



ANALYTICS & AI **AWARDS**

2025

June 12th | The Mansion House, Dublin

Headline Sponsor:





Welcome

We are delighted to welcome you to the Analytics & AI Awards 2025 and to celebrate the fantastic data community we have in Ireland.

A recent Eurostat report shows Ireland has the highest level of tertiary education in the EU – clearly reflected in the incredible talent showcased in these Awards.

We're proud of the dynamic, innovative professionals working in data in Ireland,

and of the supportive workplaces that help them reach their full potential.

This year brought an exceptional standard of entries. Our judging panel faced tough decisions; many categories were very close calls.

We've also seen a major rise in AI-related entries. AI is now more mainstream, with projects showing strong technical skill, delivering tangible results and real returns for the companies involved.

This is a thriving, fast-growing, and exciting sector. I hope you enjoy our Gala Awards Dinner.

Lorcan Malone,
CEO - The Analytics Institute

Headline Sponsor:



MarshMcLennan

Business Value Award

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Bank of Ireland

Bank of Ireland has introduced predictive propensity models to improve customer retention and engagement. By identifying at-risk customers, it has increased lifetime value, boosted revenue, and created a scalable analytics framework.

ComReg

ComReg has transformed its insight capabilities by replacing fragmented Excel workflows with a modern data platform. The result is more accurate, scalable decision-making that empowers data-led regulation and public service delivery..

daa

daa has embedded analytics into its Airport Operations Control Centre (APOC), transforming Dublin Airport's operational responsiveness and data-driven decision-making during critical daily activity across the airport.

PTSB

PTSB has deployed a mortgage retention model using machine learning to predict churn and target interventions. This strategy improves resource efficiency and delivers major cost savings while safeguarding a critical revenue stream.

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ESG Project of the Year Award

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ADAPT Research Ireland Centre

ADAPT, in partnership with ESB and CONNECT, has developed a real-time analytics system that improves renewable energy management and carbon trading, delivering measurable energy savings and supporting national climate action goals.

Dept. of Agriculture, Food & the Marine

The Department of Agriculture, Food and the Marine has launched the Food Vision 2030 dashboard to track agri-food sustainability. It unites cross-sector data to support performance monitoring and transparent policy-making.

Turner & Townsend

Turner & Townsend, in partnership with Uisce Éireann, has delivered a digital sustainability reporting platform for waste and biodiversity monitoring, supporting long-term environmental planning through data-driven automation and strategic insights.

Employer of the Year Award

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EXECUTIVE SEARCH

EY

EY has cultivated a data-first culture through major investments in AI training, inclusive initiatives, and hands-on tools like EY.ai. Its 330-strong AI & Data team thrives in an empowering, forward-looking environment.

Marsh McLennan

Marsh McLennan has fostered a culture of innovation through its Dublin Innovation Centre and internal AI solution, LenAI. The firm champions professional growth, collaboration, and client-focused analytics excellence.

The Information Lab Ireland

The Information Lab Ireland has built a high-impact, inclusive culture with strong investment in training, certifications, and innovation. It champions creativity, inclusion, and leadership in analytics and AI delivery.

Musgrave

Musgrave has driven analytics excellence through its Centre of Excellence, delivering over 40 dashboards and strategic AI projects. The team fosters collaboration, innovation, and business impact across retail operations.

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Emerging Technology Award

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Bank of Ireland

Bank of Ireland has developed PulseShift, a predictive analytics tool that supports investment analysis and portfolio alignment through explainable AI. It enables smarter, faster decision-making amid volatile macroeconomic conditions.

Mercer

Mercer has introduced Aida, a generative AI assistant that delivers intelligent HR support. It enables users to ask complex questions, analyse policies, and access curated prompts, enhancing data access and insight delivery.

Sunstone

Sunstone has launched MAPS, an AI solution that redefines business classification using behavioural signals. It provides real-time market insights, improves targeting, and helps organisations make faster, more informed decisions.

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Analytics Innovation Award

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Bank of Ireland

Bank of Ireland has developed Bankflix, a recommendation engine that combines probabilistic modelling with granular segmentation to predict the next best product and timing, enhancing customer engagement and market leadership.

