

Data analytics experts tackle how to harness the power of analytics in South Africa this September

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Research conducted by Corinium Global Intelligence shows that South African organisations are beginning to realise the value that lies within their data.



How can the power of analytics be harnessed to improve and modernise process, performance and profitability?

The [Chief Analytics Officer Forum Africa 2016](#), hosted by Corinium from 26 to 29 September in Sunninghill near Johannesburg, has been launched to capitalise on this interest in South Africa and to discuss the most critical data analytics challenges.

Articulating these insights to business in a way all stakeholders understand and use is a major challenge in the analytics profession.

“Analytics and data is now a c-suite initiative, being included as part of the strategy for enhancing all areas of interaction with the customer at FNB,” states Yudhvir Seetharam, Head of Analytics, FNB, who will be elaborating further on their strategy at the forum next month.

Annie Symington, HOD: Analytics at **Multichoice**, who will be also speaking at the forum, reinforces this further: “Keeping it simple and close to the customer is imperative. It’s important for business to understand what the customers are doing/preferring.”

Speakers include an accomplished group of experts from across the data analytics spectrum who will share their insights for shifting the cultural mindset to this customer-first approach to problem-solving. The four-day agenda will cover topics such as:

- Emphasising how to build a great analytics team and address the analytics skills shortage
- Encouraging enterprise-wide data sharing as well as how to attach value to data through experimental use cases
- Learning how to tell the analytics story more effectively to ensure insights really do turn into action

Key speakers include:

Pieter Vorster, Chief Analytics Officer - **Absa Capital**; Dr Eugene Wessels, General Manager Data Analytics – **King Price Insurance**; Dr Mark Nasila, Head of Advanced Analytics – **FNB**; Kyle Wierenga, Director of Analytics and Measurement – **Aimia Inc.** and Tiaan van Zyl, Head of Digital Analytics – **Traffic Brand**.

The summit is sponsored by **Wipro and Decision Inc.**

Join us at the Focus Rooms in Sunninghill from 26 to 29 September. To find out more about the forum, visit <http://www.caoforumafrika.com>.

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For more, visit: <https://www.bizcommunity.com>