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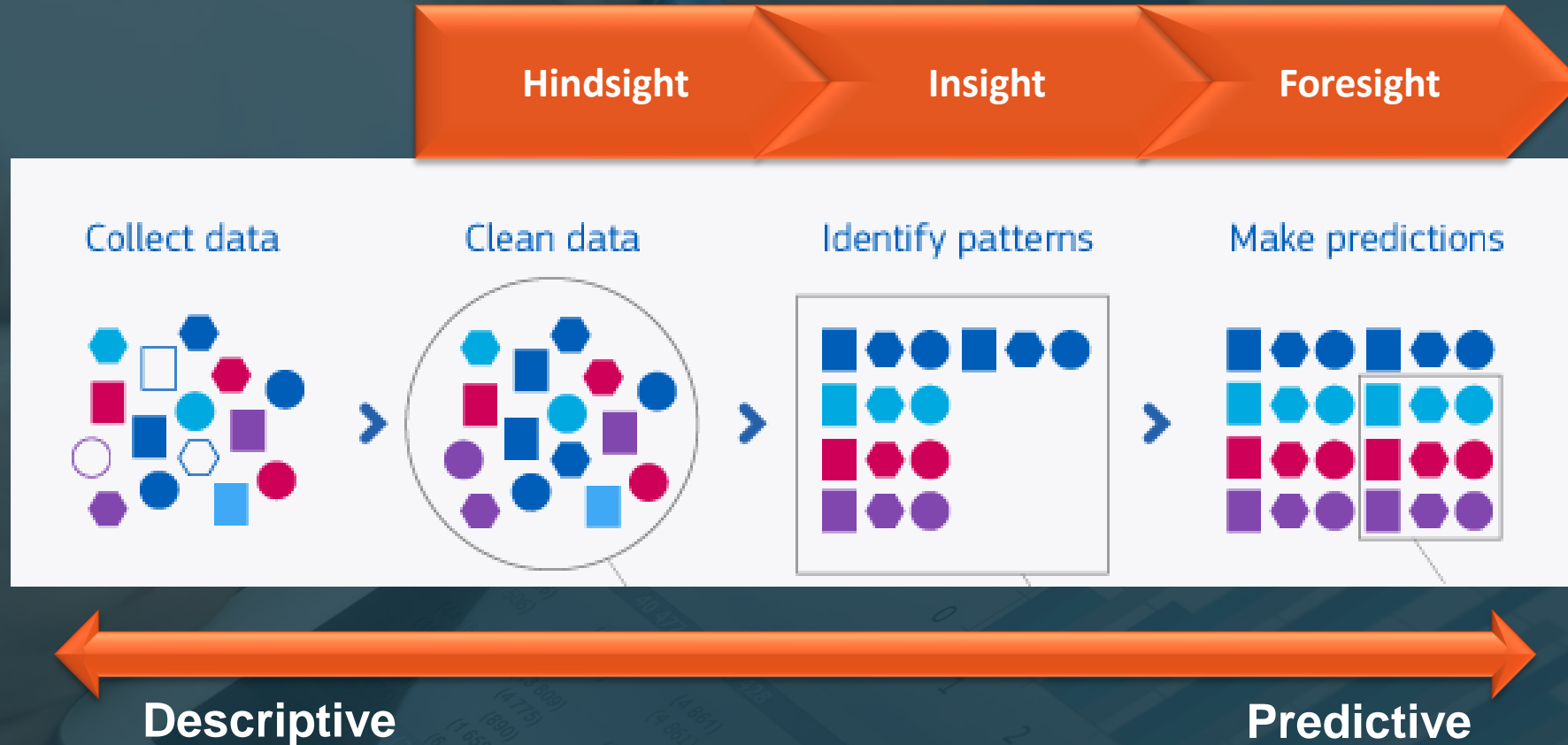


