



The role and importance of modern analytics in addressing new and upcoming market challenges

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Firstly, an introduction



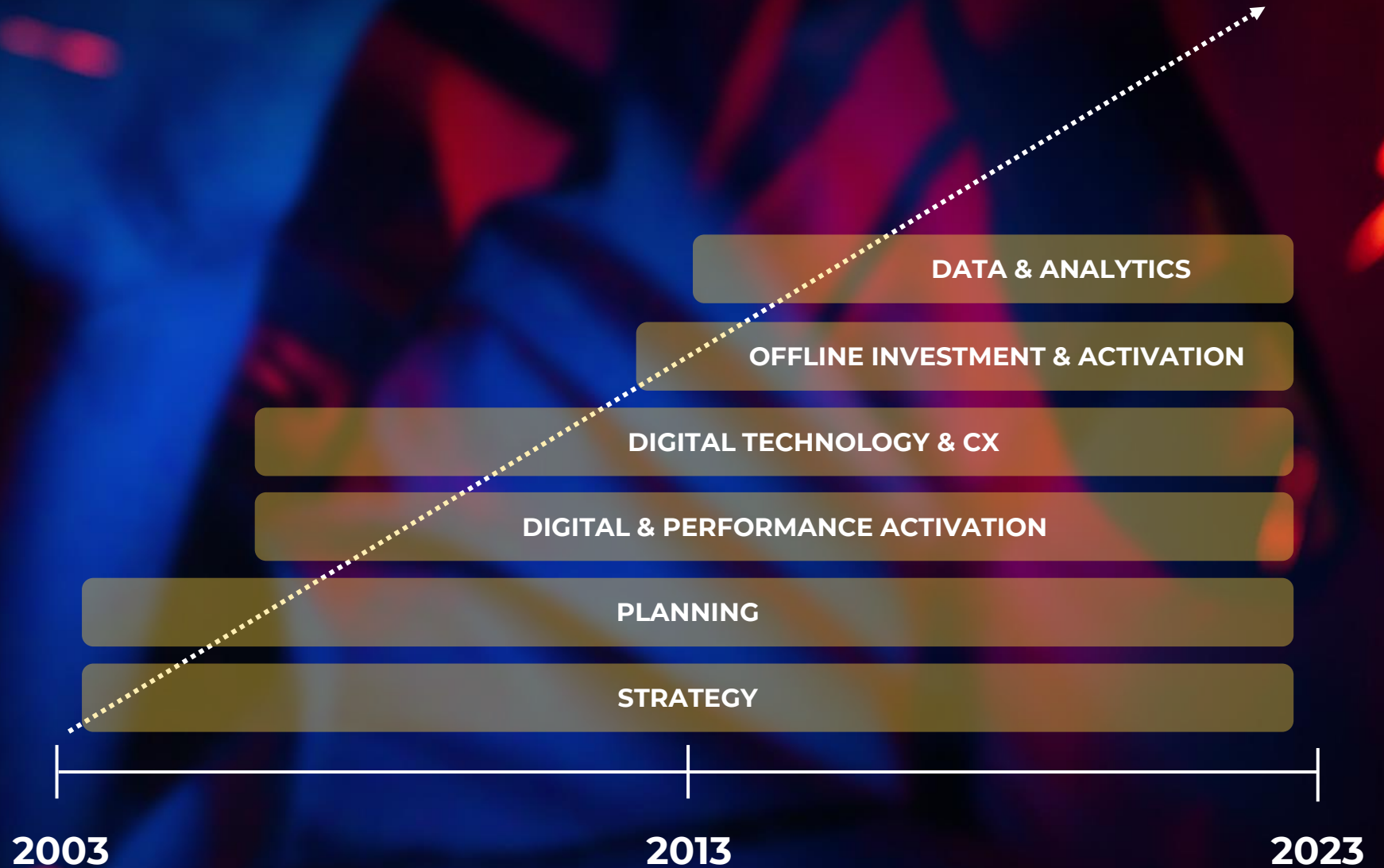
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10 YEARS

of providing
end-to-end
solutions





3 TEAMS ACROSS 2 STATES



Working across a growing range of diverse and enviable clients



Monde Nissin



01.



Key market challenges

The challenges that businesses face fall into four broad categories

1.

**Marketing
Challenges**

2.

**People
Challenges**

3.

**Comms
Challenges**

4.

**Macro
Economic
Challenges**

Firstly, what is modern analytics?

BIG DATA

PRESCRIPTIVE

AI

**DATA
SCIENCE**

PREDICTIVE

AUTOMATION

ANALYTICS



**Modern analytics is a
way of working**

So, breaking down the key challenges, how do we address them with a way of working?



Proving Marketing Value

1.

**Accessing
data**

2.

**Holistic &
business
first**

3.

**Get the
CMO a seat
on the board**

4.

**Relevancy
of data**

5.

**Buy in from
stakeholders**

Responding to changes in consumer behaviour

1.

Regular
Business
Reporting

2.

Agility

3.

Long Term
Relationships

The pressure to drive ROI

1.

Flexibility

2.