HostelWorld

HostelWorld has built a scalable forecasting engine to predict daily bookings and revenue across multiple channels. It enables agile marketing investment and business planning amid volatile post-COVID travel trends.

Marsh McLennan

Marsh McLennan has developed LenAI, a generative AI platform that streamlines internal workflows and fosters collaboration. Features include embedded assistants, research tools, and an idea exchange to drive innovation..

Pfizer (Ringaskiddy API)

Pfizer has launched a Batch Genealogy Tool to visualise material lineage, reducing QA analysis time from 22.5 weeks to 30 hours. It improves traceability and supports quality and investigation processes.

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Public Sector Project Award

Sponsored by:

Deloitte.

Central Bank of Ireland

The Central Bank of Ireland has explored Gen AI's role in knowledge work via a controlled experiment. The study shows time savings and quality boosts in document analysis, guiding future AI integration.

Pobal & Dept. of Children, Disability & Equality

Pobal and the Department have launched Equal Start, a data-driven model identifying early learning services that need extra support. It enables targeted funding to promote educational equity for disadvantaged children.

Uisce Éireann

Uisce Éireann has launched a national Non-Domestic Property Survey to reduce leakage and improve data accuracy. With digital tools and smart workflows, it supports sustainability and smarter customer service.

Revenue Commissioners, Ireland

Revenue has developed an AI-powered FAQ engine trained on internal manuals to support front-line tax teams. This improves response speed and accuracy in delivering technical information to customers.

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SME of the Year Award

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Capventis

Capventis has delivered data-driven value through its IMPROVE framework and strategic use of leading technologies. Its innovations in customer experience and analytics help organisations unlock actionable insights and transformation.

Clarke Analytics Ltd

Clarke Analytics has repositioned as a growth-focused firm offering advanced analytics and governance services. Their AI solutions support industries from healthcare to utilities, promoting scalable, ethical, and high-impact transformation.

People and Place Ltd

People and Place has empowered community and economic development through evidence-based decision-making. Their visual storytelling platforms and academic partnerships drive inclusive insights across Ireland's social and economic landscape.

ProStrategy

ProStrategy has delivered over 400 data transformation projects with a 98% retention rate. As an EPM partner for global retailers, it drives predictive planning, agility, and profitability across key international sectors.

Customer Insight Award

Sponsored by:



Marsh McLennan

Eaton

Eaton has deployed a new energy management optimisation tool that reduces plant energy bills by up to 30% through advanced scheduling. Its first deployment in China is already delivering significant annual savings.

Gas Networks Ireland

Gas Networks Ireland has fostered a data-driven culture by empowering cross-functional teams to deliver strategic insight, strengthening collaboration and setting the foundation for ongoing organisational transformation.

SSE Airtricity

SSE Airtricity has introduced an AI-led virtual assistant to improve customer service by deflecting low-complexity contacts. It has increased satisfaction, improved containment, and enabled agents to focus on complex customer needs.

Pfizer (Ringaskiddy API)

Pfizer has launched the Q-Zone project to deliver real-time quality insights, reduce cycle times by 58%, and improve data quality. With strong adoption, the platform is enhancing business performance and decision-making.

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Diversity and Inclusion Award

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Bank of Ireland

Bank of Ireland has embedded inclusion through reinstating its I&D team, launching wellbeing initiatives and supporting hybrid working. The CAT team's diverse makeup reflects the Bank's commitment to equity, recognition, and belonging.

ESB

ESB has developed an inclusive Power BI template, enhancing accessibility for employees with visual impairments. Designed with user feedback and accessibility principles, it reflects the organisation's commitment to inclusive analytics and design.

Marsh McLennan

Marsh McLennan has championed inclusion through colleague resource groups and their innovation team's engagement in diversity-led initiatives. They prioritise belonging and equal participation across all areas of their analytics practice.

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AI Project of the Year Award

Sponsored by:

enÉrgia

ESB

ESB has deployed AI-driven turbine-specific power curves, using over 10 years of SCADA data, to monitor wind farm performance in real time, improve operational efficiency, and accelerate progress toward the organisation's Net Zero objectives.

ICON PLC

ICON PLC has implemented a secure, enterprise-grade AI Assistant that streamlines work across functions, enabling faster insights, automating tasks, and scaling decision support through LLMs, with nine agents live and thousands of global users onboarded.