Hindsight to Foresight

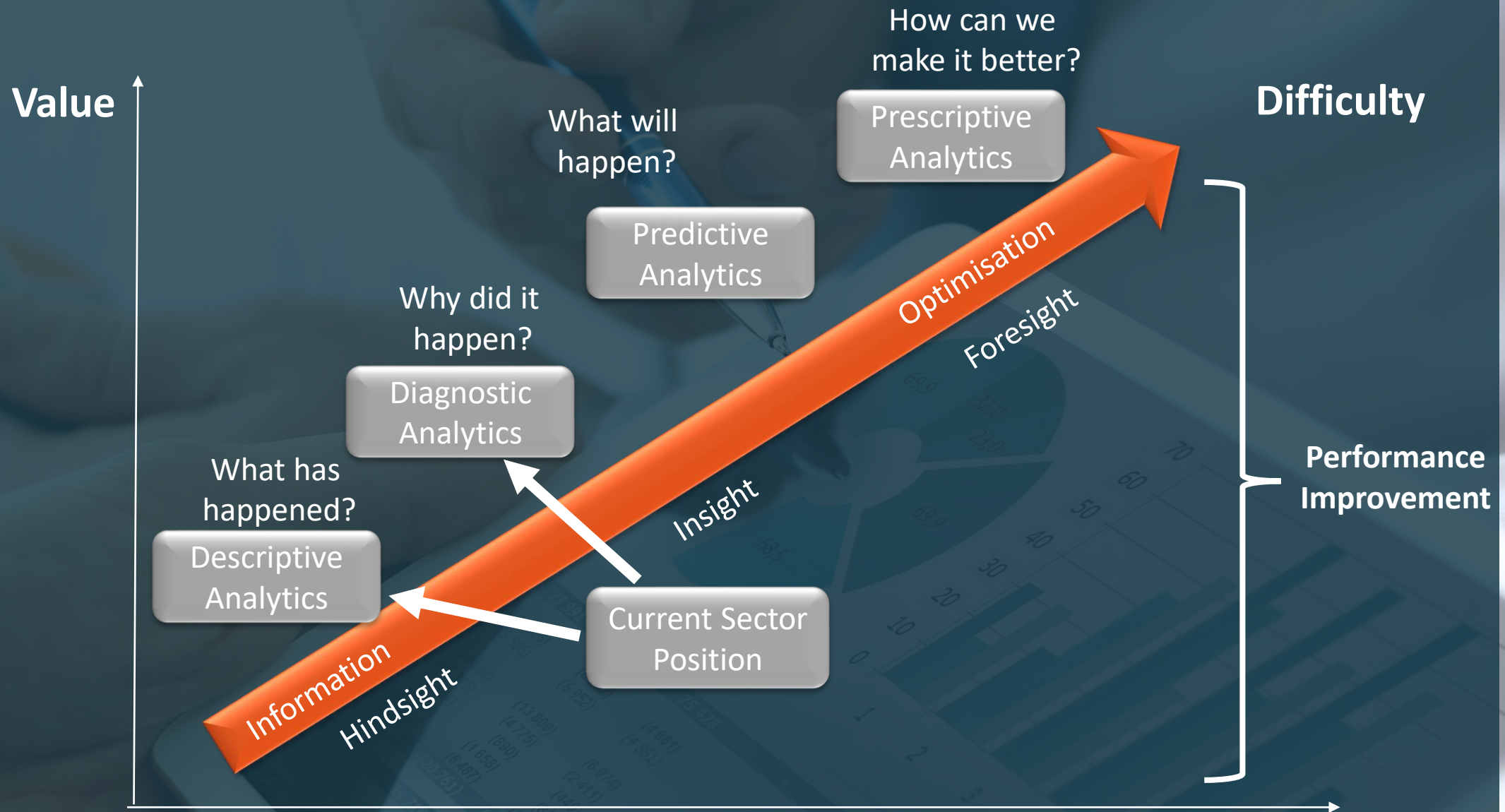
- **Hindsight**-Understanding of a situation or event only after it has happened or developed.
What happened before?
- **Insight** - The capacity to gain an accurate and deep understanding of something.
Why did it happen?
- **Foresight** - The ability to predict what will happen or be needed in the future.
What will happen in the future?



Hindsight to Foresight using Analytics



Our Approach to using Analytics to Improve Business Performance





Social Housing Analytics Survey 2017



Increasingly data analytics is being used to provide greater performance insights in the commercial sector.

