How to turn you IA function fully digital ?

... by using data analytics
and data vizualisation to be more
effective and efficient

Written by

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EY
Building a better working world

Skills needed

Design, an innovation methodology

“

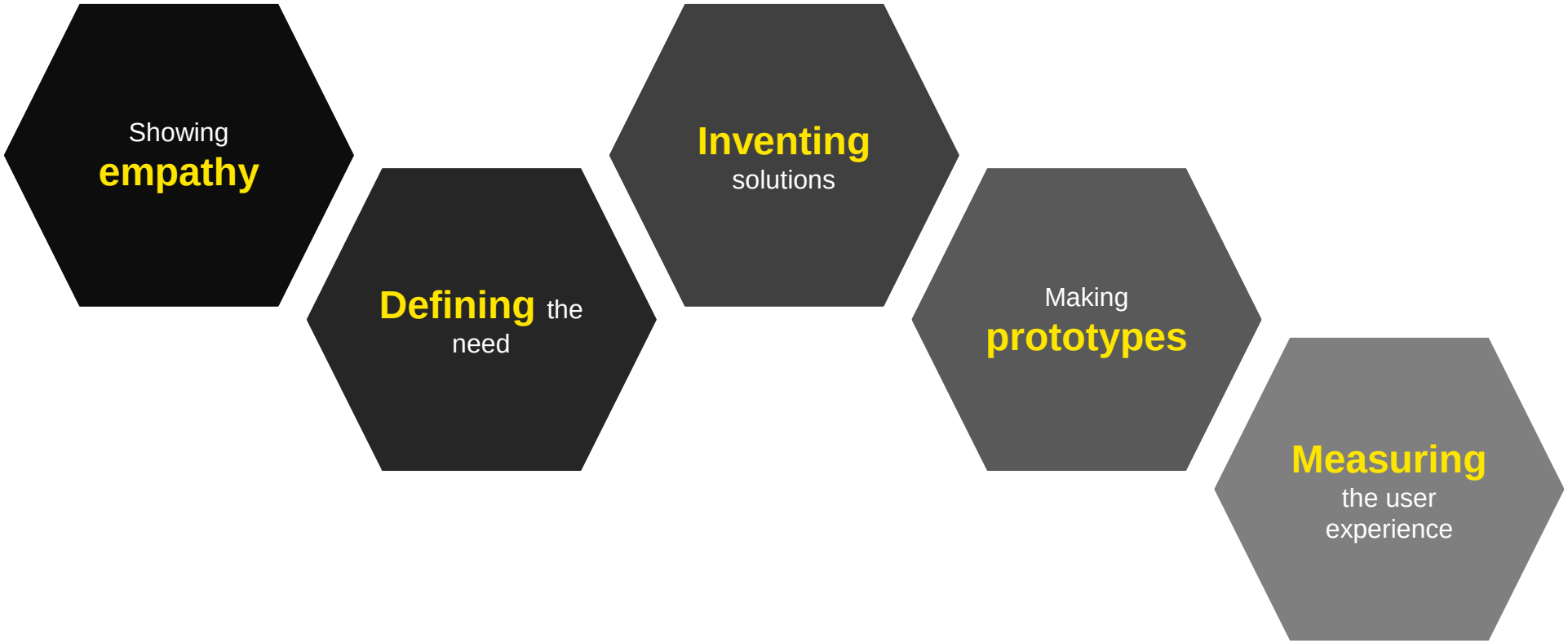
Design is a creative activity that tends to establish all the properties of objects, processes, services and their associated systems; over their entire life cycle.

From ISCID definition

Therefore, design is an important factor of technological innovation, and it is crucial in cultural and economic exchanges

Design, a user-centric methodology

Processus
D. School, Stanford



Data, a manipulable source

“

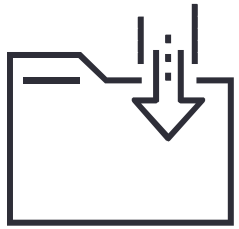
Statistical data is codified, frozen and transmissible information

”

A dataset is a set of values where each value is associated with a variable (column or attribute) and an observation (row or entity).

