



*"Everybody has data, but only those that efficiently convert their data into useful action reap the benefits."*

Jan Verhasselt, Founder of Yazzoom

## Discovering Value Workshop

Not yet familiar with data science? No problem, Yazzoom helps you understand all the possible opportunities in a one-day interactive workshop. The goal is to generate data use cases and ideas that will benefit your organization and to understand the challenges and opportunities.

This introduction to data science and brainstorming workshop is hosted by Yazzoom's managing and engineering directors Jan Verhasselt and David Verstraeten. Jan, who has many years of senior R&D, Portfolio Management and Managing Director experience, will lead the discussions. You'll benefit from his hands-on experience and understanding of both company processes and creating value from data. David's background in academics and as a data science engineering leader will be a strong asset to the technical aspects of the discussion.

The workshop is structured as follows:



### **Warm-Up**

We begin with a short introduction of the vision behind our motto: "Create Value from Data", before we introduce the basic concepts of data analytics.



### **Expert Insight Session**

Our experts share with you the best practice on the basis of real life cases, show you the challenges and opportunities and help you go beyond classical business intelligence and visualization.

Furthermore, we give insights on how to convert in practice your data into value.



### **Structured brainstorming**

The feedback on the feasibility, given to you by our experts, keeps the focus on ideas that create value for your organization.

We help you create synergy between the ideas of the different departments and define clear success criteria.



### **Wrap-up**

Participants and expert select and review the best projects based on their value and feasibility.

# Discovering Value Pre-study

Already familiar with data science, but would welcome some help with the identification of inefficiencies in your business or technological processes? Or do you have a hard time redefining ideas or choosing one based on ROI or risk? Then this "Discovering value" pre-study is for you. The goal is here to further/thoroughly analyse the different projects and determine which one will create the most value for your organization.



## Identification Phase

First, we identify (together with you) the participants and stakeholders within your organization. Then we review which business or technology processes are potential candidates for improvement and which data sources are available.

Further, we stipulate the goals and objectives and define the needs and requirements.



## Analysis Phase

The identified processes are analysed by our experts in terms of resources, costs and potential benefits. We conduct a data analysis on the content, quality and completeness of the data.

Additional insights are gained over the processes by conducting in-depth interviews with the participants and stakeholders.

By doing this we are able to assess the feasibility and determine the real value and potential ROI of each potential project.



## Prioritization and Choice Phase

In this phase, we present the list with potential (optimization) projects to the stakeholders and decision makers. Together we'll weight up the pros and cons, so the right decision can be made, taking into account the right priorities.

## Some of our clients



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