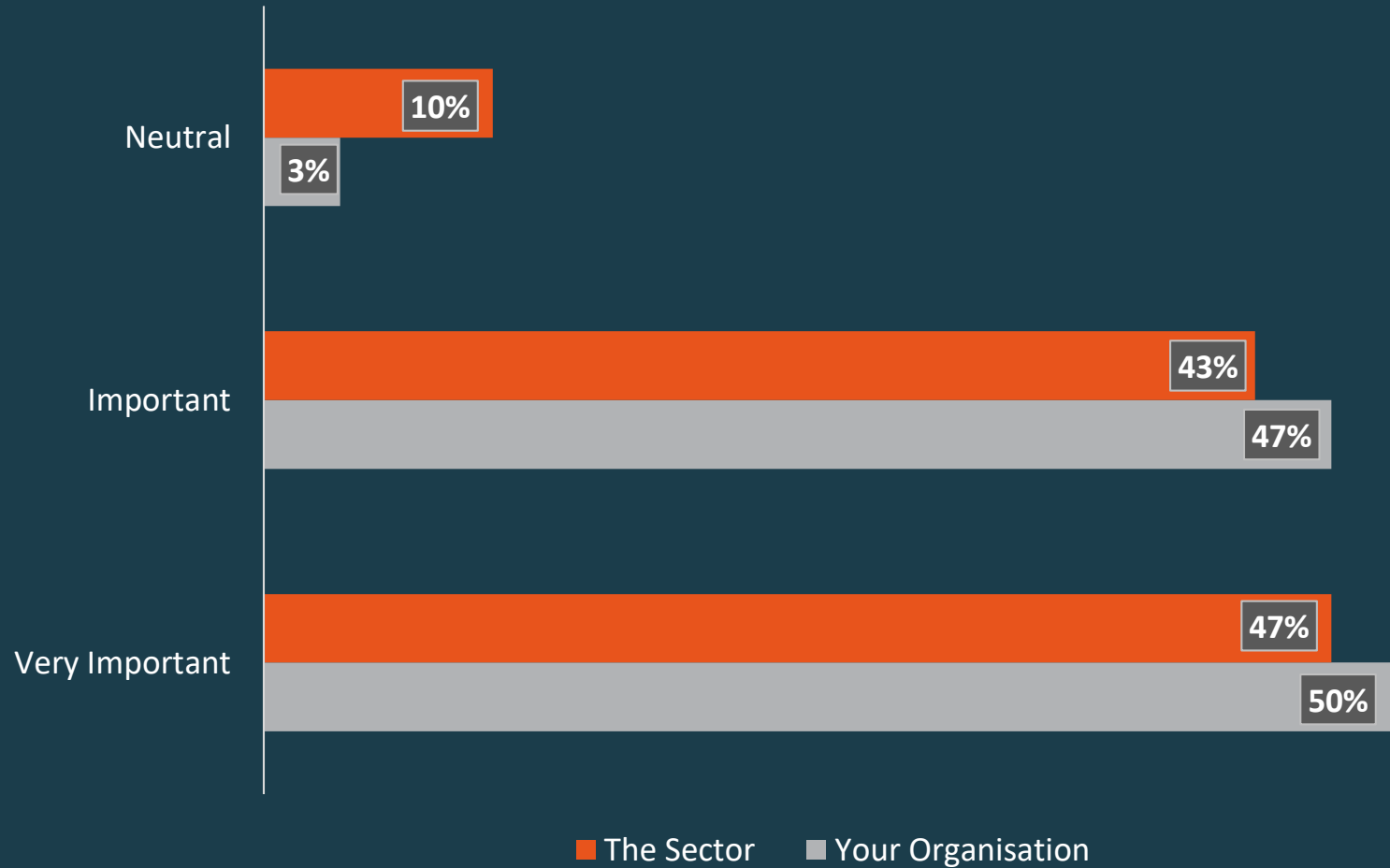


In a recent analytics survey by Deloitte, 60% stated that analytics plays an increasingly important role in driving business strategy & performance. In addition to this, recent claims have been made that the sector needs to be more data driven!



