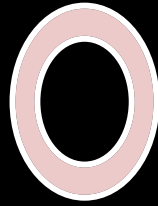


Economics Data Science

Integrating Economics, Data Science & Technology for Better Decisions



Even strong organisations
can struggle with decisions

The present talent, data, and
technology can be strong

Decisions remain inconsistent in
speed, quality, and impact

Structural fragmentation is the
root cause

The Challenge



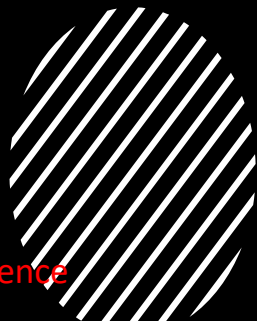
Fragmentation Erodes Decisions

- Strategy, data science, and technology operate in silos
 - Economics is often absent from business
 - Insights degrade across handoffs
 - Decision ownership is diffused
- **Result: slow, weak decisions**



Traditional Fixes Fall Short

- Alignment meetings, committees, and consultants
- Appear collaborative but lack true integration
- Decision ownership dilutes
- Outcomes often delayed or diluted

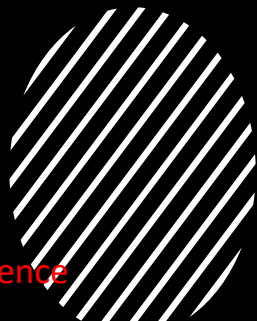




The Decision Loss

Hidden costs of fragmented decision-making

- Loss of context between functions
- Slower cycles and delayed execution
- Diffused accountability
- High overhead: many meetings, decks, and translations

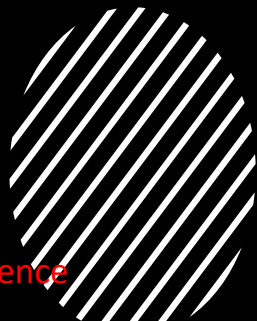




Decisions Are Integrated

Decisions are integrated across functions and unified organisational strategy

- Require simultaneous trade-offs across:
 - Data
 - Business functions
 - Ground realities
- Difficult to be solved in silos



Economics Data Science

An Integrated Approach

- A single, unified capability across:
 - o Economics
 - o Data science
 - o Technology
- One owner of the decision
- Integration happens within a function

Economics defines the granular framework integrating all decisions in the business

How It Works

- Builds a comprehensive business framework using underlying economics science
 - The granular framework covers interconnected business decisions across functions
 - **The framework:**
 - ✓ helps in framing business problems
 - ✓ helps with the design of the analysis
 - ✓ helps in modelling steps
 - ✓ helps in the model output interpretation
 - ✓ feeds the model output across decisions and strategies



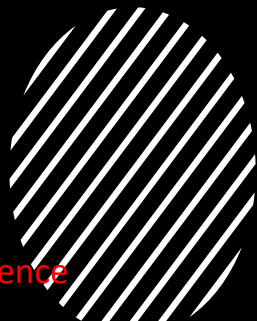
Where It Matters Most

- Fast-changing markets
- High uncertainty / incomplete data
- Cross-functional decisions
- Strategic decisions



The Organisational Gap

- Strong specialists may already exist
 - Missing layer: integration
 - The gap is unified view
- This is the leverage point of EDS



Executive Takeaways

Coordination may not be
same as decision-making

Integration is the real
competitive advantage

Economics + Data Science +
Technology = faster, more
accurate decisions

**Action: invest in building or
partnering an integrated
decision capability**