



Reducing the risk of strategic decisions ...using data and analysis

Reducing risk ^{OF} BY using data

WiL Workshop: 26 June 2015



TODAY



Tight timescale!

- > 10 mins intro from me
- > 3x10 mins considering some questions in 3 groups
- > 10 mins round up + handout



KIRSTEN TISDALE – WHY ME?



- > Degree in Mathematics
- > Career in Logistics
 - > NFC (now DHL)
 - > TNT (now CEVA)
 - > M&S

- > Aricia specialises in strategic planning and business development using logistics analysis & modelling

- > PiL and WiL



WHY “STRATEGIC” DECISIONS?



- > To convey complexity and add interest
- > Strategy is about shaping the future, so for the purposes of today I'm assuming that what we're considering is:
 - > **Big**
 - > **Long-lasting**
 - > And involves **development or change**
- > Much of what we're going to look at today can also inform day-to-day analysis



QUESTIONS FOR TODAY



- > **Data:** Are there particular areas where you struggle with data? What do you do to clean your data? And to fill the gaps?
- > **Analysis:** What types of analysis do you find difficult and why? Are there any particular Excel features you use? Are there other software packages / programs you use in addition to Excel?
- > **Risks:** What are the main risks you perceive in your use of data and its analysis? How do you address those risks?



HOW'S IT GOING TO WORK?



1. Split into three groups – one group per set of questions
2. **Brainstorm issues:** Spend 10 minutes as a group (=discussion!) considering the **first** question and use post-it notes to add points
3. Move to the next set of questions
4. **Solutions:** Spend 10 minutes in total as a group
 - > Read what the previous group have posted
 - > Consider the **other questions** and how you might address some of the issues raised – add post-its with some of your solutions
5. Move to final set of questions
6. **Select:** Spend 10 minutes in total as a group
 - > Read what previous groups have posted
 - > Are there solutions that are new to you, or which particularly resonate
 - > Select **three tips** for one member to report back to the main session (max 1 minute per tip!)



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ROUND UP



- > Max 1 minute per tip
- > Bit from me if there's time!



