

Treating Analytics as Products: Building for Impact

Transforming how we build and scale analytics impact in a world rapidly shaped by generative AI and decision intelligence.

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From Report Factory to Strategic Partner

BEFORE: Report Factory

- 730+ Reports created but 78% rarely used
- \$1.2M Annual Costs in maintenance expenses
- CEO asking: "How does all this reporting translate to tire sales?"

AFTER: Strategic Partner

- 110 Analytics Products with 92% usage rate
- \$100M+ Business Impact in direct value created
- Clear connection between analytics and business outcomes

"How does all this reporting translate to tire sales?" - CEO

We Have More Dashboards Than Decisions

The Problem

- 70% of dashboards go unused (Gartner)
- Service-desk mentality dominates
- Analysts stuck in reactive mode






The Reality

Dashboards Are Not Deliverables. Decisions Are.

- Reporting \neq value
- Activity \neq impact
- Quantity \neq quality
- Outputs \neq Outcomes

Why A Product Mindset Shift Matters in 2025

The analytics landscape faces critical challenges that product thinking can address:



Output Focus & Low Adoption

Teams celebrate dashboard quantity while investments become expensive shelf-ware

Poor Data Foundations

Fragmented data foundations undermine enterprise-wide analytics efforts

Tech Debt

Scattered one-off solutions create unsustainable maintenance burdens

AI Challenge

Generative tools amplify insights without context, drowning signals in noise

Siloed Teams

Organizational silos between data engineers, scientists, analysts and business users

These challenges intensify as we approach 2025, making product thinking essential for analytics success.

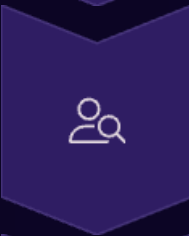


A Product Mindset: The Big Shift



Strategy - Organizational Objectives & Key Decisions

Align with business strategy and decision needs



Intake & Discovery

Use Data Product Canvas to define scope and value. Ask 5 Whys



Roadmap Management

Prioritize, Roadmap, Build, test, and launch with clear messaging



Cross-functional Team Alignment

Bring together technical and business expertise with analytics product manager



High Adoption, Success & Governance

Measure impact and evolve the product; Champion Product; Promote governed datasets



Each component plays a crucial role in transforming analytics from isolated reports into impactful products that drive business value.

This approach should be adopted for both Data Products and Data-As-A-Product models to flourish.

The background image is a collage of business-related graphics. It features a vintage-style map with a compass rose in the center. Surrounding the compass are several pie charts and bar graphs. One pie chart is labeled 'MAKS' and another 'SITESIS'. There are also labels like 'LOTNO DUGREYS' and 'DYTECHITERS'. A large red arrow points upwards from the bottom left, and another red arrow points downwards from the top right. The overall color scheme is warm, with shades of orange, yellow, and brown.

Strategic Alignment



Business Goals

Center analytics on
company objectives



Gap Analysis

Identify missing
insights



Value Proposition

Proposition
Articulate data's
impact on decisions

The Data Product Canvas

This tool helps transform analytics requests into well-defined analytics products. It's inspired by traditional product management frameworks like the Business Model Canvas

Purpose and Benefits

The Data Product Canvas serves as a blueprint that ensures analytics work is:

