

The scientific process of transforming data into insight for making better decisions.

02

It is the discovery and communication of meaningful patterns in data.

03

Analytics often involves studying past:

- historical data to research potential trends,
- to analyze the effects of certain decisions or events, or
- to evaluate the performance of a given tool or scenario

Descriptive Analysis

Its to analyse information to know what is happening. This is where one understand facts



Diagnostic Analysis

This is to analyse why did certain things happen. Understanding the root cause of a trend / pattern



Predictive Analysis

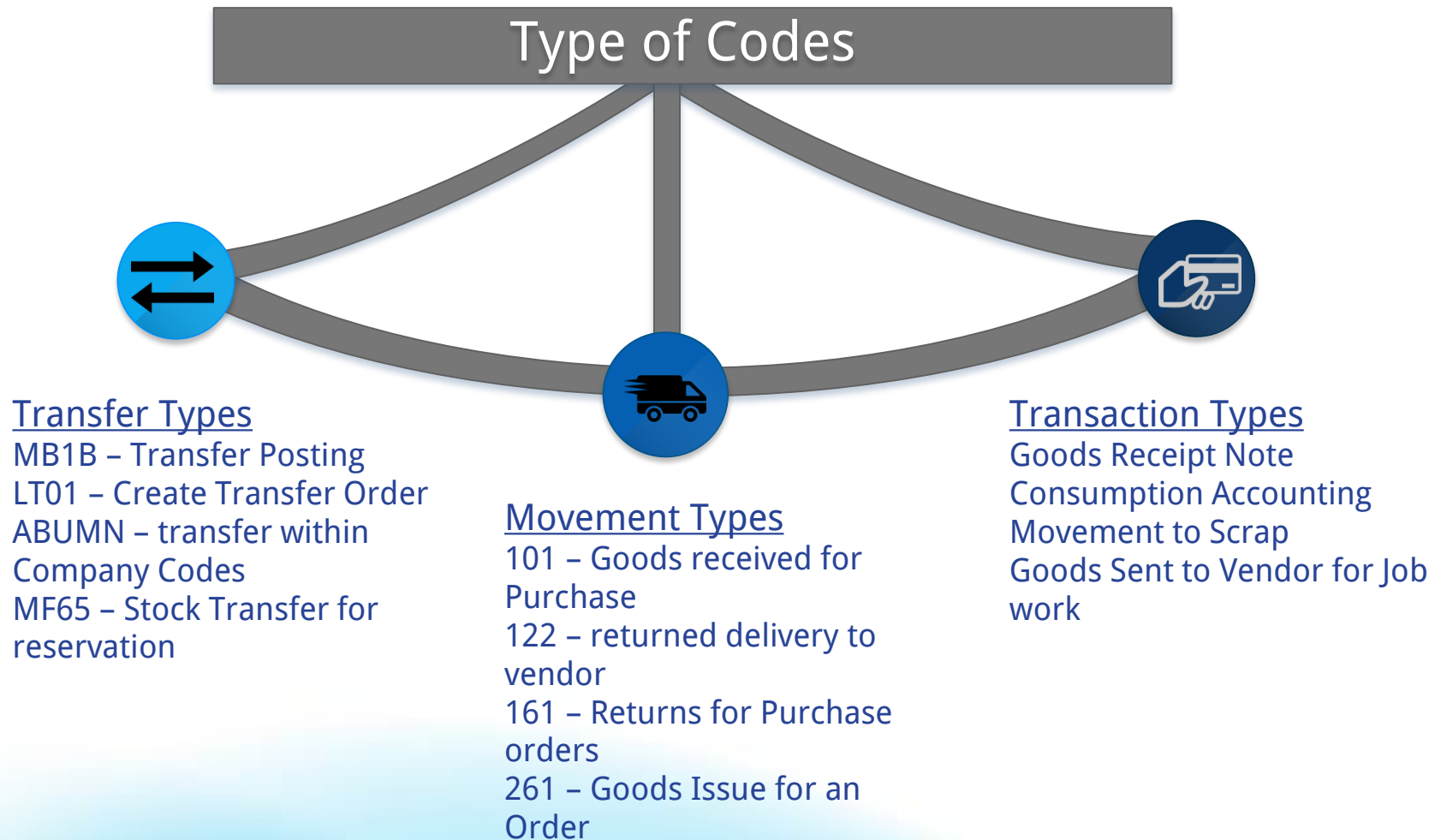
Understanding how a pattern would perform in future