**Measurement
framework (i)**

**PEOPLE
CHALLENGES**

Labour Shortage

Hybrid Working

Staff Retention

Addressing the labour shortage

1.

Lateral Hiring

2.

Diversity

3.

People

Fostering staff retention

1.

Curiosity

2.

**Hiring for
Progression**

3.

**Don't hire
for a task**

Managing hybrid working

1.

Team

2.

Time Structure

3.

**Performance
Culture**

**COMMUNICATION
CHALLENGES**

Disconnection with teams

Information overload

Knowledge gap

The disconnection of teams

1.

**Relationships &
collaboration**

2.

**Start with
the basics**

3.

Engagement

The information overload

1.

**Analysis, not
just data
visualisation**

2.

Simplicity

3.

Focus

The knowledge gap

1.

Education

2.

Trusted Advisor

3.

Ambassadors

**MACRO ECONOMIC
CHALLENGES**

Economic uncertainty

Being responsive

Responding to economic uncertainty

1.

Agility

2.

**Macro
modelling**

3.

**Financial
stress**

Being responsive

1.

Measurement
framework (ii)

2.

Today for
Tomorrow

02.



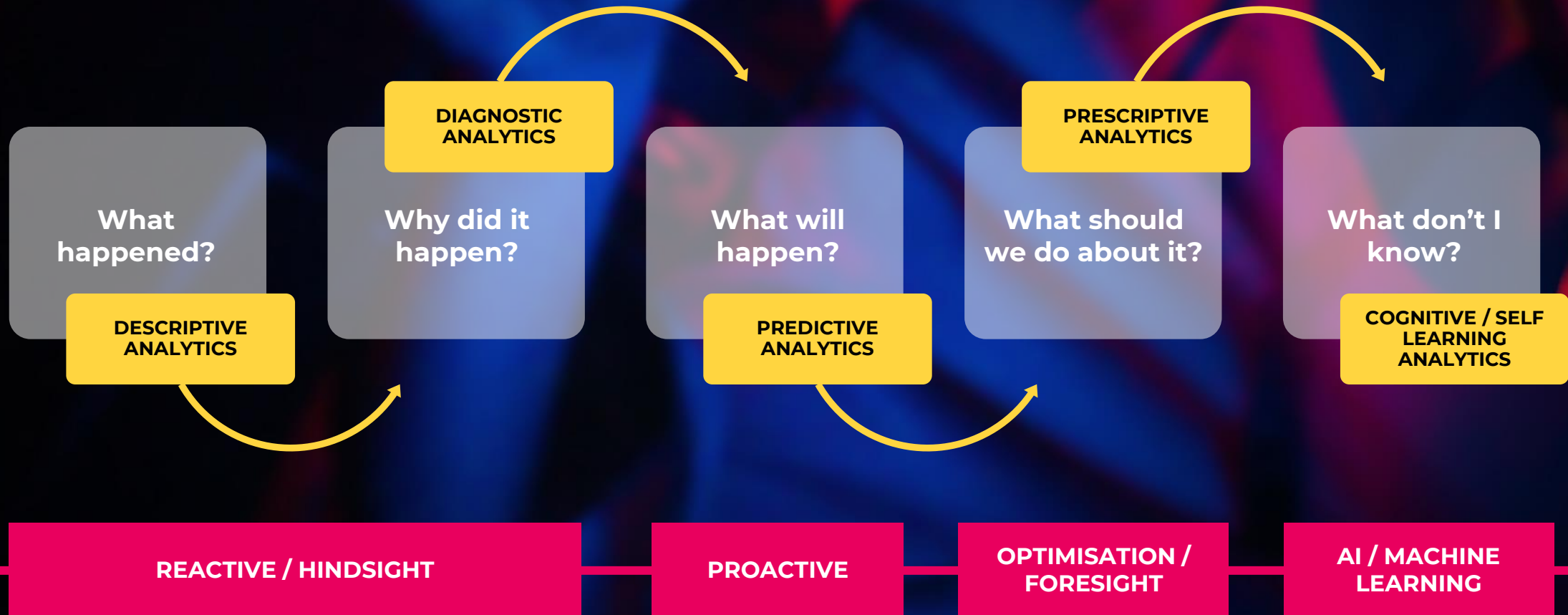
**How does innovation
play a part?**




Innovation is everywhere.

But focus is vital.

Analytics Maturity



A young child with light brown hair, wearing a grey hoodie and blue jeans, is running through a field of dry, brown grass. The child is captured in motion, with their arms outstretched and a joyful expression. The background is a soft-focus landscape of rolling hills and trees under a clear, light blue sky. The overall mood is one of freedom and exploration.

**Modern Analytics,
therefore, is about
finding solutions to
business problems.**

THE ANALYTICS TEAM AT SPARK

**We exist to accelerate your growth as a
business, as a team, as an individual**

By making the complex simple and provide actionable
solutions to clients problems grounded in the real world

Transforming the nature of Analytics from being a function
into a way of working, across all specialities and clients

You are the analyst, we are the catalyst

We are always looking to recruit a diverse set of clever and curious graduates. Those with a working knowledge of media, communications and advertising are invaluable to us.

So, please feel free for your graduates to reach out to us

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