BIG DATA / ANALYTICS / DATA SCIENCE

OPPORTUNITIES FROM A RECRUITMENT PERSPECTIVE

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ABOUT ACUITY CONSULTANTS

- Specialist in Recruitment Selection of Analytics and IT Professionals

- Established client base nationally and internationally

- Largest candidate database in the SA Market

- Clients range from Start-ups to SMEs to Corporates

  Sectors serviced include:

  - ➢ Retail

  - ➢ FMCG

  - ➢ Financial Services – Insurance, Banking, Investment Management...

  - ➢ Analytics Consultancies

  - ➢ Data Solution and Insight Agencies

  - ➢ Software Engineering and Product Development Companies

BIG DATA can describe data sets that are so large or complex that traditional data processing application software are inadequate to deal with them.

BIG DATA can also imply the use of predictive analytics, user behaviour analytics, or certain other advanced data analytics methods that extract value from data.

BIG DATA can also refer to the complexity of integrating disparate data streams.
Essentially what counts as "big data" varies depending on the capabilities of the users and their tools, and expanding capabilities make big data a moving target.

TALKING POINTS

- Big Data and Analytics in the Marketplace

- Which businesses are building their data teams and why

- Do Economic influences affect which businesses hire data teams

- Have Data requirements (Big Data, Analytics, Data Science) changed in 3 years

- What's next

- Career Opportunities in Data Science/Analytics/Big Data

- Candidate pool in SA and skills requirements

- Innovation and next steps
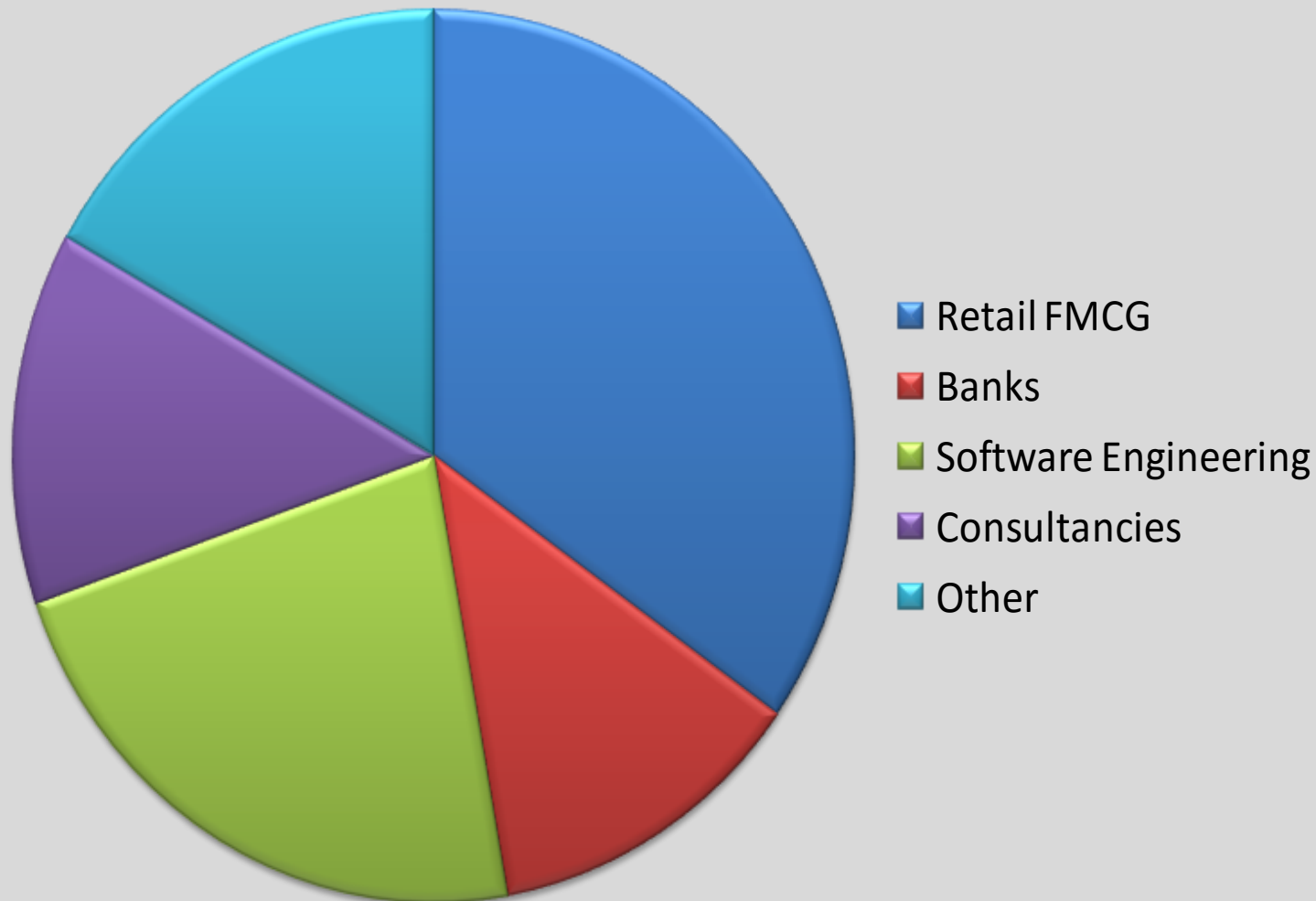
BIG DATA AND ANALYTICS IN THE MARKET PLACE