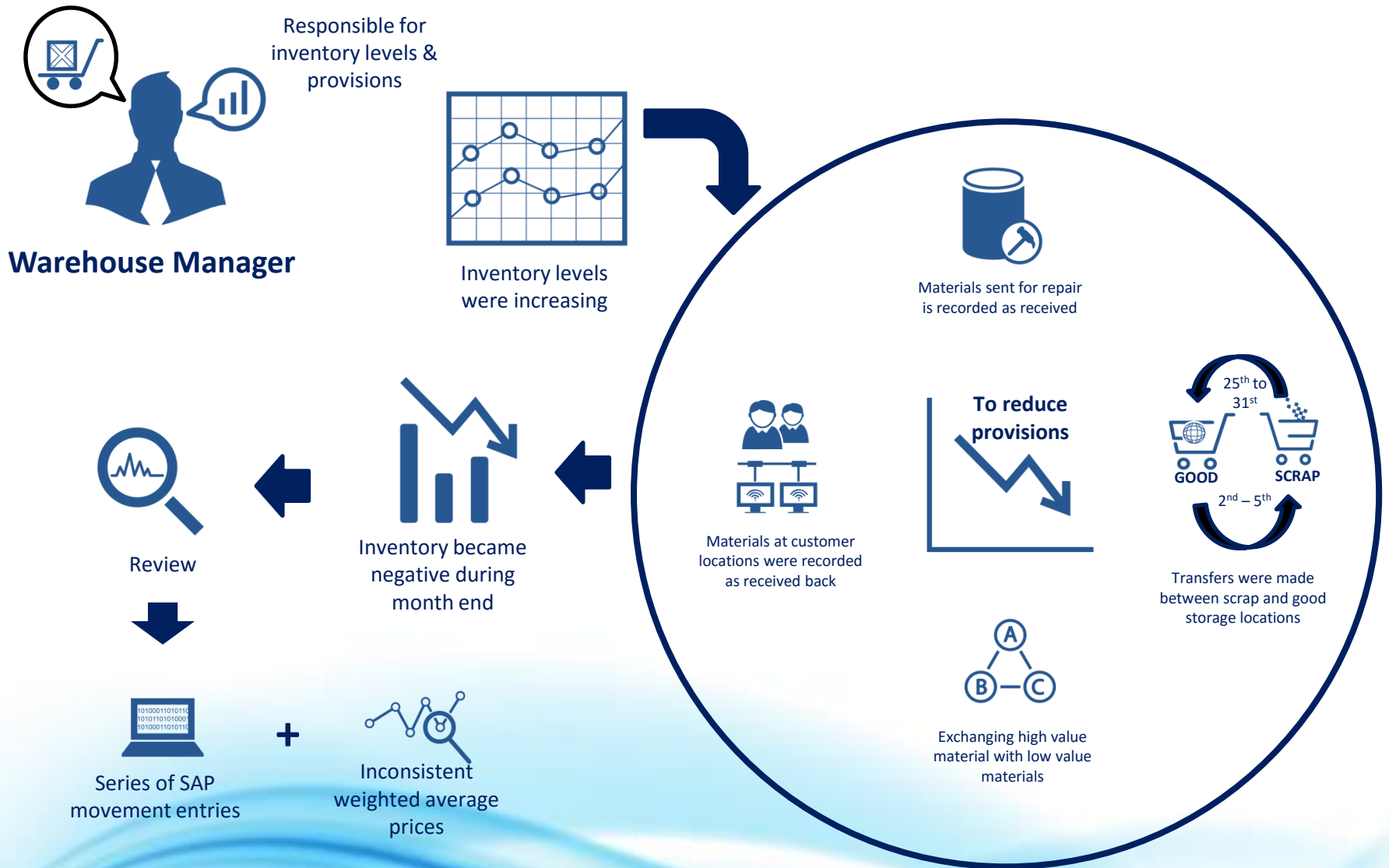


Prescriptive Analysis

This is to determine future course of action based on