

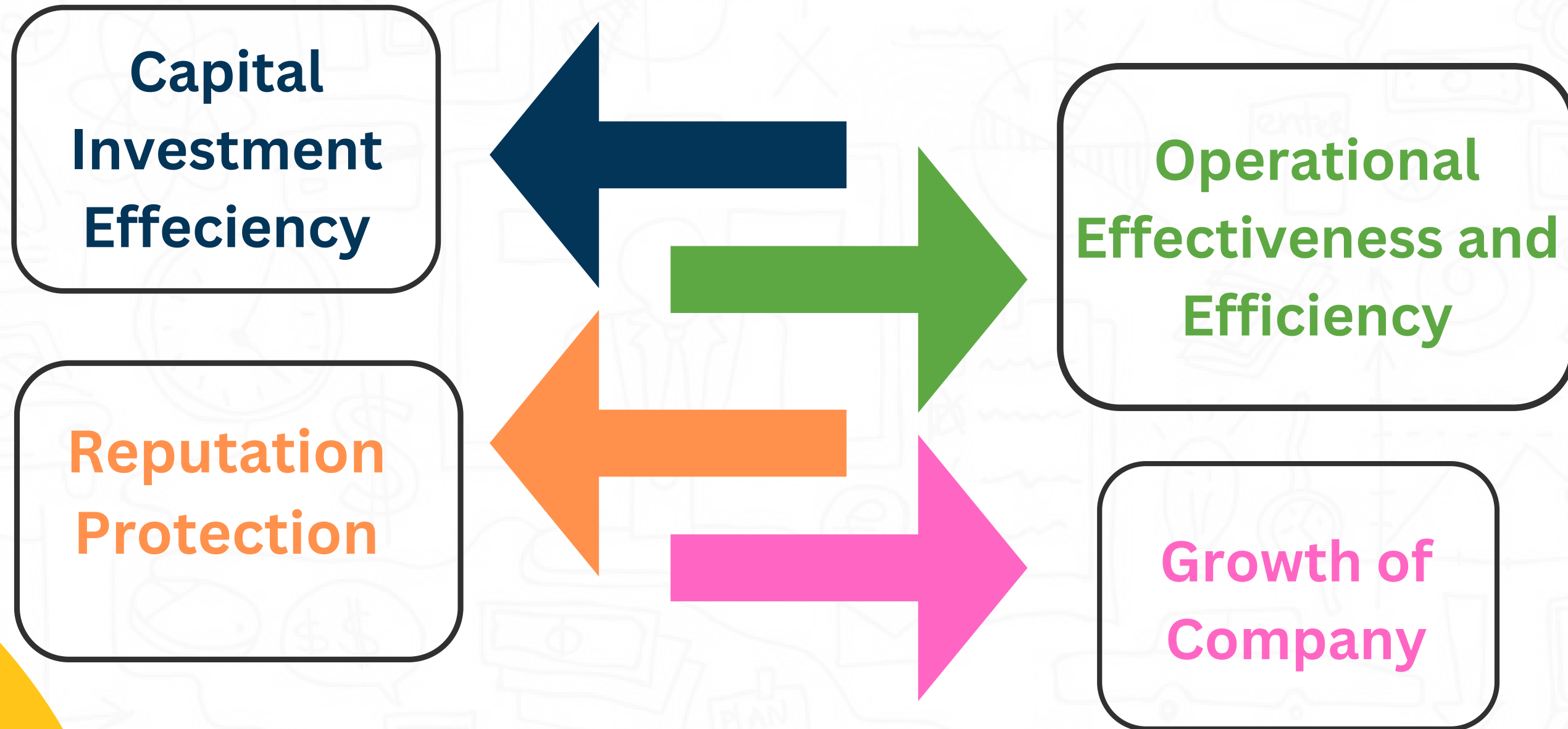
Why Companies Fail in Managing Risk ?