Problem-focused

Starts with business challenges rather than jumping to solutions

Decision-oriented

Designed to drive specific choices rather than just sharing information

Outcome-driven

Includes clear metrics for measuring success and impact

User-centered

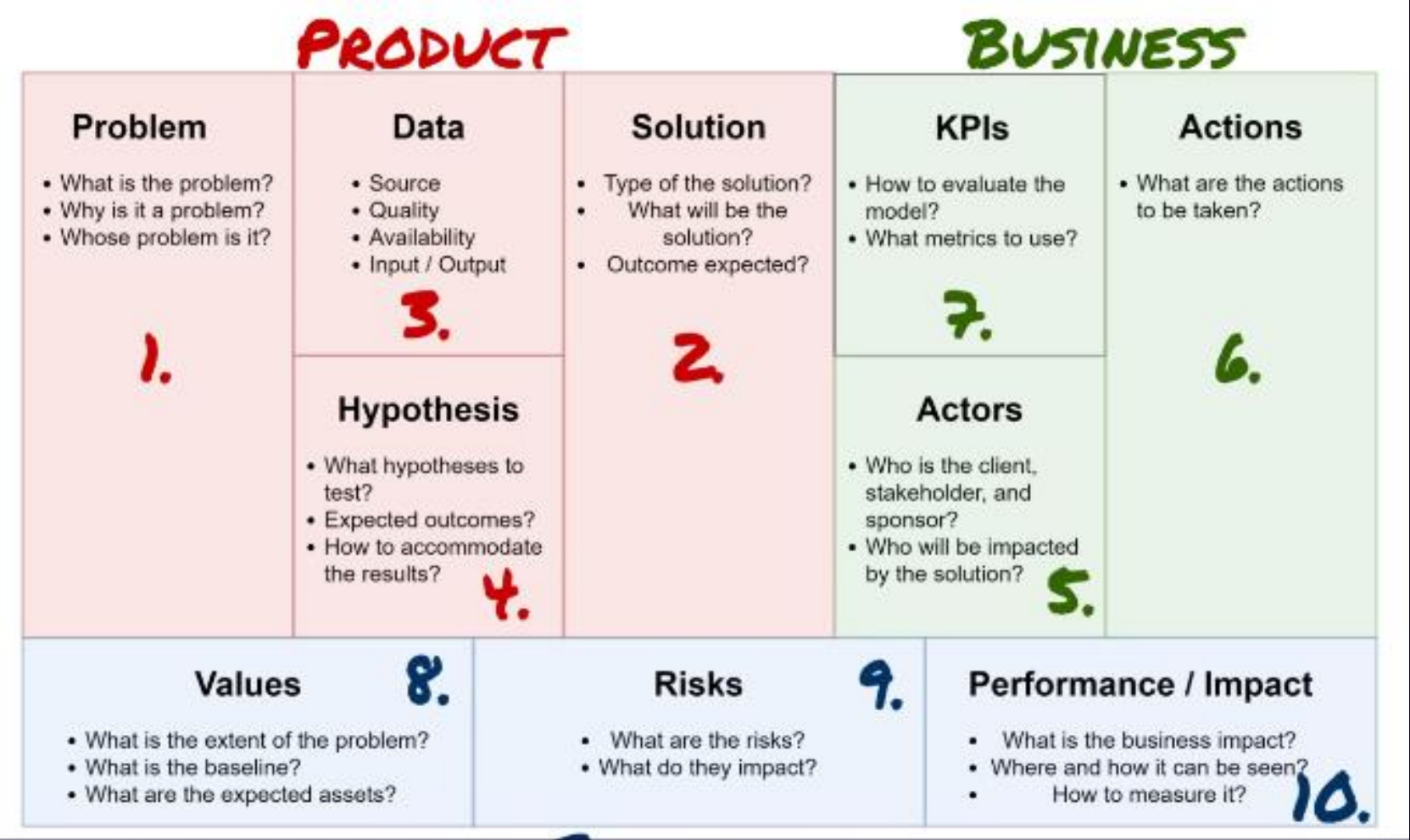
Tailored to specific personas and their unique use cases