DIRTY DATA



OUTLIERS



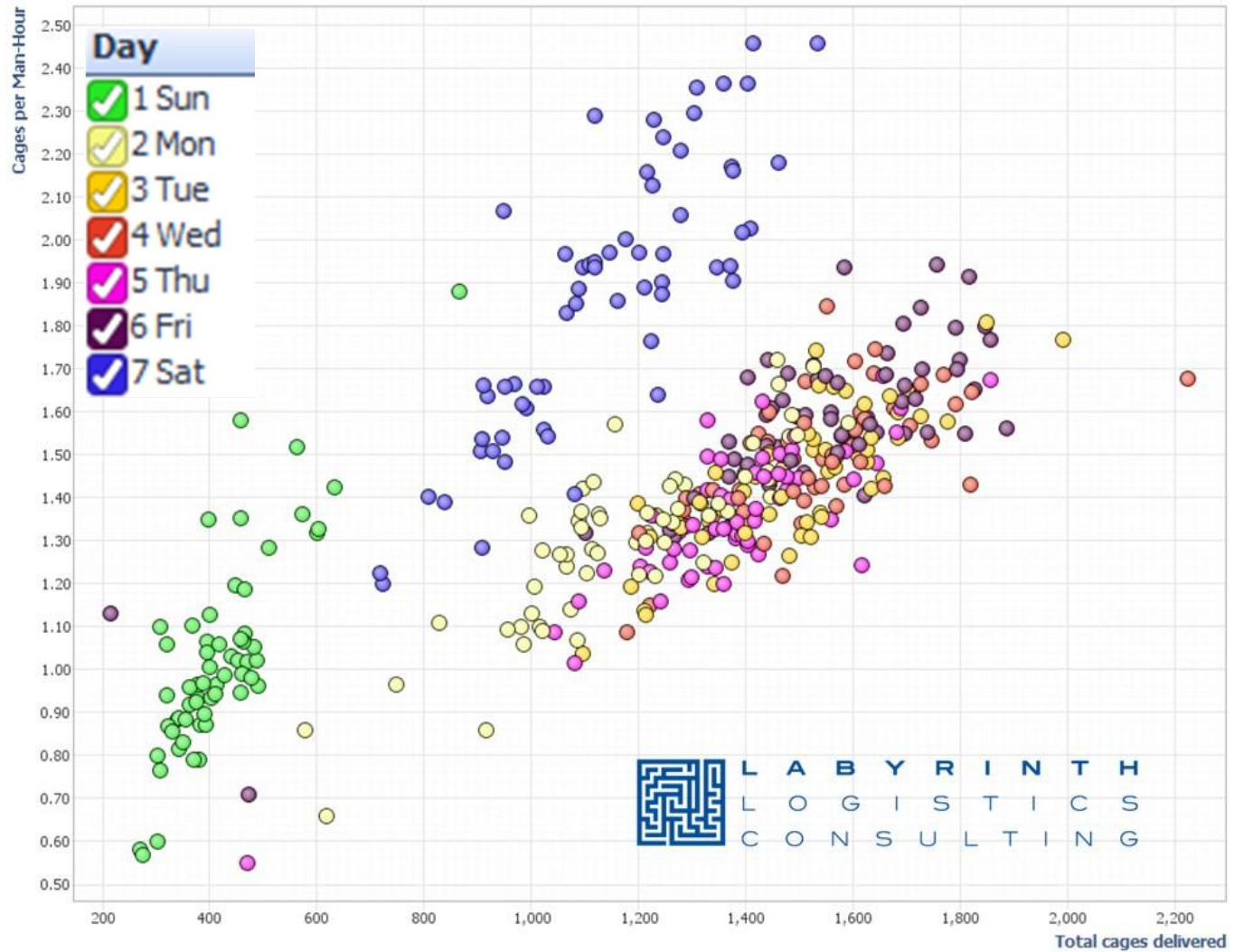
- > A fox believed to be the biggest killed in Britain was shot after attacking lambs on an Aberdeenshire farm
- > It weighed 17.2kg and was 1.4m from nose to the tip of its tail - on average the animals tend to weigh up to about 6.8kg
- > So >2.5x average ...but very real!



