# In-House Analytics Enable Data Driven Decisions in Downstream Oil and Gas
## *Embracing technology advancements empowers agility*

## Overview

Availability of data does not necessarily equate to usability of data to drive decision making. Often businesses are faced with the problem of being data-rich but insight-poor. This trend can be seen in full force in many Oil and Gas companies. Oil and Gas is an industry known for being slow to adapt to technological changes in the broader marketplace.

With the emergence of new data visualization and advanced analytics tools, it is becoming quicker and easier to implement in-house analytic solutions even for companies who traditionally are slow to adopt. Embracing these technology solutions enables companies to adapt and react to the changing market conditions faster than ever before.

## The Challenge

The company has a wealth of data in-house that is not being used to its full potential. The aspiration of the company was to achieve a level of independence and self serve sufficiency in their analytics capabilities. The company had a significant amount of data that was not easily useable or accessible to the business resources. There was a desire for:

- *Automated reporting*
- *Process mapping where automation was not possible*
- *Advanced analytics to answer two burning business questions*

**Industry:** Oil and Gas
**Location:** Calgary, AB
**Size:** 4,000 (Canada); 86,000 (Global)

## Company Bio

One of the six oil and gas "supermajors", the company has their Canadian headquarters in Calgary, Alberta. The company has both upstream and downstream oil and gas operations.

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**100%** Automated YTD Performance Dashboard

**?** 'What-if' Tool for Business Scenario Modelling

Process Mapping to Futureproof Reporting

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## The Solution

With the business challenges in mind, Raven Bay focused on delivering three key initiatives:

- *Report Automation* – *Four automated reports were created, documented, published and handed over to the business for use*
- *Process Mapping* – *Five reporting process maps were created where automation of a report was not possible*
- *Advanced Analytics Modelling* – *The business had two key questions that Raven Bay was able to answer via advanced analytics modelling*

## The Results

Acting as a full-service analytics staff augmentation, Raven Bay was able to deliver value across all identified business challenges. The company came out of the project with:

- *Process documentation that has positioned the company for future planning and system upgrades*
- *Time and effort is being saved through automation of reporting; actionable data is always current and available*
- *Key business questions have been answered and new questions can be posed and solutioned using a 'What-if' scenario modelling tool*

*"Data is the fuel for advanced analytics. The good news is that most O&G companies have vast volumes of semi-structured data on hand, and they are using less than 1 percent of it."*

**McKinsey & Company**[1]

## About Raven Bay

*As a full-service management consulting and analytics firm able to deliver solutions in both the business & technical realms utilizing the same set of resources; thereby shortening delivery timelines and providing more holistic solutions for our clients. Our proven methodologies & hands-on experience enabling organizations to achieve the benefits of an effective analytics program through this offering also accelerate the development & value realization of the unique Governance Model we will create for you.*

[1] https://www.mckinsey.com/industries/oil-and-gas/our-insights/why-oil-and-gas-companies-must-act-on-analytics

**www.ravenbay.com**