Actionable

Defines concrete next steps to take after insights are delivered

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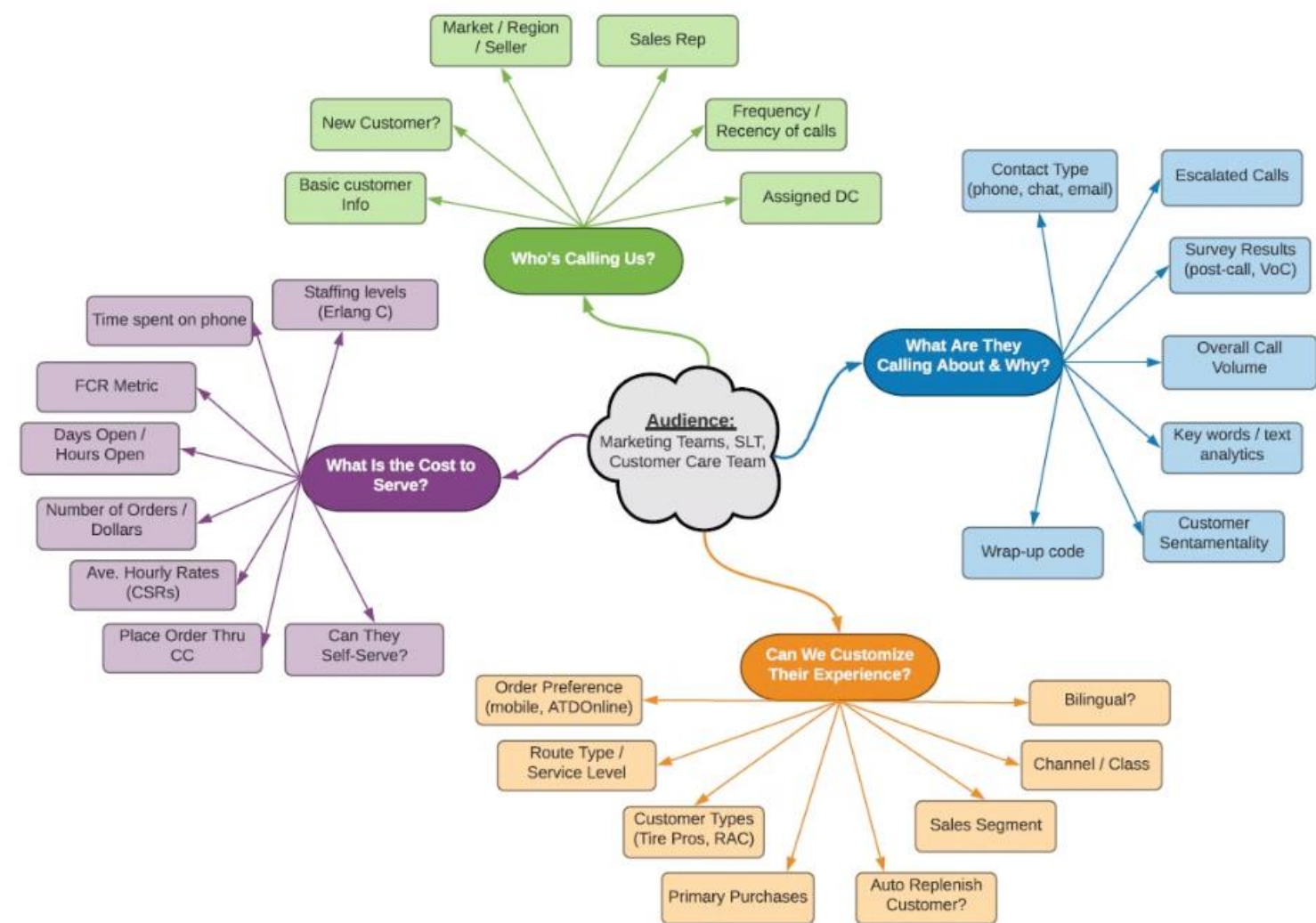


Purpose and Benefits:

- Problem-focused**
Starts with business challenges rather than jumping to solutions
- Decision-oriented**
Designed to drive specific choices rather than just sharing information
- Outcome-driven**
Includes clear metrics for measuring success and impact
- User-centered**
Tailored to specific personas and their unique use cases
- Actionable**
Defines concrete next steps to take after insights are delivered

