ZAP
Analytics

**Easy way to have exclusive access to the
TOP BIG Data Analytics Candidates**

TODAY'S SHORTAGE OF SKILLED DATA SCIENTIST PRACTITIONERS
IS NOT GOING AWAY...

Big Data is "the next frontier for innovation, competition and productivity" according to a report by McKinsey and Co, but in order for 'Big Data' to create transformational value – the very brightest and best future Data Scientist leaders need to be working for your business

346,000

Big Data jobs are needed in the UK by 2020, with demand for Data Scientists rising by 259%. Employers however, are finding 3 in every 4 Data Scientist roles very hard to fill.[*]

£57,500

Is the average salary of an experienced Data Scientist.[*]

The reason for this deficit is that Data Scientists require a scarce combination of expertise and need to be highly educated, possess the necessary technical skills and have the commercial awareness that comes from working on real-life business projects. Employers struggle to find this profile type amongst their teams.

[*](Source: Tech Partnership employers' network, SAS, ITJobsWatch)

So what are the options?

Having fully trained internal staff is one option, however, the skills-gap cannot be filled alone by retraining and upskilling your current workforce.

Talent needs to be embedded into the business but recruitment is becoming increasingly expensive as companies compete for these rare data science skill-sets.

New Graduates can provide businesses with very bright, outstanding individuals who will have the true potential to become the future leaders. As a result some universities have been quick off the mark to offer specialist degrees. Often taught by highly qualified academic mathematicians rather than top Data Scientists – they are a good foundation but dont provide a business with a 'ready-to-go' employee. A strong commercial sense is crucial to understand what problems are important, and this experience only comes from specialist technical training and from working on 'real-life' industry problems.

What is ZAP Analytics...

ZAP Analytics offers a long-term, cost effective solution that will complement traditional recruitment and upskilling programmes within your business.
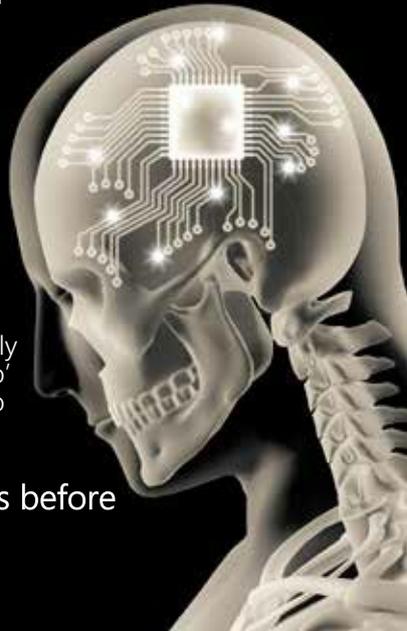
We take highly capable mature graduates (mostly STEM) with backgrounds in retail, financial services, IT and engineering.

We train them in all the required analytics tools and techniques.

We expose them to the most challenging business scenarios guided by industry leading data scientists with strong track records in the delivery of game-changing analytics solutions.

Fresh from this environment we offer these uniquely talented people to you. The result is a 'ready-to-go' trained, commercially aware Data Scientist ready to create transformational value in your organisation.

There has never been a solution like this before to fill your skills gap in analytics.

OUR APPROACH IS UNIQUE

Zap Analytics is a new and disruptive way to find highly trained and experienced data talents for your business and projects.

Zap Analytics are flexible, risk free and cost effective alternative to traditional recruitment practices.

6 ZAP Analytics Categories

DATA ANALYST - INSIGHT ANALYST - DATA SCIENTIST

BI DEVELOPER - DATA ARCHITECT - BIG DATA ENGINEERING

3 ZAP Main Options

ZapPermanent

Experience: 8 Months-8 Years
Salary band: from 27K-75K pa
Availability: 1 week-1 Month notice
Technical skills: depends on the Zap programme
Location: All UK
Benefits: Consulting grade training and accreditation
Roles: Permanent roles only

ZapInterim

Experience: 8 Months- 3 Years
Salary band: from GBP 250 per day
Availability: Immediate start
Location: All UK
Benefits: Consulting grade training and accreditation
Benefits: Flexible terms and availability
Roles: Contacts from 1 Day to 6 Months