Irish Life

Irish Life has developed CARA, an AI-powered assistant transforming claims handling by automating document processing and fraud detection. CARA cuts processing time by 70%, supports ethical AI use, and enhances efficiency and customer care in insurance.

North

North has created a scalable, real-time fraud detection system that processes millions of transactions daily, reduces false positives, saves over \$2 million annually, and empowers analysts with transparent, explainable, and trusted AI-driven insights.

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Social Impact Award

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ABP School of Automation Ltd (Ireland)

ABP School of Automation has created an inclusive pathway into AI and data careers for underrepresented communities. With strong employment outcomes, it promotes equity and digital empowerment through hands-on learning.

Bank of Ireland

Bank of Ireland has measured the effectiveness of its fraud awareness campaigns using analytics. The initiative improves public engagement and demonstrates the value of data in driving social responsibility.

PayGap.ie

PayGap.ie has compiled Ireland's gender pay gap data into a public portal, enabling transparency and accountability. Built from thousands of reports, it's a vital resource for researchers and advocates of workplace equality.

Droga5 and Accenture

Droga5 and Accenture have created the Talking Tree, an AI-powered installation that engages the public with nature. By giving a tree a real-time voice, it has driven environmental awareness and youth education.

Practitioner of the Year Award

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Aaron D'Souza, Bank of Ireland

Bank of Ireland has nominated Aaron D'Souza for his inquisitive, innovative approach to data science. His drive to explore cutting-edge technologies exemplifies excellence and forward-thinking application of analytics.

Elita Menezes, Deloitte Ireland

Deloitte Ireland has nominated Elita Menezes for her outstanding impact in data analytics and AI. An award-winning practitioner, she consistently delivers strong results across platforms and supports organisational success through innovation.

Scott McDonald, Eaton

Eaton has nominated Scott McDonald for his deep expertise in machine learning and real-world impact. A published researcher, Scott's work on forecasting and stress testing has strengthened risk modelling and operational resilience.

Meghana Rath, EY

EY has nominated Meghana Rath, a senior AI & Analytics professional, for her leadership in Agentic AI and community outreach. She blends technical excellence with a passion for mentoring and social impact.

Data Leader of the Year Award

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North[★]

Joseph Madigan, Bank of Ireland

Bank of Ireland has nominated Joseph Madigan in this category for his transformative leadership. He drives innovation across teams with strategic vision, collaboration, and financial acumen to deliver organisational success.

Dr Angela McCourt, Coimisiún na Meán

Coimisiún na Meán has nominated Dr Angela McCourt for her leadership in public sector data. She has driven impactful strategies in analytics, governance, and culture, advancing innovation and data literacy across the organisation.

Aoife Crean, EY

EY has nominated Aoife Crean for her people-first leadership in AI and data. She inspires teams through vision, empathy and strategic delivery, driving impact across clients and internal operations.

Martin Quigley, Pobal & Department of Children, Disability & Equality

Pobal and the Department of Children, Disability & Equality have nominated Martin Quigley for his leadership in data-driven policy. His team supports €1.3bn in public funding with analytics that shape policy and promote transparency.

Team of the Year Award

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Central Bank of Ireland

Central Bank of Ireland has united its data expertise under the OneData team, breaking silos and supporting data-led decisions. It delivers governance, platforms, and analytics to empower the Bank's transformation.

Coimisiún na Meán

Coimisiún na Meán has built a Data & Technology team from scratch, embedding analytics, governance, and literacy. Its collaborative, public sector-focused work positions the regulator as a leader in digital responsibility.

Flutter Entertainment

Flutter Entertainment has established a Responsible AI team that unifies governance across global brands. The team ensures AI is deployed ethically and at scale, supporting innovation while meeting regulatory demands.

North

North has built a high-performing AI ecosystem and engineering team to combat fraud and unlock opportunity. Their collaborative, agentic model delivers end-to-end analytics with measurable impact and global scalability.

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CDI / CDO of the Year Award

About this Award

The CDO/CIO of the Year Award recognises CDOs/ CIOs who have provided leadership both to the data and analytics team they head up and also within their organisation and who have been champions for the sector over a period of time.

The winner of this award will be announced tonight at the Analytics & AI Awards 2025 black-tie gala dinner.



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