Mind Mapping for Ideation

Customer Care Month-over-Month Performance - Brainstorming



Map Decisions

Visualize stakeholders and pain points



Find Patterns

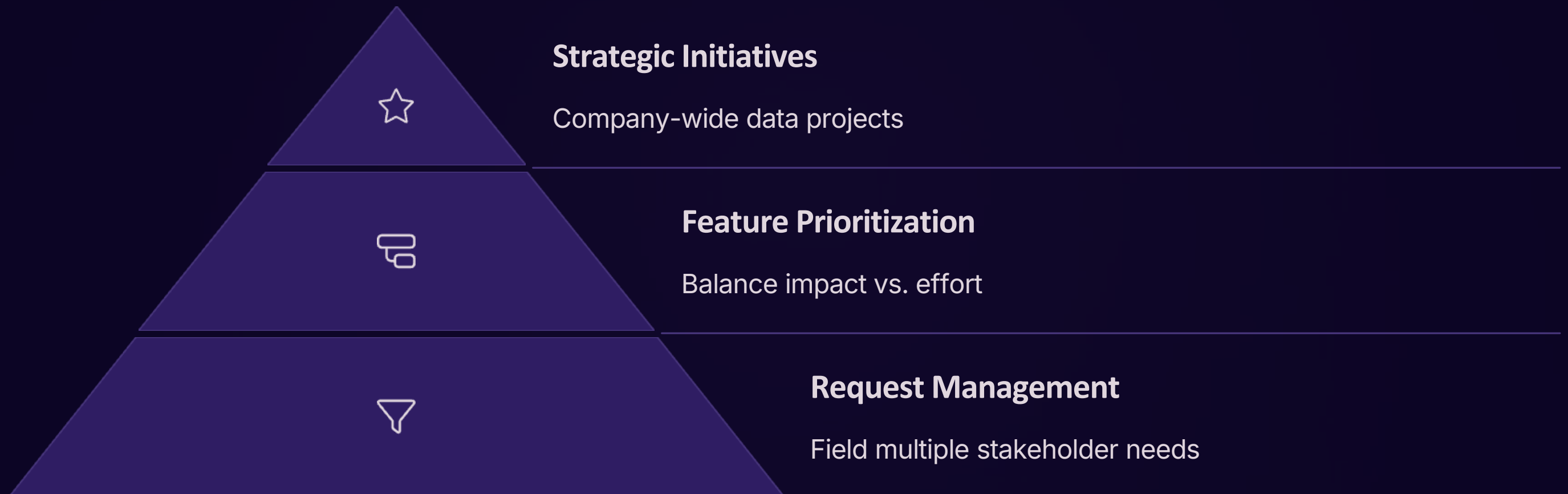
Identify shared needs across teams



Prioritize Impact

Focus on highest value opportunities

Roadmap Management





Driving Adoption



Communication

Clear value messaging



Training

Enable self-service analytics



Feedback Loops

Continuous improvement system

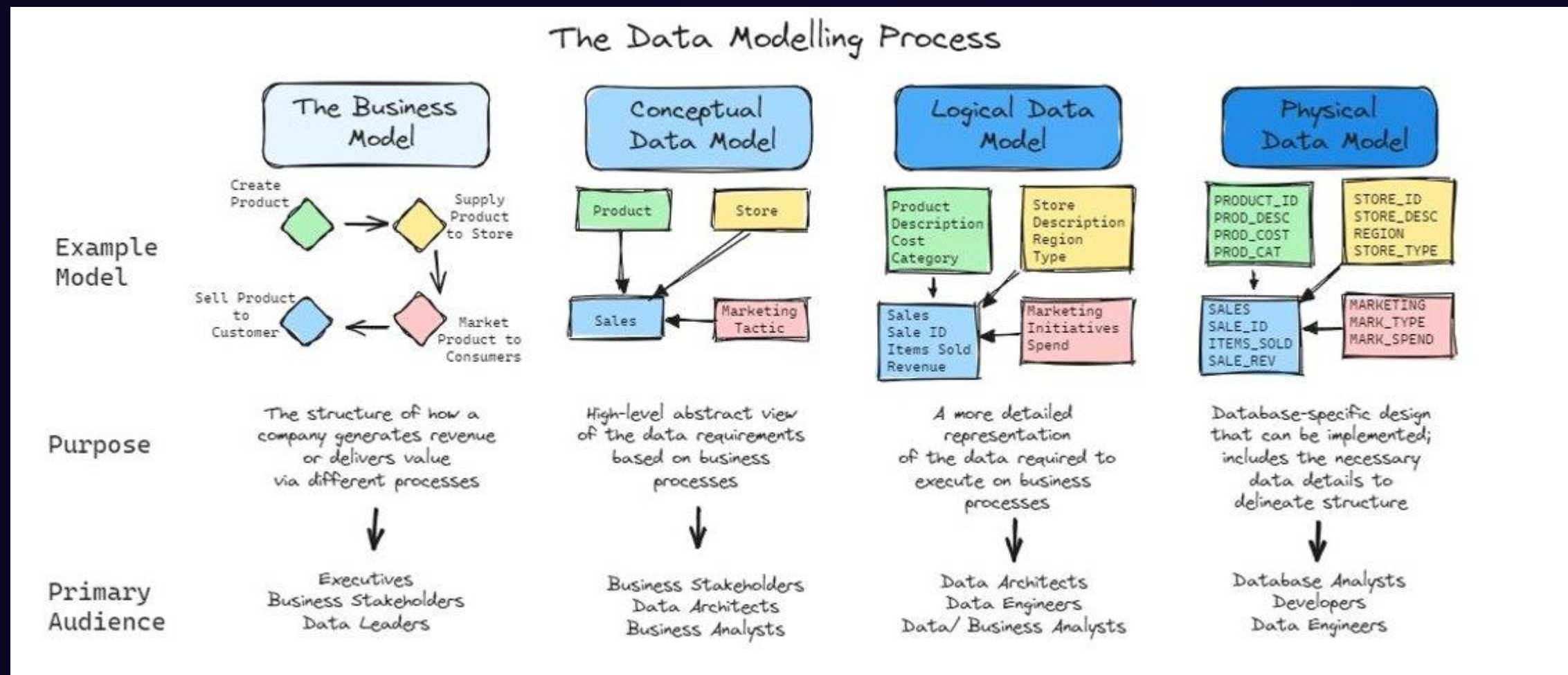


