Intelligence beyond the pie chart



As PwC launches its revised global strategy (The New Equation), we're investing further into additional data and analytics upskilling of our workforce. Our new strategy aims to bring a community of solvers together, in unexpected ways, to solve the world's important problems. Critical to achieving this strategy is empowering our people, at all levels, with advanced data extraction, transformation and visualisation skills.

During our 2021 financial year we led a concerted effort to upskill our people on technologies, like *Power BI*, which helped our teams extract, transform and visualise data. As this data and analytics upskilling continues, we're now turning our attention to artificial intelligence (AI) and/or automated machine learning (AutoML) capabilities within technologies like *Power BI*.

The traditional perception and use of a visualisation tool was to create line or pie charts. *Power BI* is much more than this today - it now includes a number of assisted AI and AutoML tools, together with the powerful transform capabilities in *Power Query* editor. For the year ahead, our data and analytics transformation journey aims to bring all these capabilities to citizens (PwC staff) and help the firm to continue growing as a data business, bringing fresh data insights to our clients.

We're starting to find new value in analysing and predicting data using assisted AI and AutoML tools in Power BI.

Large data lakes don't hold much value unless stakeholders have the ability to extract valuable insights with ease. This is where AI helps support data exploration, find patterns and anomalies in data sets, predict scenarios and in general make optimal data-based decisions.

We've uncovered and are mastering the AI and AutoML capabilities in *Power BI*. Here's an introduction to some of these visuals in *Power BI* that can help businesses extract further insights from data.



Anomaly detection

By automatically detecting anomalies (outliers) in time series data, we can gain greater insights into root cause analysis, with credible explanations. With the option to adjust the sensitivity of the algorithm, we can customise the data selection.

Key influencers and top segments

To identify key influencers, data is analysed to identify the main factors that contribute to a certain value or condition.

Grouping influencing factors/values into segments allows top segments to be created. These can then be ranked according to the percentage of records where the condition is met.



To find out more about our internal data and analytics transformation journey, please reach out to one of the contacts below.



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