ZapContractor

Experience: 8 Months-8 Years
Salary band: from GBP 250 per day
Availability: 1 week
Location: All UK
Benefits: Consulting grade training and accreditation
Benefits: Flexible terms and availability
Roles: Contacts from 3 to 6 Months

Our candidates offer:

Big Data technical skills

1. Deep knowledge of Big Data architecture with Hadoop Cluster
2. Advanced T-SQL queries to manipulate large and complex data sets
3. Advanced statistical modelling & machine learning algorithms (R', SAS & SPSS) for advanced statistical analysis, regression, econometrics, random forests, SEM, decision trees, logistic regression, generalised linear modelling
4. Advanced predictive modelling for Business Analytics use cases (for churn, acquisition, campaign analytics, customer journey, fraud detection, risk, pricing, complaints reduction and low NPS prevention)
5. Business Intelligence - Building operational dashboards including data migration, warehousing, architecture modelling and dashboard reporting (using SSIS, SSAS and SSRS, using Cognos BI, Tableau Business Object, QlikView & advanced Excel)

Business-ready capabilities

1. Project management, presentation and communication skills
2. Practical , hands-on real life'project based experience.
3. Can clearly translate their technical findings to a non-technical team, such as the Marketing or Sales department.
4. An intellectual curiosity and ability to challenge information to look for trends, patterns and answers.

Typical use case scenarios our delegates can solve in your business

RETAIL **MANUFACTURING** **FINANCIAL SERVICES** **INSURANCE**
HEALTHCARE **TELECOMS** **TRAVEL & TOURISM**

CUSTOMER EXPERIENCE ANALYTICS WITH NPS OPTIMISATION
A Financial Services business looking to increase customer satisfaction when pushing to self-serve digital channels

FRAUD DETECTION MODELLING
Banks are looking constantly to increase detection of credit card fraud and reduce false alarms.

RETENTION MODELLING
A major insurance company looking to retain its most profitable customers and identify those customers most at risk of lapsing.

CUSTOMER INSIGHT
A large business looking to understand its customers better to drive needs based targeting to improve retention and predict the customer journey.

PRICING ANALYTICS & MODELLING

A major telecoms business looking to plan more profitable pricing strategies in challenging market conditions

MARKETING ANALYTICS & OPTIMISATION WITH ECONOMETRICS

Creating a highly optimised customer contact strategy to help target the right product at the right time to the right customer.

SHOPPER BEHAVIOUR ANALYTICS

A major retail organisation wanting to understand whether a drive to online might impact on the brand and abandoned basket rate.

DASHBOARD & REAL-TIME REPORTING FROM BIG & SMALL DATA

Using Hadoop Cluster as well as traditional database architecture to provide a real-time business insight solution.

SOFTWARE OUR DELEGATES LEARN

• HADOOP CLUSTER • SAS • SSIS • SQL • R'• EXCEL TO ADVANCED LEVEL • TABLEAU • SSRS • QLIKVIEW • SSAS • Cognos • PYTHON • SPSS

Why using ZAP Analytics?

1. **access to future business leaders** - A source of the very brightest and best graduates with the potential to drive productivity, profitability and growth in your business

2. **Close the skills-gap** - Ensure a regular, ongoing intake of in-demand, rare Data Science talent

3. **Reduce costs** - An effective and long term alternative to traditional recruitment

4. **save time and resource** - Avoid training a graduate from scratch with the necessary technical skills and industry insight

5. **'Made to measure'** - bright, ambitious, 'ready to go' Data Scientists equipped with the skills and ability to with the ability to meet your organisation's needs

About Pairview

Formed in 2009, employing a team of leading industry practitioners, Pairview drives Big Data, analytics and performance innovation through its range of products and services including consultancy and software sales.

Pairview works alongside businesses as a trusted partner, enhancing expertise, providing fresh insight, inspiring new ideas and addressing skills-gaps to drive improvements to productivity, profitability and business growth.

We also work with consumers to transform their careers by offering highly specialised career programmes, technical & management training and recruitment & career development services in areas experiencing skills shortages such as Big Data analytics, business intelligence, project management and business analysis.

Our expert knowledge, flexibility and tailored supportive approach, sets us apart in our quest to offer the highest quality services to our customers.

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pairview ™