Success Stories

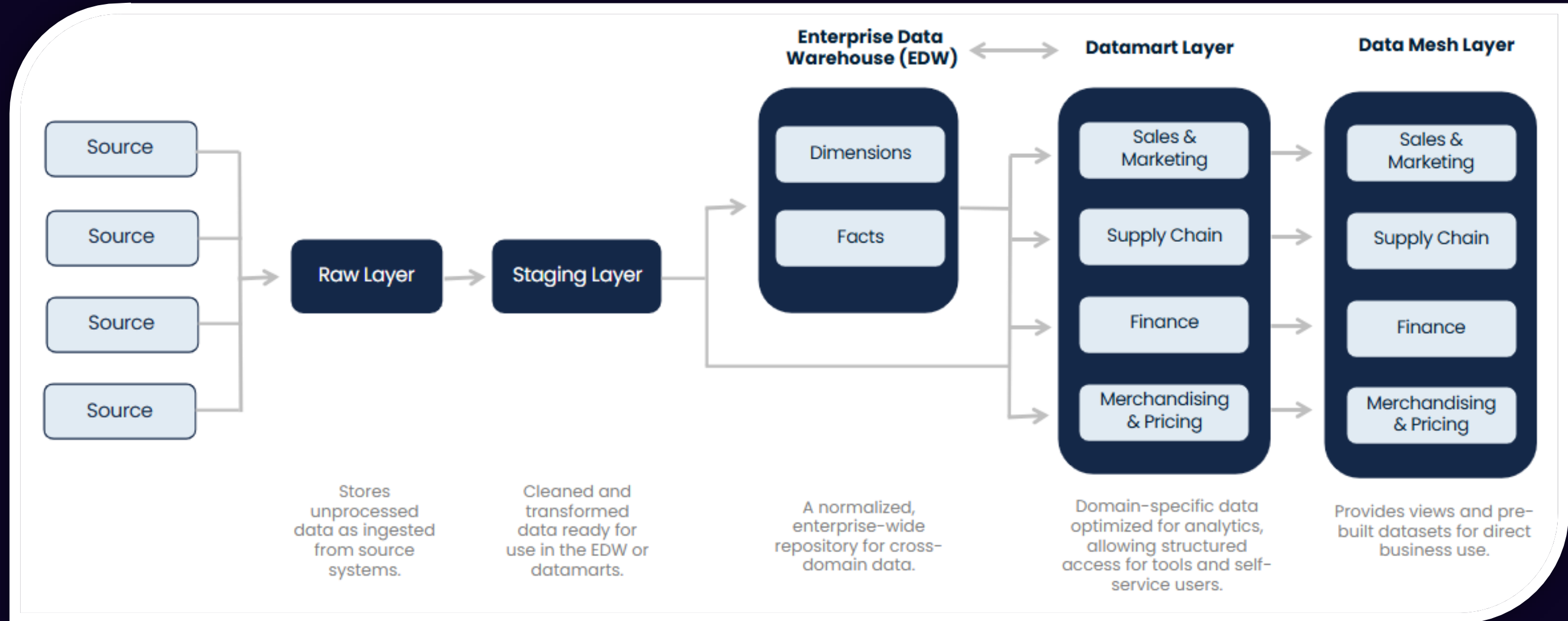
Showcase wins and outcomes

The Lost Art of Data Modelling

One thing we often miss is how much product thinking should influence our **data modeling**. Just like a product has a user experience, your data model defines the user experience of the data. If your tables and joins don't match how the business thinks, your product will feel clunky, even if the product looks great. Product mindset should lead to better semantic modeling — intuitive, reusable layers that accelerate self-serve and reduce rework