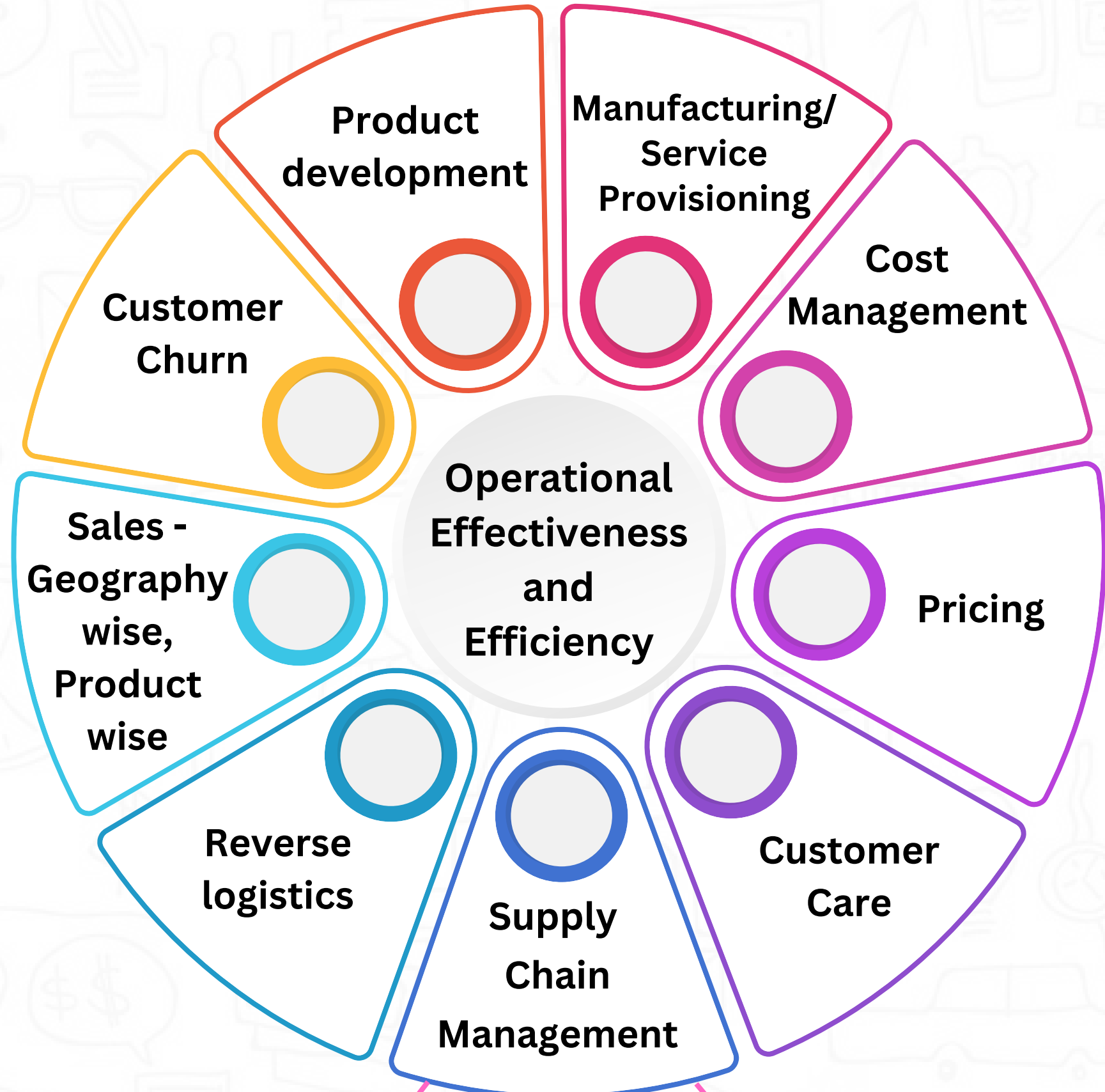


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Objectives of Risk Management

