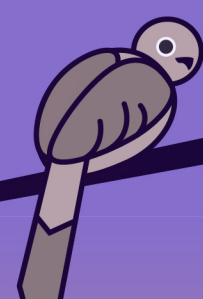
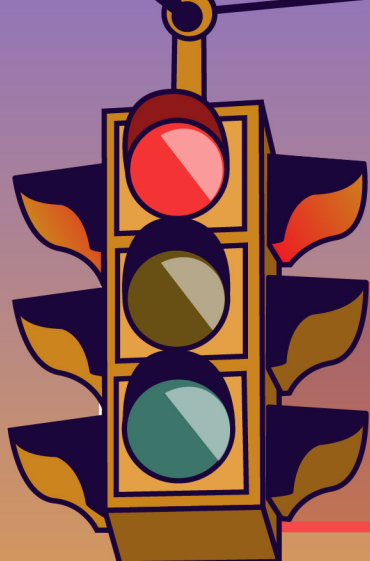




BECOMING DATA DRIVEN

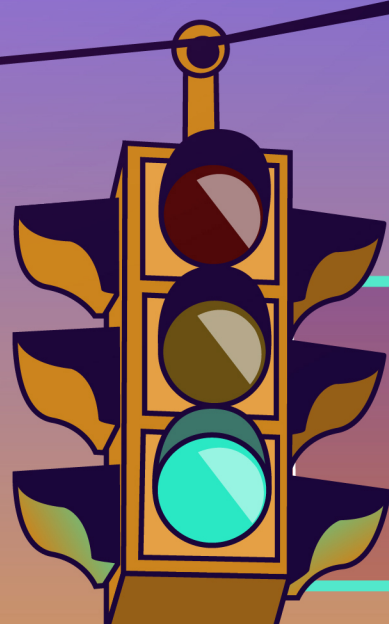


PHASE 1 GETTING STARTED



What is holding you back and how can you overcome it?

- Too difficult
- Too expensive
- Too overwhelming
- Not enough time



Data analytics is identified as a goal in your strategic planning session.



Create a plan around your data analytics strategy.

- Who is on the strategy team?
- What are the goals?
- What is the timeline?
- Who is the project lead?
- Should we build or buy?

We like the RACI method

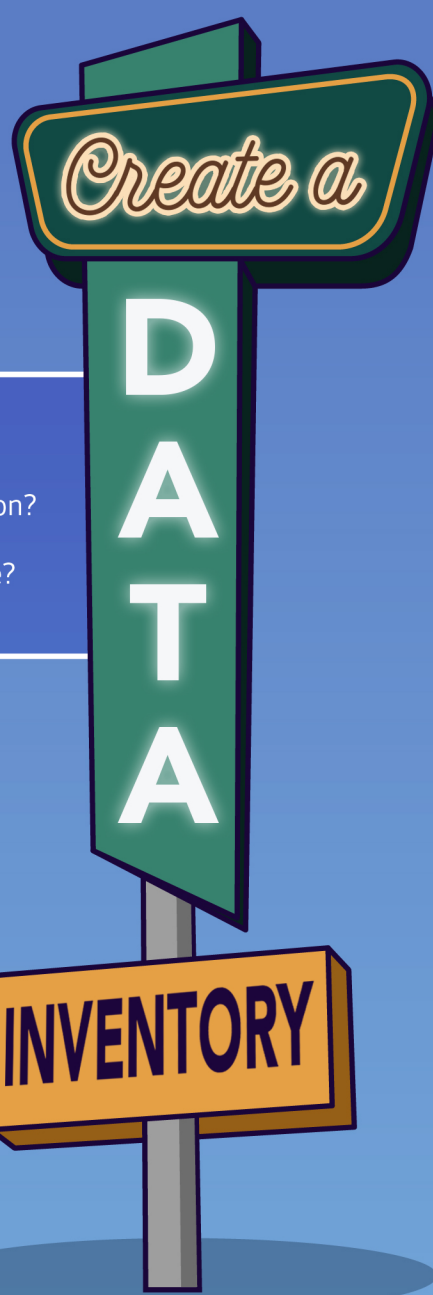
Ask yourself:
In our strategy, how can we use analytics to help us accomplish our corporate goals?

PHASE 2 DISCOVERY



- What problems are we trying to solve?
- What systems do we need to integrate?
- How are our employees and customers interacting with these systems?

- What data do we currently have available?
- Who assumes responsibility for the application?
- In what format does the data currently reside?



- What reports (especially recurring) are produced?
- What are the common metrics, KPIs, and reporting subject areas?
- What data is captured, where does it originate, who creates the report, and how long does it take to produce?

- This is a common area of misalignment we see
- Ask each department how many customers belong to your organization.
 - Implement consistent definitions across all departments.