the trend







Data

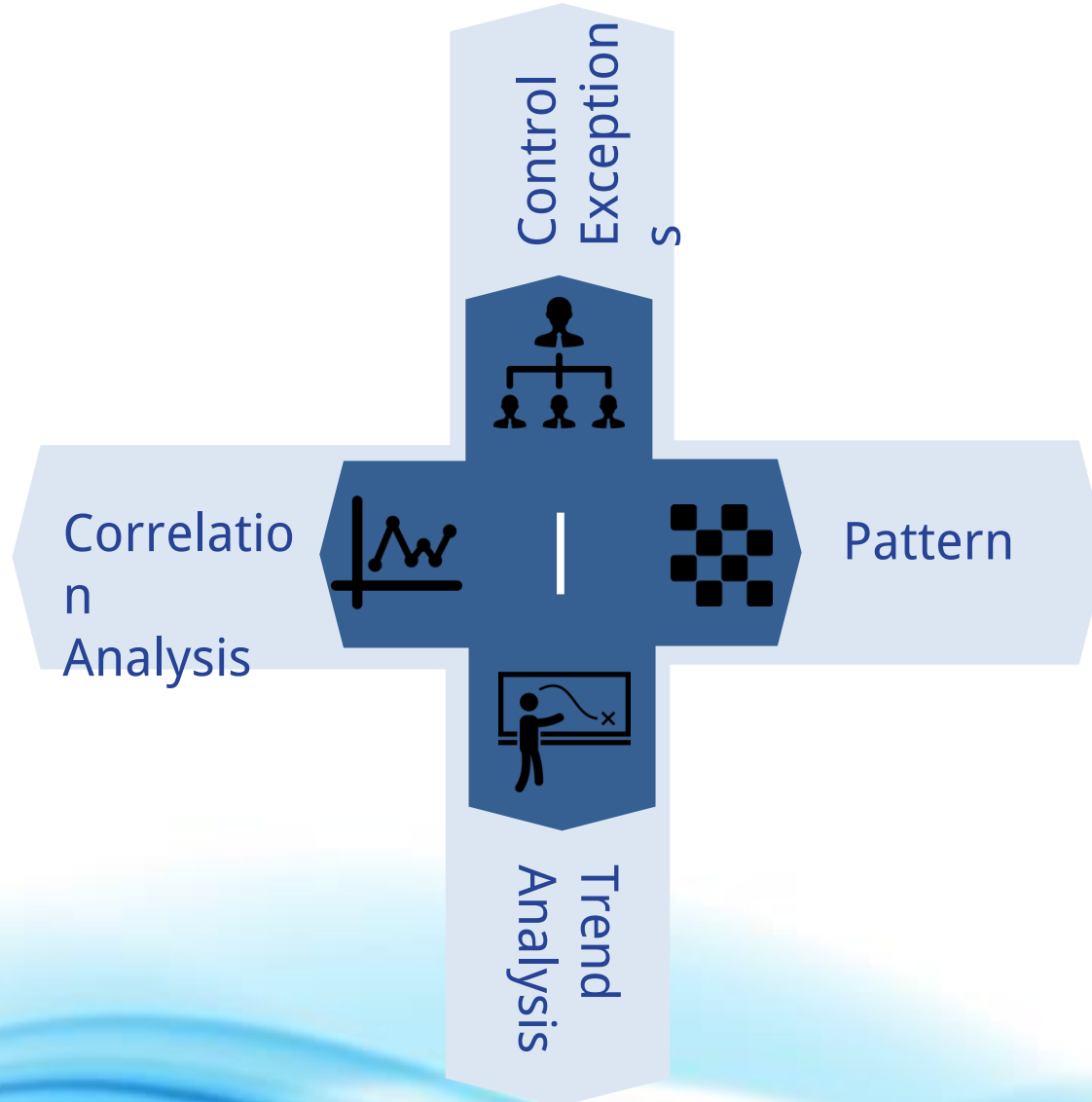
- Structured / Unstructured
- Descriptive or Numbers