Data, a culture

3 major principles

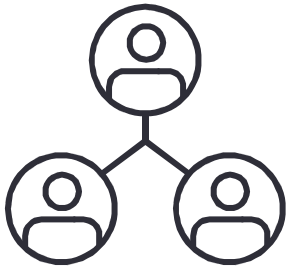


Collect

Why / What / How

Centralize

Where / How



Sharing

How / To whom

Visualization, a graphical tool

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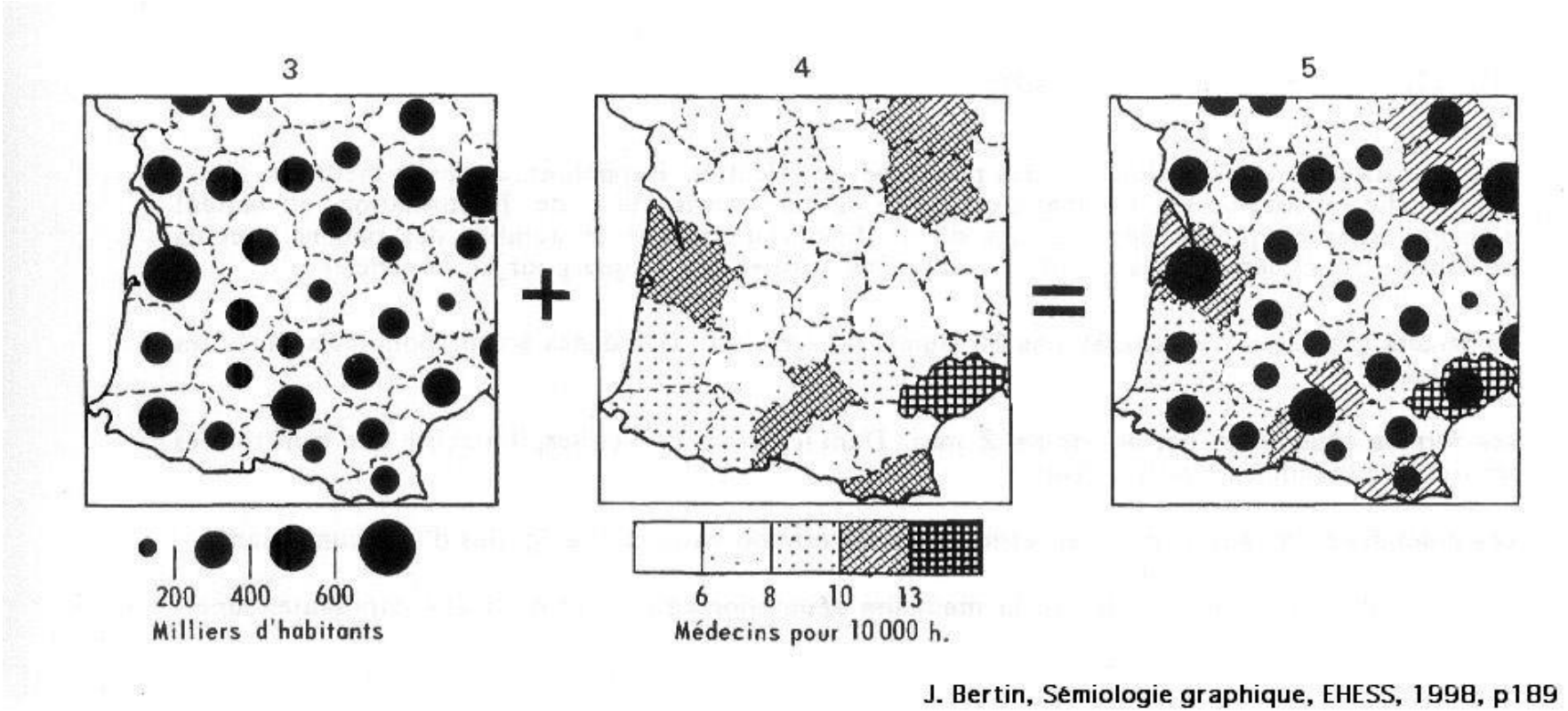
Datavizualisation supports to highlight seemingly complex information or embedded in a large number of parameters

“

Jacques Bertin – Semiotics Graph - 1967

Cognitive Principles

J. Bertin



J. Bertin, Sémiologie graphique, EHESS, 1998, p189

Les technologies clés 2015
Énergie
Bâtiment
Transports
Environnement
Mécatronique
Matériaux fonctionnels, intelligents et de performance
Outils et méthode de conception et de validation
Ingénierie de systèmes complexes et systèmes de systèmes
Robotique
Systèmes bio-embarqués
Nanoélectronique
Objets communicants
Nanomatériaux
Capteurs pour le suivi en temps réel
Interfaces homme-machine
Calcul intensif
Catalyse
Valorisation et intelligence des données
Ingénierie cellulaire et tissulaire
Ingénierie génomique
Chimie, matériaux et procédés
Technologies de l'information et de la communication
Santé, agriculture et agroalimentaire
Répartition des principaux acteurs par secteurs d'activité
Liste des technologies clés

