

# Maximizing business impact from data science and analytics investments

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**"Data, analytics, and AI** are the foundations of a digital technology platform necessary for achieving **digital resiliency across ALL dimensions** of an organization - whether it be operations, finance, customers, ecosystems, or even its leadership"



# Enterprises are Investing in Analytics, but **The Analytics Gap** is ONLY Widening

94%

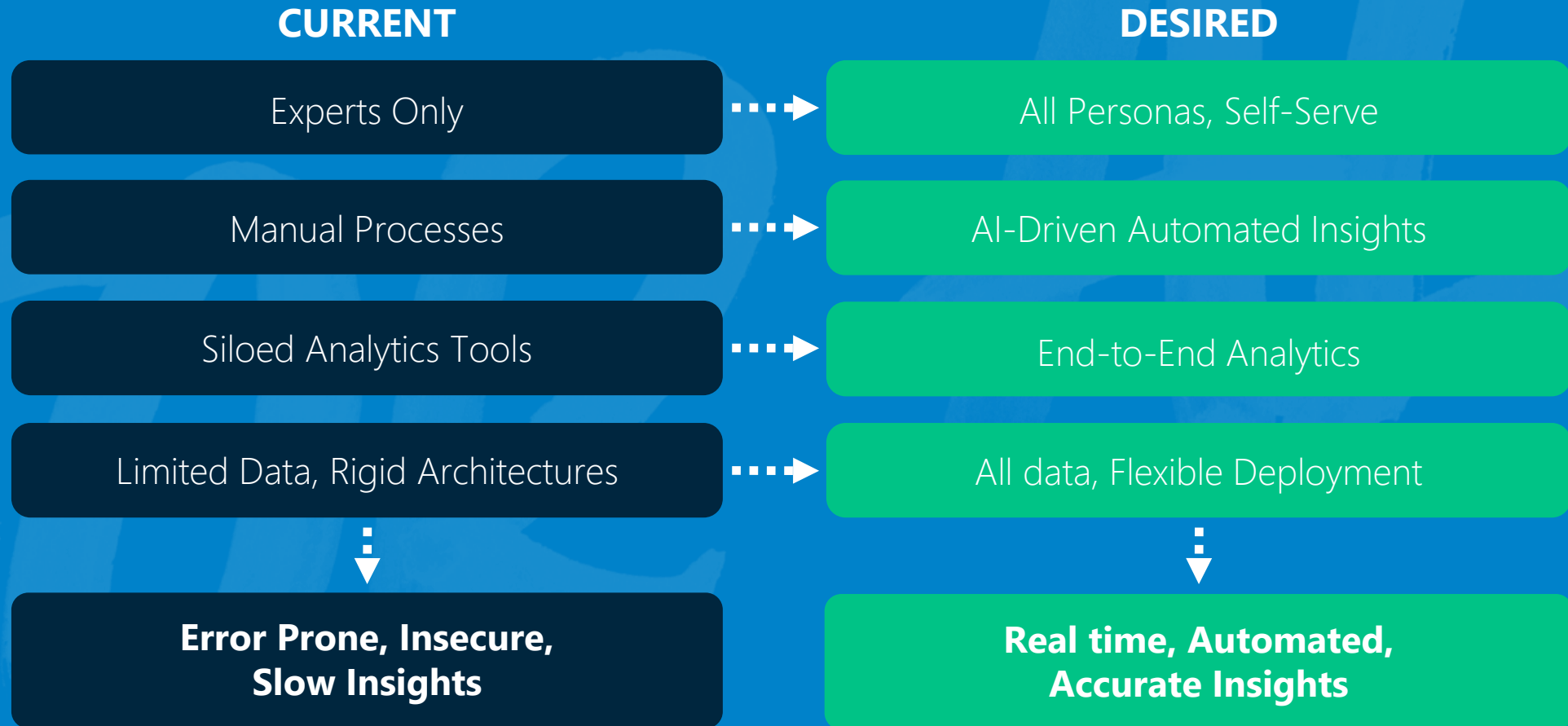
of organizations  
continue to **invest  
heavily** in AI and  
analytics\*