Process

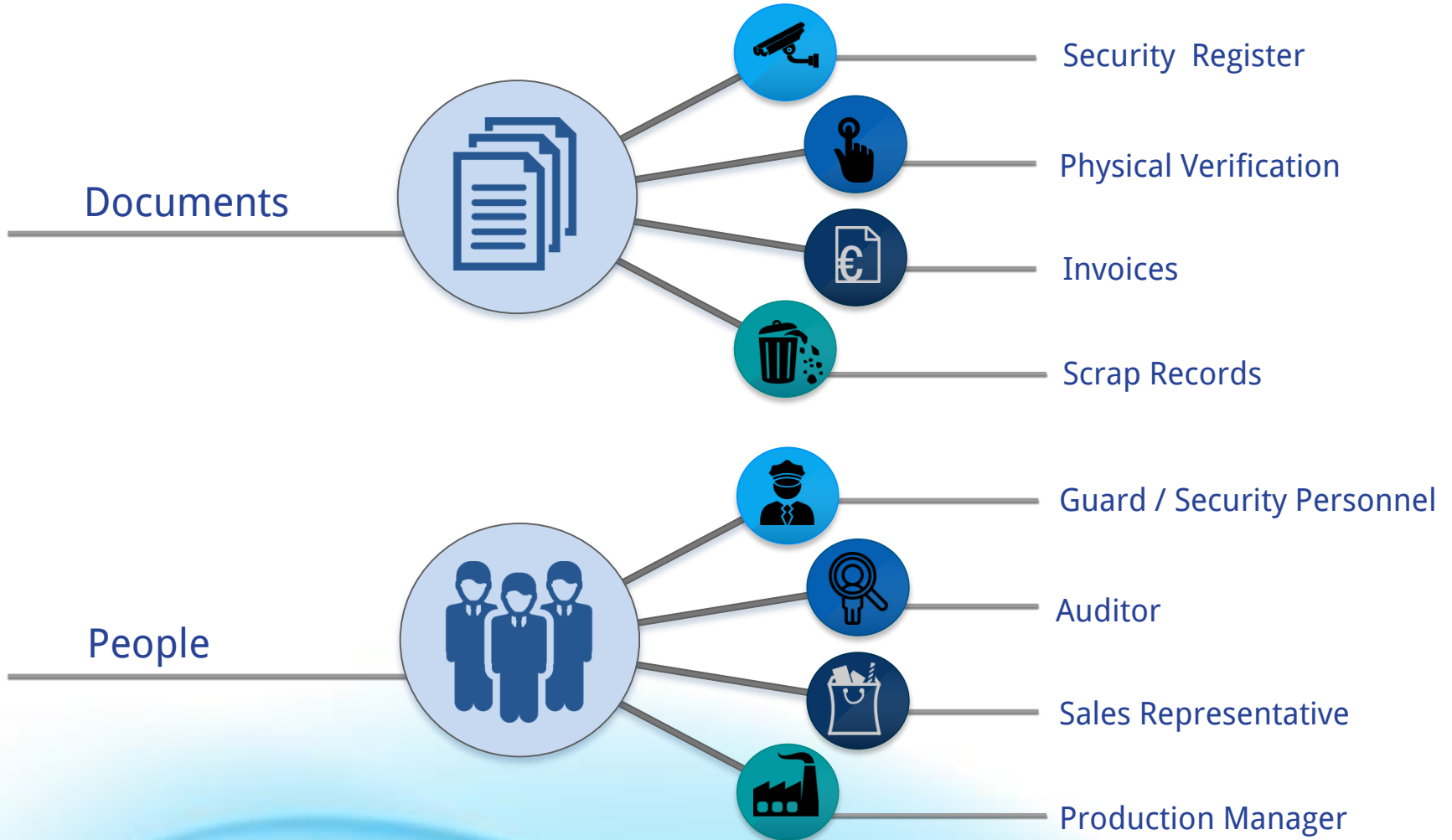
- Standards
- Threshold
- Stages of data movement
- Data updation
- Data reliability