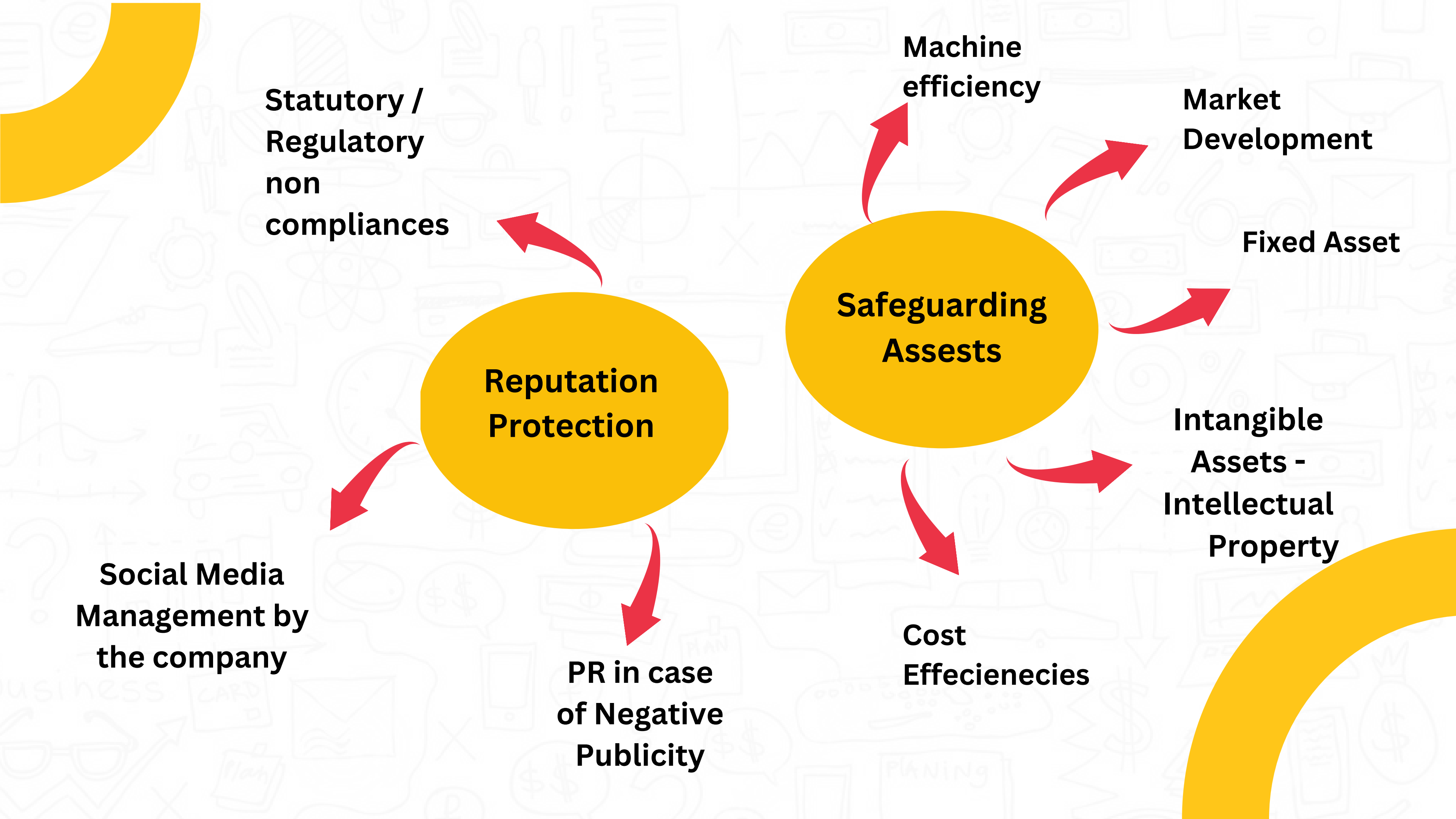




Procurement

Logistics

Warehousing



External Factors Impacting Goal Achievement

CXO KPIs - Annual Operating Plans

Operational Management KPIs- Project/ Time based Plans

Achievement of Board Direction - measured in terms of CXO Dashboard

Factors affecting achievement of organisational goals

- Customer Behaviour
- Demand & Supply
- Competition
- Seasonality and Cyclical Nature of some of the Transactions
- Different Drivers for Purchase Decisions

External Factors

- Political
- Social
- Economic
- Technological
- Legal & Regulatory

**How Data Analytics
Helps To Achieve
Objectives of Risk
Management ?**

**Expectation
Based
Reporting**

**Right Data
Available at
anytime For
Decision
Making**

**Monitoring
Business
Functions**

**providing
corrective
future
course of
action**

**Interractive
Dashboards
For Each
Business
CXO's**

How The Analytics Helps...



Pricing

Analytics can provide customer behavior and competitors' pricing strategies, which businesses can use to develop more effective pricing strategies that maximize revenue and profits.



Campaign

Analytics can provide campaign performance metrics, such as click-through rates, conversion rates, and customer behavior, which businesses can use to optimize their campaigns for better results.



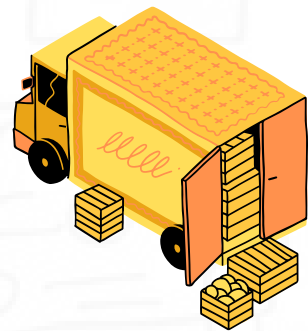
Sales

Analytics can provide into sales trends, customer behavior, and product performance, which businesses can use to identify opportunities for growth and optimize their sales strategies for better results.



Proof

Analytics can provide proof of the effectiveness of business decisions, such as marketing campaigns, pricing strategies, and product launches, which can help businesses justify their investments and make more informed decisions in the future.



Supply

Analytics can provide supply chain performance, inventory levels, and supplier behavior, which businesses can use to optimize their supply chain operations for better efficiency and cost-effectiveness.



Churn

Analytics can provide customer behavior, such as purchase history, engagement levels, and customer feedback, which businesses can use to identify and prevent customer churn.

"If Data Recording Was history, Accounting was past, Data Analytics is Current and Future for achieving the objectives of risk management"

Analytics can provide great results if:

- ▶ The analytics framework is built with adequate business understanding
- ▶ It is linked with the decision making process
- ▶ The decision making and resultant actions take place in timely manner
- ▶ The framework and it's effectiveness is reviewed proactively to update it



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