←..... The Analytics Gap .....→

19%


feel that they're truly  
being **data driven**\*

# Analytics Approaches **Need to Change**



# **9 principles for maximizing business impact from analytics investment**

## Principles

1  **Leadership to set the example and drive cultural change**

2  **Spread the data science love**

3  **Unblock data access for users**

## Actions and Considerations

- **Spend committee meetings jointly reviewing proposals** with supporting facts, and take evidence-based decisions
- **Leadership engagement with data analysts to build trust** and get buy-in from business users
- **92% of survey respondents cited cultural barriers as greatest challenge** to becoming data-driven [*NewVantage Partners 2022 Survey*]
- **Invest in low-code technologies** that empower users to harness power of data science
- **More realistic to build data science capabilities of business experts** ...rather than finding data scientists that want to become domain experts
- **Establish porous boundaries between** the business users and data scientists e.g., consider staff rotations, dotted management lines
- **Up-to-date and available data is most crucial factor** in creating trust in data led decisions [*IDC Automation and AI Survey, Jan 2023*]
- **Optimize data access and availability** – but in context of a data governance framework with roles, responsibilities and user profiles defined
- **Consider granting more universal access to users for a limited number of metrics**, e.g.,, product marketing, channel data

## Principles

4



**Don't let poor data be reason for limiting data literacy**

5



**Think big, start small, focus on high quality execution**

6



**Carefully define KPIs and prioritization approach**

## Actions and Considerations

- **Low data quality is seen as biggest barrier to becoming data-driven** *[IDC Automation and AI Survey, Jan 2023]*
- **Break the vicious cycle by driving data democratization and literacy** – empowering users to challenge the data and improve data quality
- **Strengthen the data accountability model throughout the value chain** – so data ownership translates to improving data quality
- **Have a vision of what analytical maturity**, assess your status quo and define milestones for advancing up the maturity curve
- **Deploy solutions that relieve IT dependency for change**, minimise business disruptions and enable enterprise agility
- **Define pilots or 'minimum viable products' that are simple and robust**, with clarity on scope, coverage, users and business metrics impacted
- **Maintain consistency in deployment of analytical solutions** within a metrics hierarchy and framework (e.g., customer experience, growth, ROI)
- **Agree criteria on which to scope and prioritise opportunities** (e.g., \$ benefits realised, # users upskilled, process complexity, speed of change)
- **Consider the sequencing for scaling adoption** (e.g., connected processes, user hand-offs, cross function data dependencies)

## Principles

7



**Helping customers starts with helping your employees**

8



**Maintain consistency and control without limiting appetite**

9



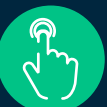








**Maintain momentum and create 'snowball' effect for analytics**

## Actions and Considerations

- **Make chores a choice** if immediate goals directly benefit employees — by saving time, avoiding rework, or fetching frequently-needed data
- **Invest in self-serve data and analytical capabilities** that empower business user and build trust across management hierarchies
- **Motivate and incentive employees to re-purpose roles** to drive higher value outcomes, with reward and recognition aligned
- **Strive for consistency initially** and be willing trade flexibility until operating principles are established, e.g., common data language and tools
- **Balance needs** of operational excellence via a data governance framework (Centre of Excellence) and democratizing data (Centre of Enablement)
- **Evolve the partnership with IT** by alleviating burden of low value tasks from core data scientist – allowing them to drive higher outcomes
- **'Deploy a specialized 'just-in-time' training approach** – delivered when it is most critical so it can be applied immediately
- **Create healthy internal competition** to drive analytical breakthroughs and challenge the existing operating model
- **Deploy a range of mechanisms to maintain analytics momentum**, e.g., innovation days, hackathons, community groups *[See next page]*

# Initiatives that drive analytics investment and adoption success

-  **Leadership to set examples and drive cultural change**
-  **Spread the data science love**
-  **Unblock data access for users**
-  **Don't let poor data be the reason for limiting data literacy**
-  **Think big, start small, focus on high quality execution**
-  **Carefully define KPIs and prioritization approach**
-  **Helping customers starts with helping your employees**
-  **Maintain consistency and control without limiting appetite**
-  **Maintain momentum and create 'snowball' effect for analytics**

# Alteryx initiatives: Driving analytics investment and adoption success



**Executive  
Support**



**Success  
Metrics**



**Value Identification  
& Engineering**



**Centre of Excellence  
/ Enablement**



**Analytical  
Enablement Session**



**Training  
Sessions**



**Community  
Group**



**Data  
Challenge**



**Design Review /  
Sharing Session**



**Demo  
Sessions**



**Hackathons**



**Analytical Day  
/ Showcase**



**Industry  
Conference**



**TED  
Talk**



**Reward &  
Recognition**

# THANK YOU

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