Hybrid Enterprise Data Architecture



Central Governance
with Domain Agility

EDW ensures consistency
across enterprise metrics

Kimball-style marts empower
quick insights and exploration

Data mesh views scale delivery
and ownership across teams

GenAI — The Analysis Co-Pilot

Your AI Assistant

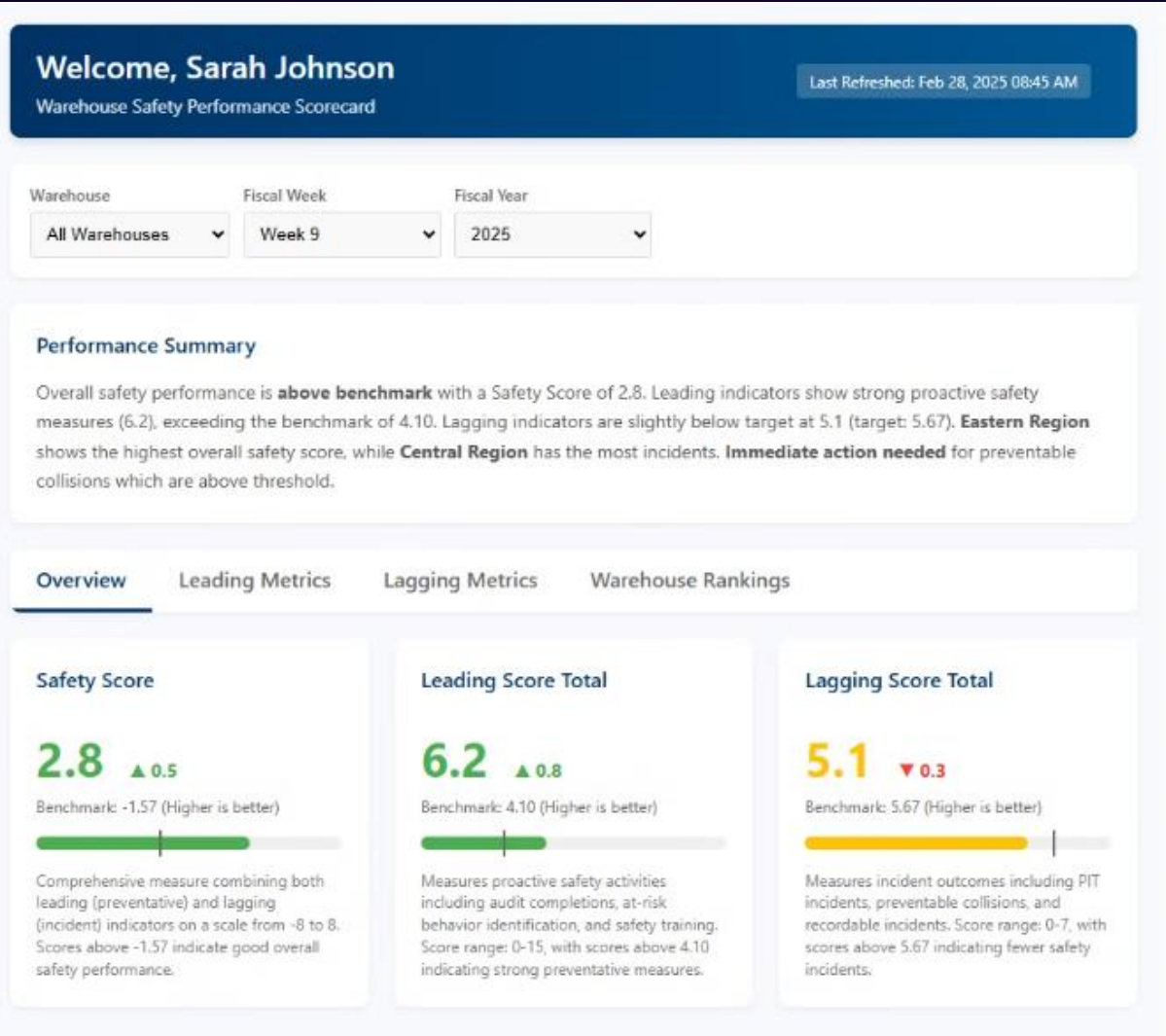
- Intake forms and templates
- UI/UX prototyping
- Mind map generation
- Auto-documentation
- Semantic search/RAG for Q&A