1 Les éditions Radio France en un clin d'œil
Recettes 2014 par chaîne
288 k€
209 546 exemplaires
48 k€
29 696 exemplaires
8 k€
26 k€
15 492 exemplaires
33 k€
23 230 exemplaires
14 k€
53 773 exemplaires
france inter
france info
france bleu
radio france
france culture
3/43
radio france
Direction du marketing stratégique et du développement
4 Les éditions Radio France en un clin d'œil
Les éditions RF en un clin d'oeil
Philippe Vandel
Les Pourquoi en images
François Morel
Jean Claude Ameisen
Sur les épaules de Darwin
-18 ans
Le jeu des 1000 €
La Tête au Carré


53 partnerships & 148 investments in 15 countries
with innovative startups and companies
Area
North america
Europe
Asia
South america
Africa
Oceania
Type
Partnerships
Investments
Scale
Global
Local

Objective: *Identify and build visuals to effectively communicate encrypted elements*

1 Data-driven	2 Visual impact	3 Effective results
▸ **The purpose of datavisualization is to communicate the data**	▸ **The visual is the main means of communication**	▸ **The most important criterion of visualization is to provide a way to learn something about the data (unconscious, not hidden)**

6 788
Gross profit (k€)

14,05%
Gross profit (% CA)

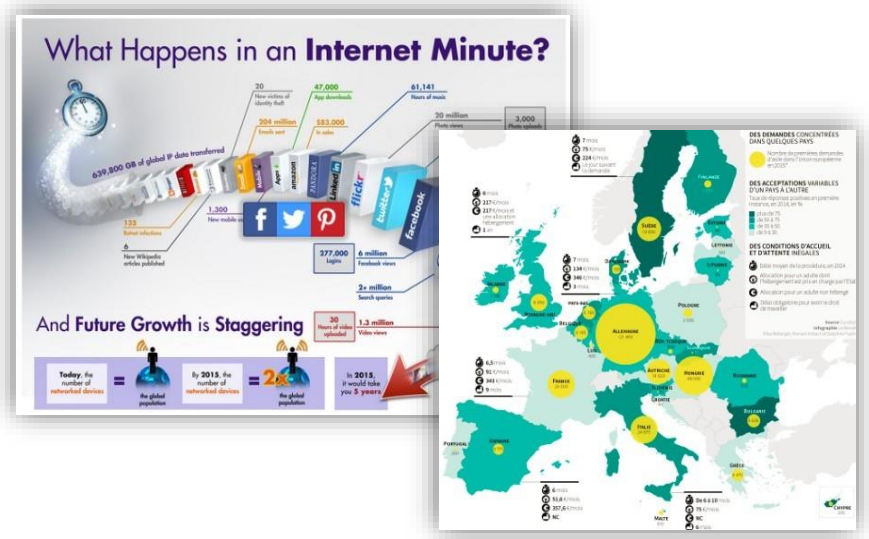
Objective: *Datavisualization the new science of information*