WHAT CHALLENGES DO BUSINESSES FACE:

1. **Realising that they actually have a data asset**

2. **Managing and then interpreting what that actually means**

3. **Can data inform their strategies**

THE PROCESS:

- **Capture – store – manage – integrate – curate – govern – comply – analyse -   deliver insight – visualise – present...**

- **Analyse – define – segment – regression – performance – reliability – predictive – propensity – econometric - insight**

- **Evaluate business performance – sales and ROI – customer-centricity – product development**

MARKET SECTORS CALLING FOR BIG DATA SOLUTIONS

- Retail FMCG
- Banks
- Software Engineering
- Consultancies
- Other

WHICH BUSINESS ARE BUILDING THEIR DATA TEAMS AND WHY

- Businesses preparing for change

- Businesses losing margin and market-share – Lean Efficiency

- Businesses with an appetite for growth

- Businesses operating across multiple markets

- Client-side vs. Agency-side

- Technology companies developing Data Science, Machine Learning, AI...and true innovators e.g. Visual, Cognitive, Audio, Tactile technologies

ECOMONIC INFLUENCES

DO ECONOMIC INDICES AFFECT DATA OPPORTUNITIES

1. Companies who make their money selling data/data solutions

2. Companies who make their money selling everything else

CONSUMER CONFIDENCE

WALLET SQUEEZE REPORT

HOW DO CONSUMERS RESPOND TO THE CURRENT ECONOMIC CLIMATE?
HOW DO YOU WEATHER THE CONDITIONS TO SUSTAIN SALES SUCCESS?