SAMPLING



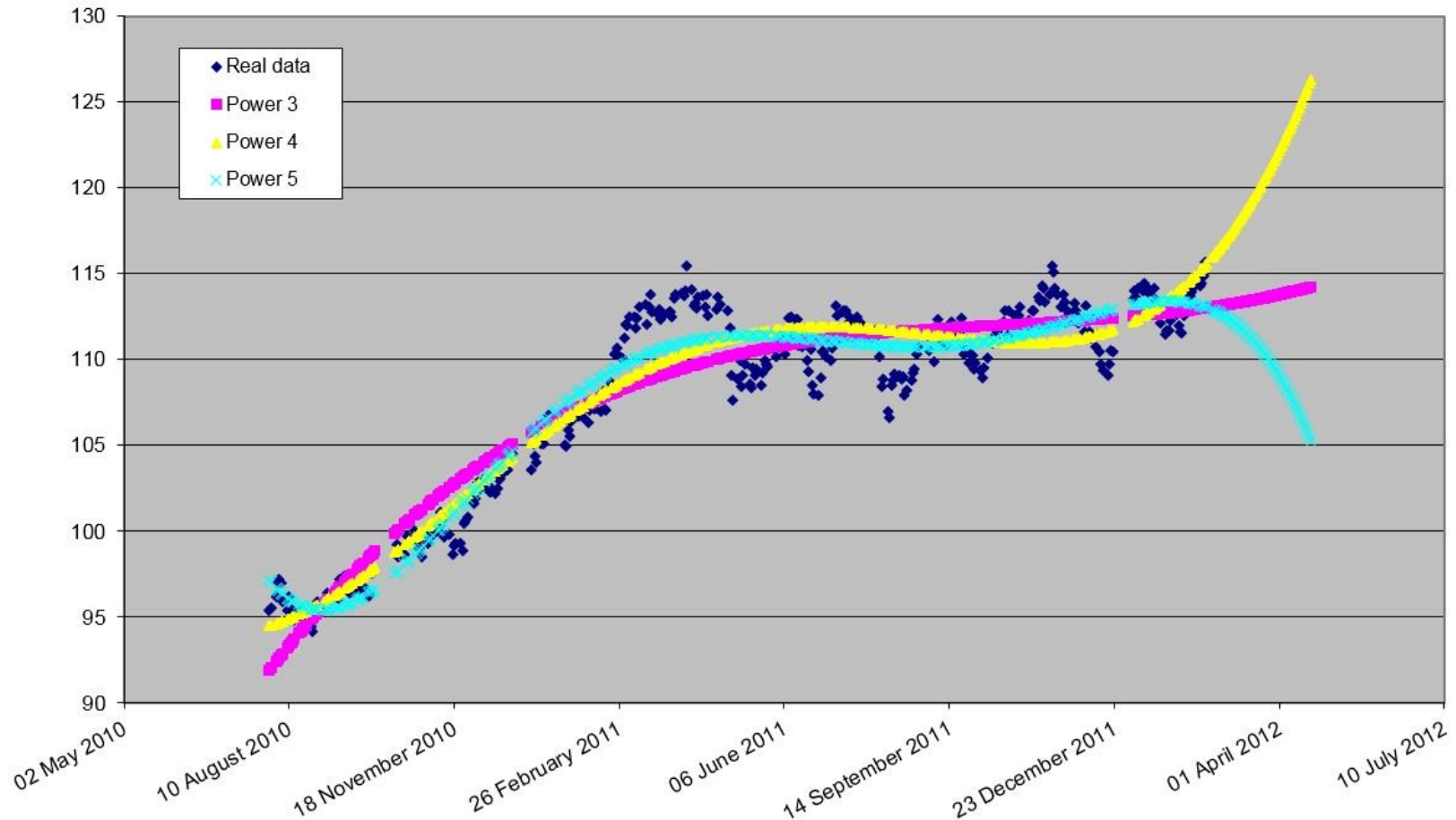
BEWARE AVERAGES



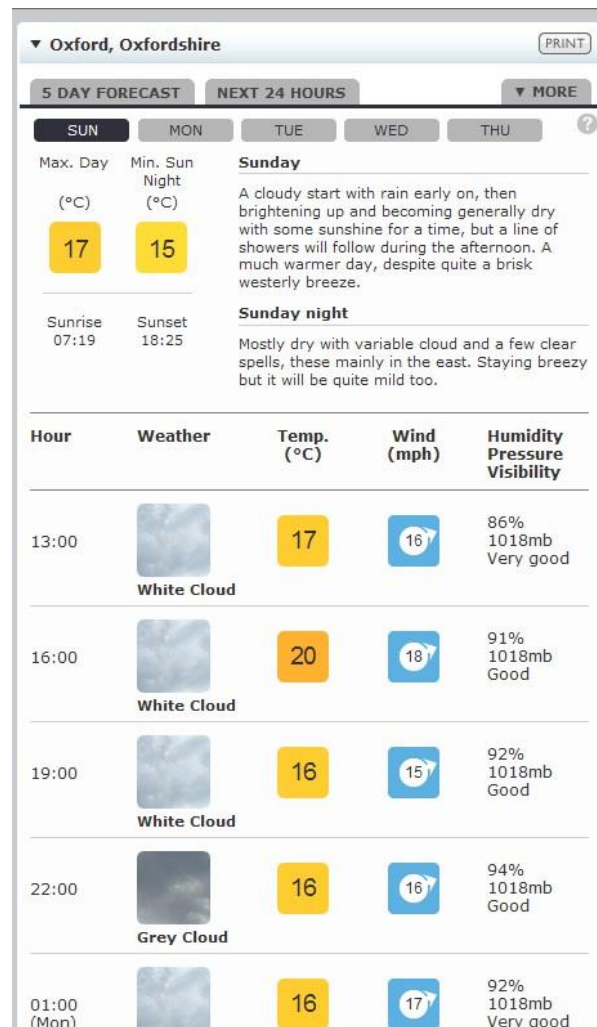
COMPLEXITY MAY NOT BE THE ANSWER



Polynomial trends to power as shown in legend



GROSS ERROR CHECK





Thanks for participating

**I've put together a leaflet for today –
please take one**