Visual expression of data conveying a message

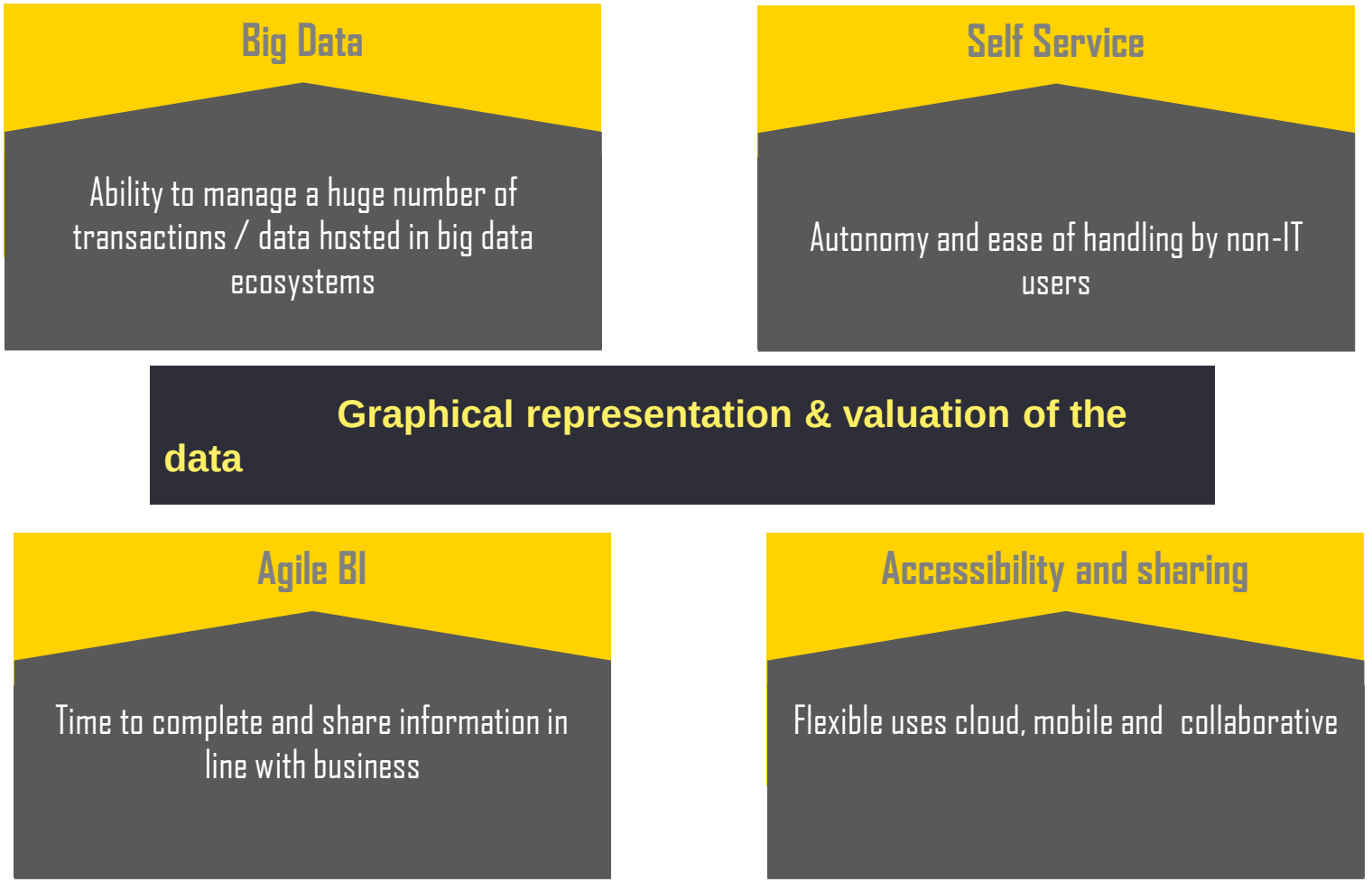
Possibility of obtaining useful information that is not obvious at first sight