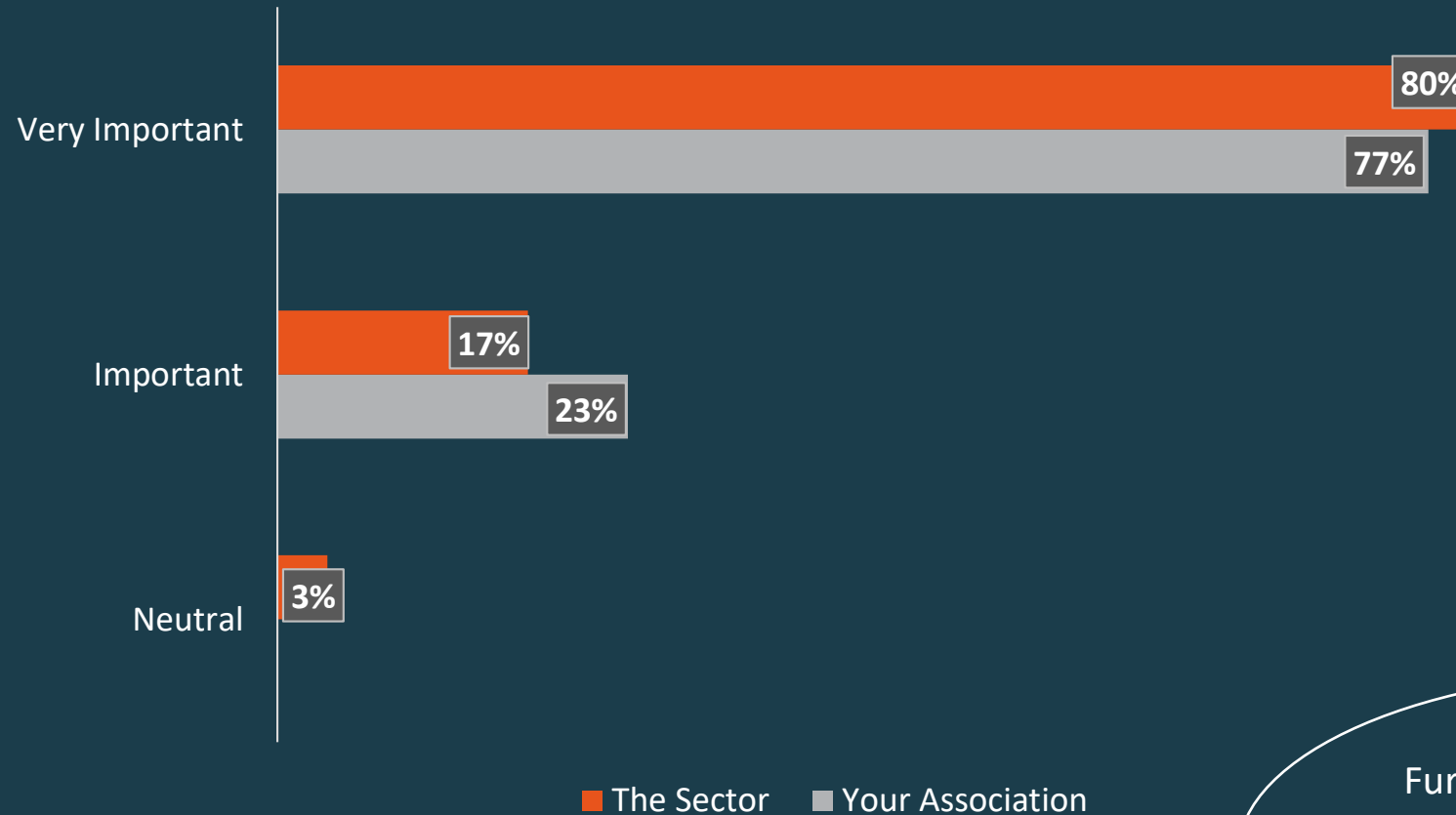
We at i4H were therefore intrigued as to how widespread the use of data analytics is, and the level of analytical maturity there is in the sector. So, in June 2017, we undertook a short survey to find out how the sector was shaping up to the analytics world.

How Important is analytics now?