Enhancing the Product Lifecycle

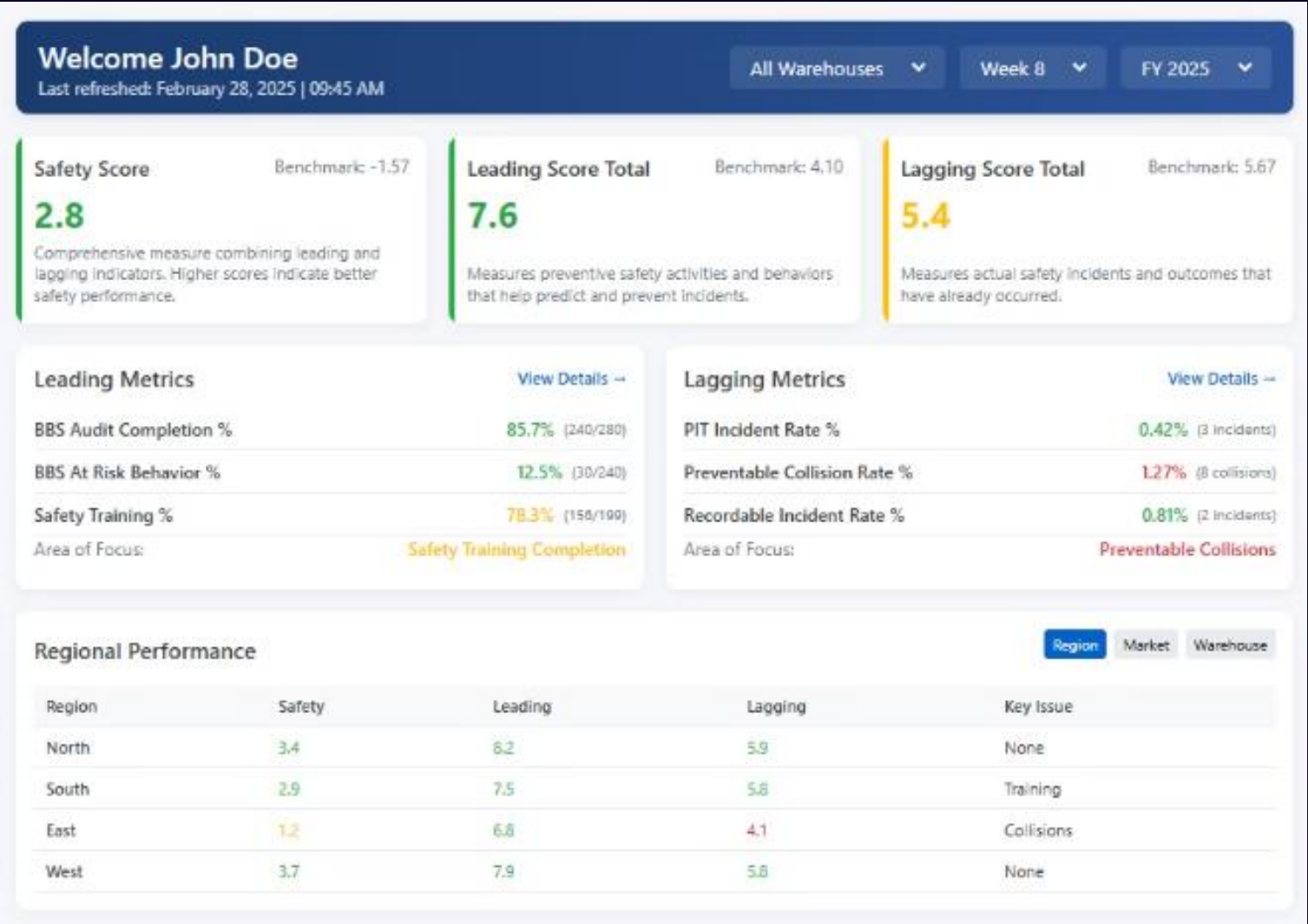
- **Discovery:** auto-translate needs to stories
- **Build:** generate visual mocks and queries
- **Validate:** simulate user feedback
- **Documentation & support**