Opportunity to communicate effectively and guide certain decisions

Datavisualization through different format

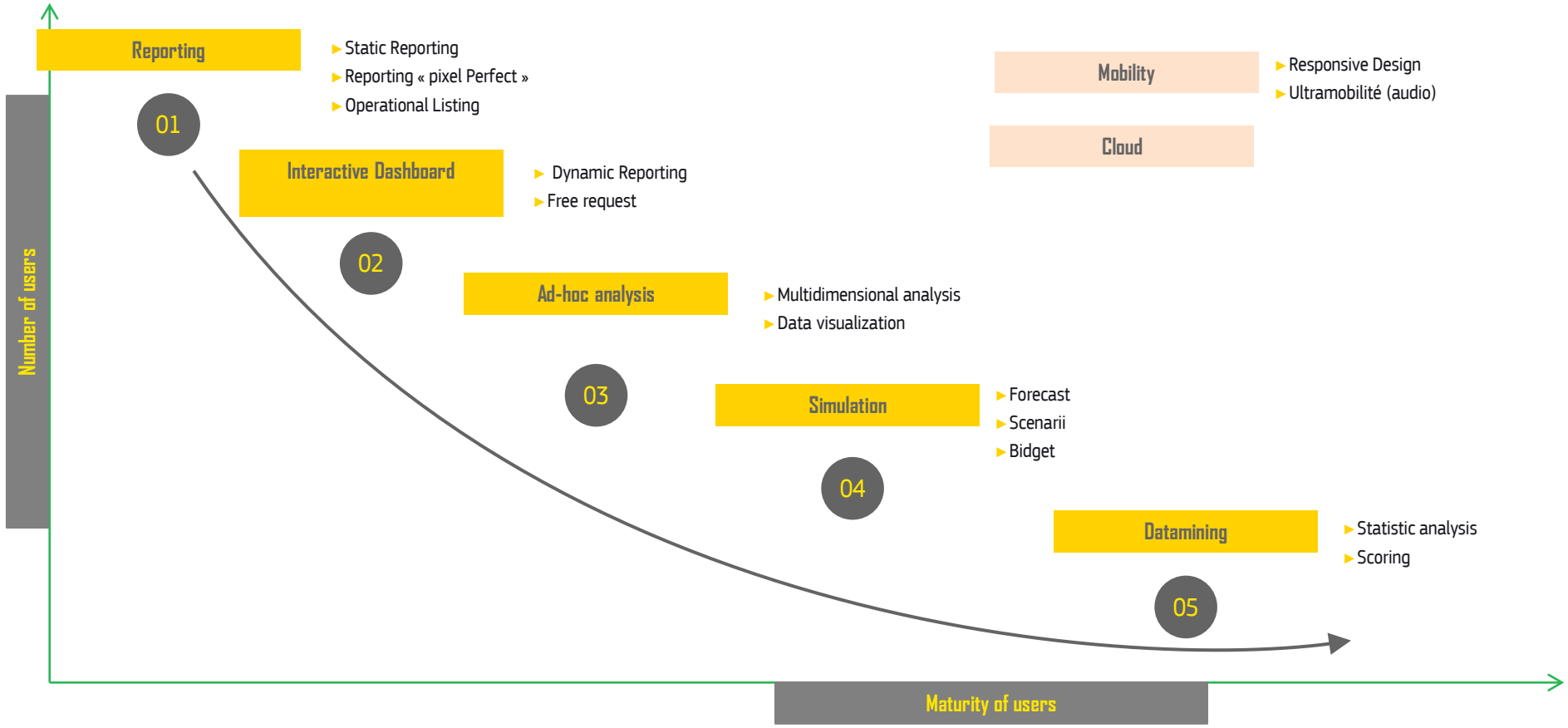


Datavisualization for several uses



Datavisualization: different steps

Different types of datavisualization tools



Different needs, different tools

3 main uses

Explore → Share → Communicate

Often intended for data scientists to identify complex correlations and insights

Dashboard

Allow easier graphical and interactive manipulation of the data for less expert people

Reporting

Share KPIs on a recurring basis to track changes and gaps

Use data to convey ideas, processes, knowledge in an interactive or static way

The methodology

1	2	3	4	5
Define the need	**Data Management**	**Dashboards creation**	**Dashboards sharing**	**Process automation**
Share the strategy	Template Flat File	Feed	Present	API
Key KPIs	Cleaning	Build	Share	Connecteurs
Objective	Completion	Annotation	Update	Outils
Co-construction workshop		**Analytics support**		**Ad hoc development**

New project

MATLO by EY (demo)

MATLO by EY

Provide a direct access to the operations

B to B secured Plateform to share data visualization

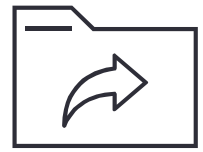
for intuitive, interactive drilldown and data provision

The benefices of Matlo by EY

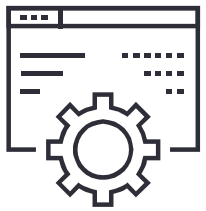
- Platform for creating, collaborating and sharing dynamic and interactive dashboards
- Unique space to work in collaboration and co-construction with EY teams
- Intuitive tool for getting started and designed for C-Levels without training or prerequisites to navigate your data
- Data referencing tool referent property of EY and hosted on its secure private cloud
- One-click sharing of your dashboards within your company or with guests
- Easy updating of your data manually or automatically

An easy process

Data — **Dashboard** — **Sharing**



Manual upload
Excel / CSV

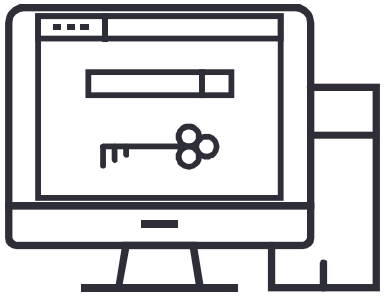


Automatic upload
API REST

Format Data Base

User Data

Drill down by entity, by country, by business units



Secure sharing process

Third parties:

Client
Management
Stakeholders

Private Equity

Are you ready to start with data design ?

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