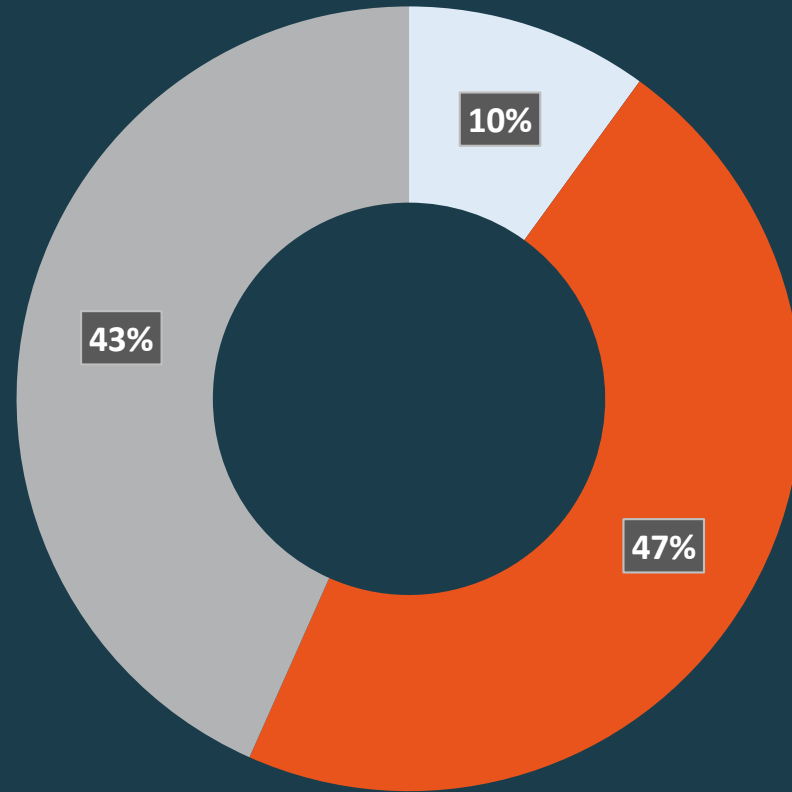
The results show conclusively that social housing providers feel analytics is important to their organisation and the sector

How Important will analytics be in the future?



Further conclusive results that analytics will be important to social housing providers in the future

How are executive decisions made?

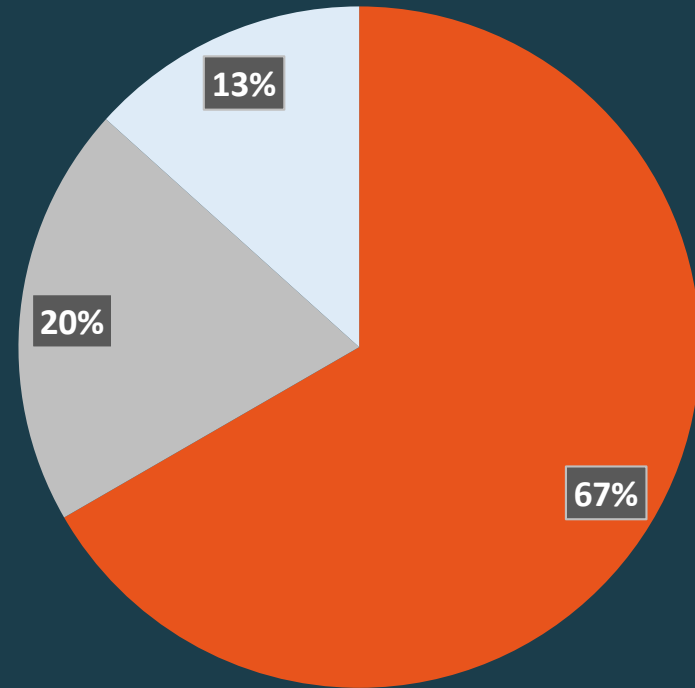


Nearly 50% of organisations are still using experience and Initiation to make decisions

■ External Advice ■ Experience & Intuition ■ Internal Data & Analytics



What is your current level of analytical maturity?