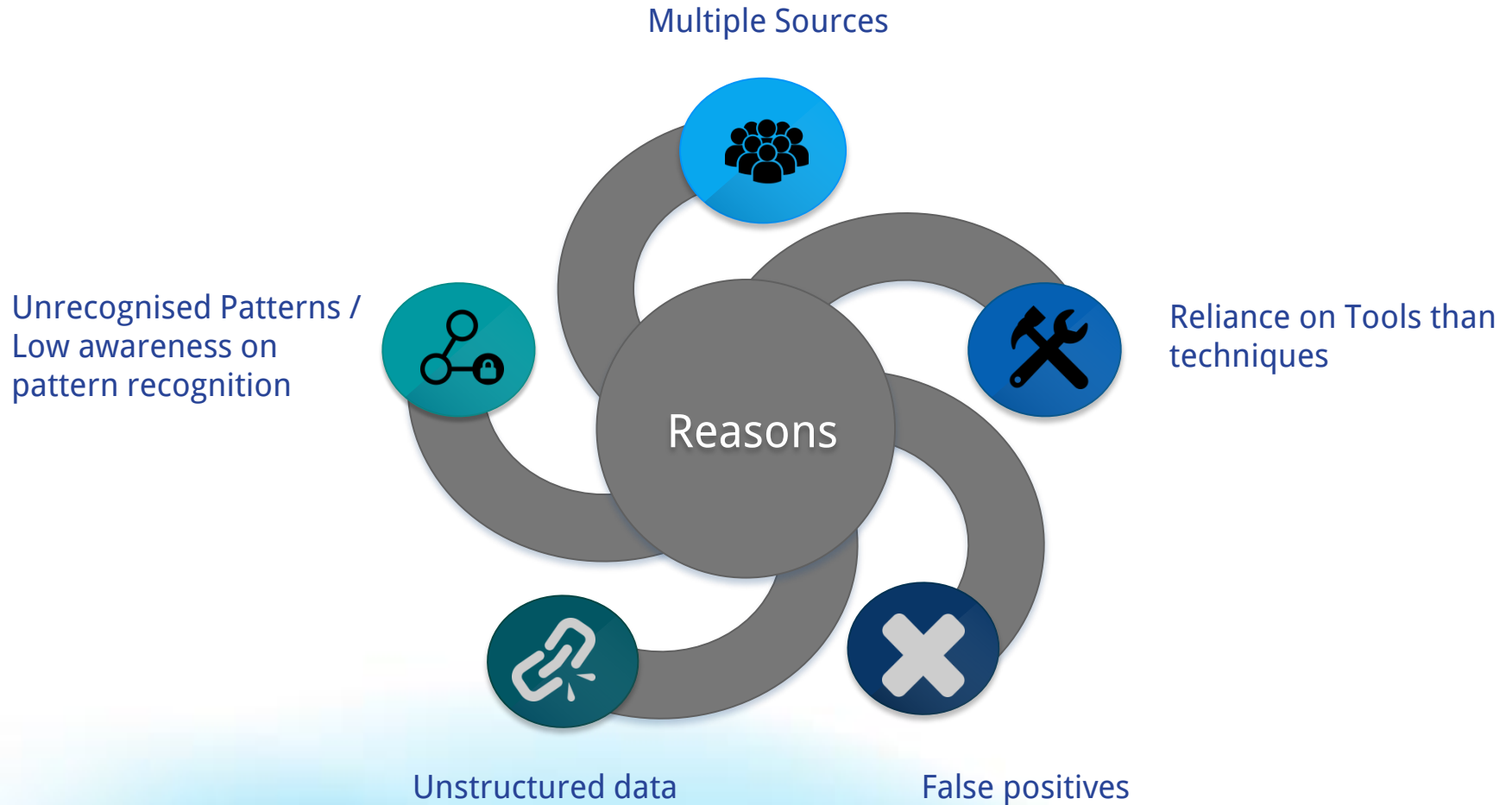
Skill & Tools

- Analytical
- Process
- SQL, Idea, ACL, SAS



GATHERING RELEVANT INFORMATION





Mumbai

19 Adi Marzban Path
Ballard Estate
Fort
Mumbai 400 001
India
t: +91 22 6730 9000

Pune

VEN Business Centre
Baner-Pashan Link Road
Pashan
Pune 411 021
India
t: +91 20 6720 3800

Hyderabad

6-3-249/3/1 SSK Building
Ranga Raju Lane
Road 1, Banjara Hills
Hyderabad 500 034
India
t: +91 40 2338 6912

New Delhi

B-376
Nirman Vihar
New Delhi 110 092
India
t: + 91 11 2242 8454

Chennai

3 Crown Court
128 Cathedral Road
Chennai 600 086
India
t: +91 44 4208 0337

Bengaluru

312/313 Barton Centre
Mahatma Gandhi Road
Bengaluru 560 001
India
t: +91 80 4140 0131

Toronto

269 The East Mall
Toronto ON
M9B 3Z1
Canada
t: +1 647 707 5066

www.skpgroup.com

skpgrp.info@skpgroup.com



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