60% OF CONSUMERS THINK WE'RE IN A **RECESSION** AND WON'T BE OUT IN THE NEXT YEAR

SOUTH AFRICA CONSUMER CONFIDENCE DROPS TO 11 YEAR LOW, **WILL SPEND FOLLOW?**

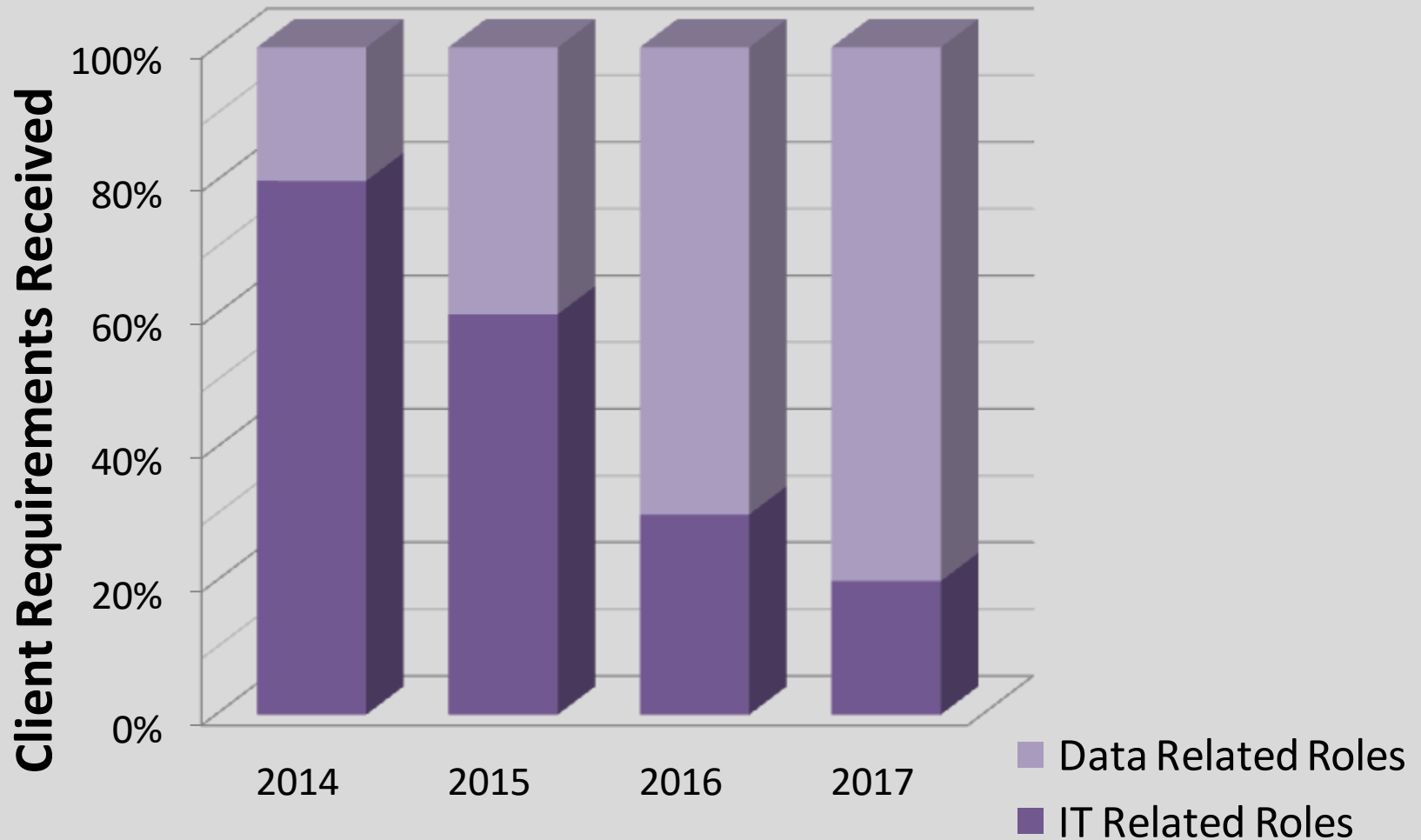TRADITIONAL RETAIL

GAINING SHOPPERS AND SHARE

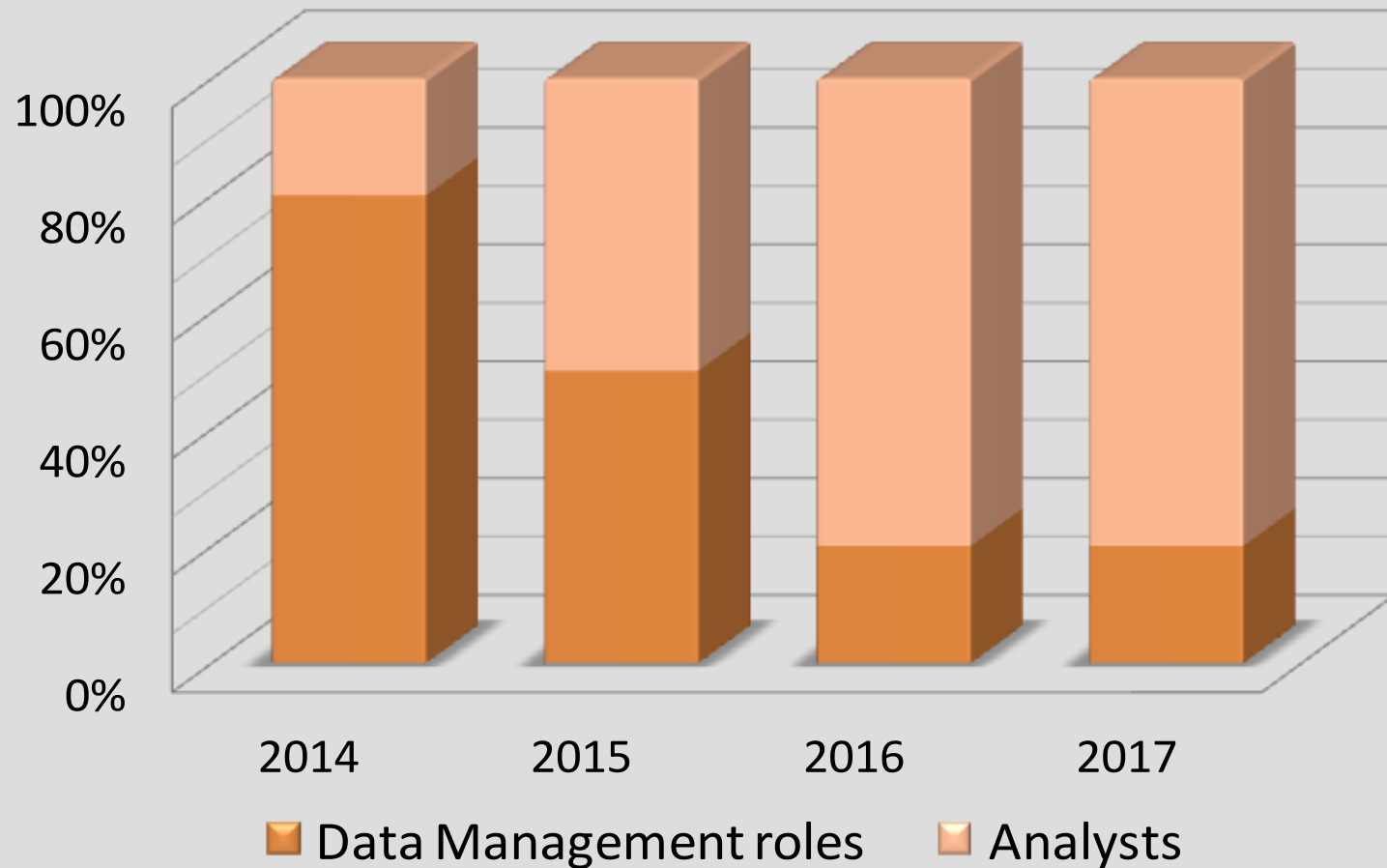**20%** OF CONSUMERS **SWITCH BRANDS** BECAUSE OF PROMOTIONS IN TOUGHER TIMES

BARGAIN HUNTERS

ON AVERAGE, CONSUMERS VISIT 4 RETAILERS (+1), SHOPPING MORE FREQUENTLY BUT SPENDING LESS

CAREER OPPORTUNITIES

Primary message is Yes! Broaden your data-related skills and you will be more marketable, attractive to more companies, make more money...

Required skills:

1. Highly numerate and ideally degree educated in a numeric discipline – Mathematics, Statistics, Operational Research, Economics...

2. Programming proficiency – take your Excel skills to the next level – Macros, VBA, SQL, SAS, SPSS, Mathematica...

3. In growing demand – a combination of technical-analytical skills together with Open-Source Programming – Python, Perl, MySQL, noSQL...

CANDIDATE POOL AND AVAILABLE SKILLS IN SA

- There is a big misconception that SA has diminishing opportunities in fact
  it is exactly the opposite

- There are vast numbers of great jobs with great companies – the problem
  is an acute candidate shortage

<u>WHY</u>

- Skills are not stacking up to clients' expectations
- Slight dumb-ing down of academic content

NEXT STEPS FOR DATA CENTRIC BUSINESSES AND PROFESSIONALS

Businesses are remembering the two primary functions of computers:

➢ To inform

➢ To automate

As such the drive is to manage the increasing quantity and complexity of data, to teach machine's to learn to deal with this, to automate what would otherwise be redundant manual processes, for AI to learn and inform strategy.

ALL BASED ON NUMBERS

QUESTIONS & DISCUSSIONS