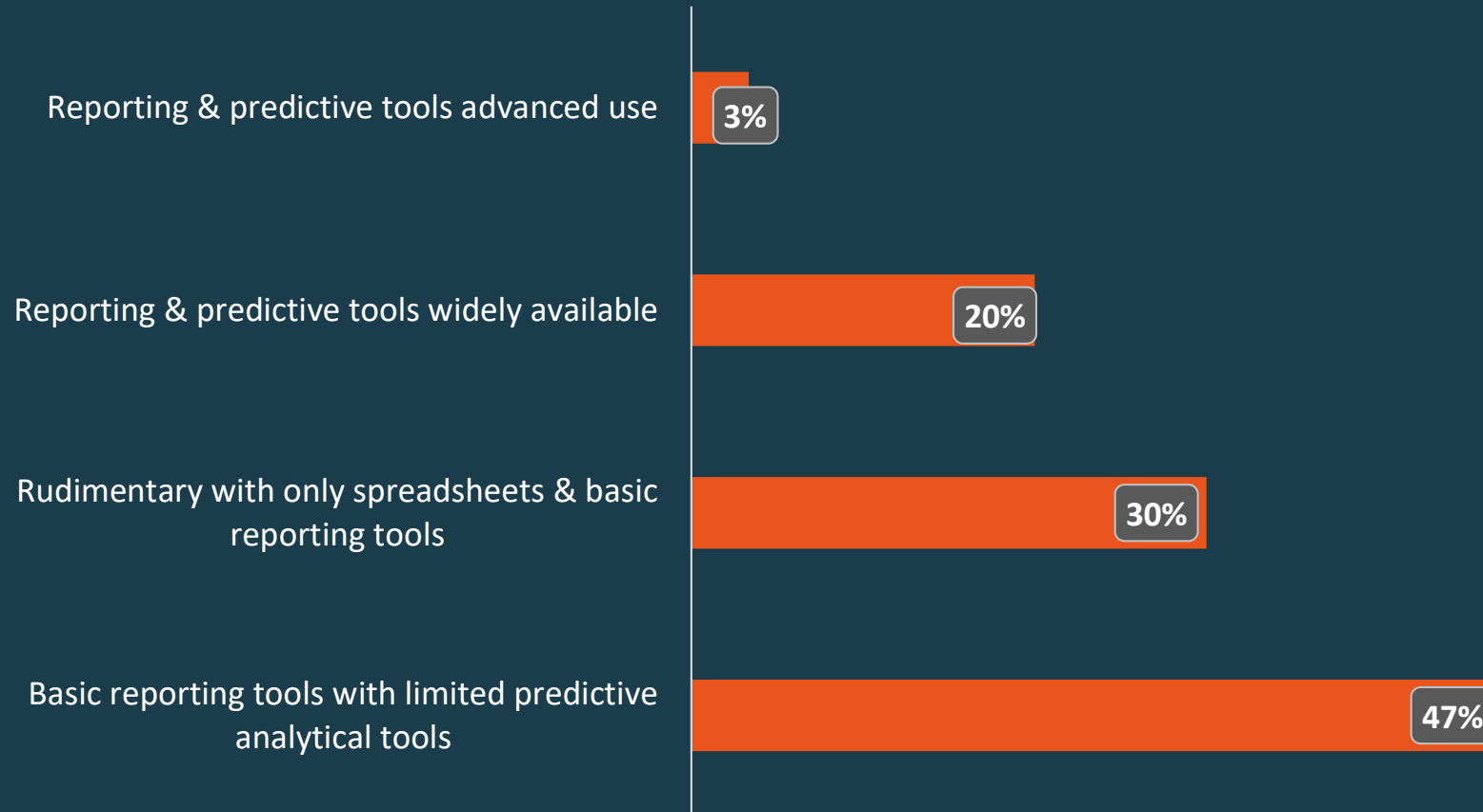


■ Developing ■ Established ■ Basic

Social housing providers are starting to develop their analytics capabilities

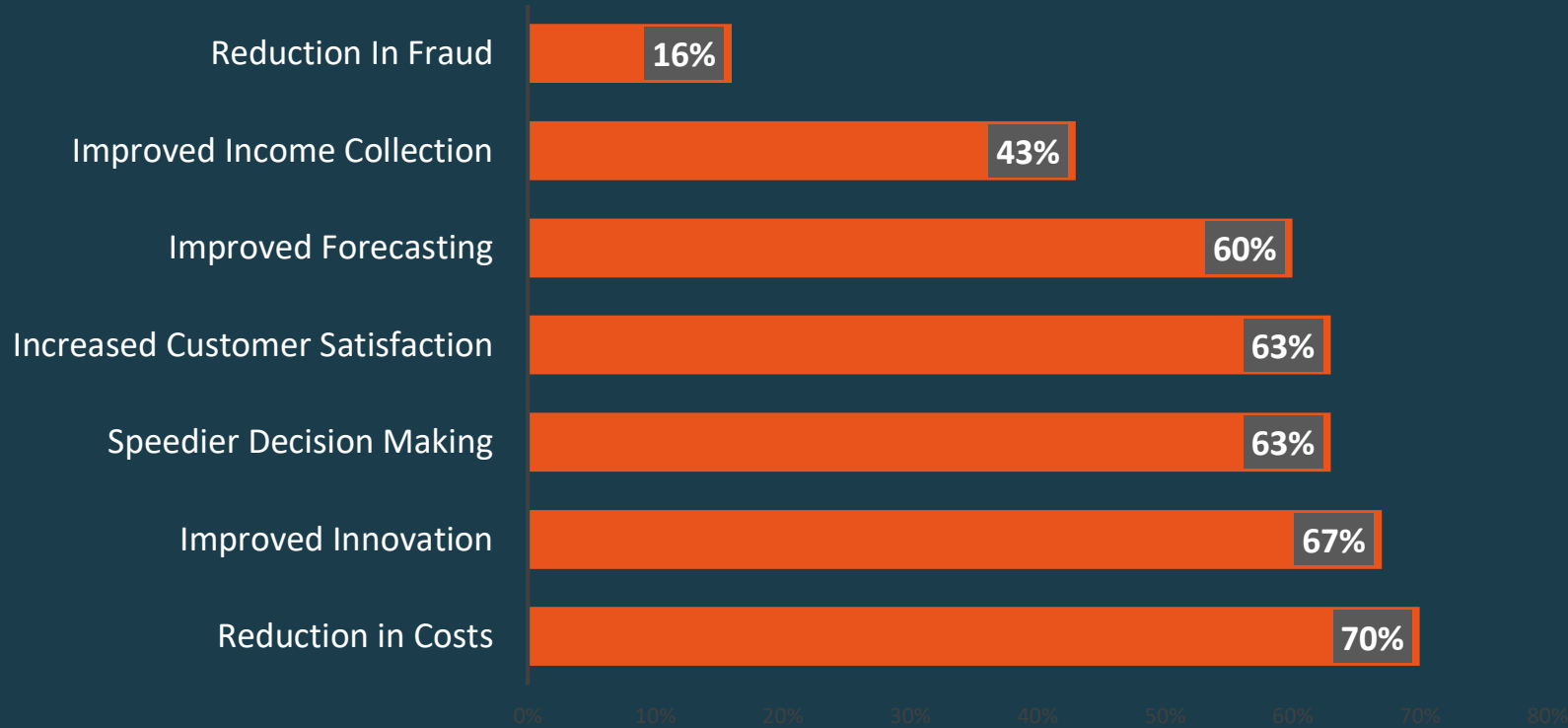


What level of technology is used for analytics ?



There is a clear need for social housing providers to invest further in technology to build analytics capability

What outcomes will be achieved from using analytics ?



It is clear from the survey that the social housing sector want to use analytics to improve services, innovate and reduce costs



Conclusion



It's clear from the results that the sector is awakening to the use and benefits of utilising a data driven approach. It seems that analytics is growing in importance and the sector is keen to develop it further. With innovation, speedier decisions and cost reduction seen as the key outcomes, particularly in Housing Management, Repairs and Maintenance and Asset Management.



The best is yet to come. The majority of respondents feel that analytics will become more important to their organisations in the next three years. Two reasons there is plenty of room to grow: a great deal of data is still not used for decision-making, and many organisations have the only rudimentary analytical technology.



i4H – are a leading Social Housing analytics provider backed by HACT and Beever & Struthers. We have developed a Housing Performance Analytics database and an Analytics driven Performance Improvement methodology that enables our clients to generate greater insights using their data to deliver performance improvement.

Contact Details



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**Agile, Bespoke,
Insightful Data**



**A New Dimension of
Analytics**

i4H is a trading name of i4Housing Ltd, a limited company registered in England & Wales under company number 10510532. Our registered office is: Clarence House, Clarence Street, Leamington Spa, CV31 2AD.

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