Dashboard Design using GenAI

Mock up #1: Focus on summarizing findings



Mock up #2: Focus on Areas of Focus



Metrics That Matter

Adoption Metrics

Daily Active Users/Monthly Active Users, time spent

Business Outcome Metrics

Revenue impact, cost savings, efficiency gains

Decision Influence

% of decisions using the analytics product

Retention & Satisfaction

Return rate, NPS scores, user feedback

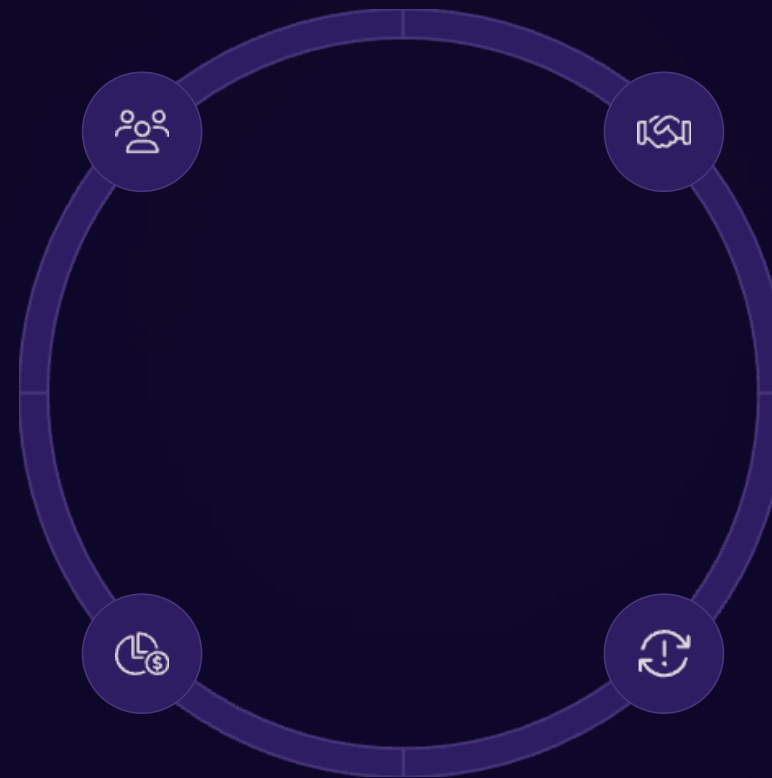
When to Treat Analytics Like Products

Cross-functional Initiatives

Multiple teams depend on the insights

Strategic Metrics Involved

KPIs that drive business performance



High Stakeholder Dependency

Executive decisions rely on the data

Ongoing Iteration Needed

Not a one-time analysis

Organizational Readiness

Executive Sponsorship
Leadership buy-in for product approach

Collaboration Structures
Cross-functional teams and workflows

Skills Development
Product management capabilities for analysts

Incentive Alignment
Rewards based on outcomes, not outputs



Start Small. Build the Muscle.



Identify One High-Impact Use Case

Find a strategic decision need with clear value



Apply the Canvas

Define users, decisions, metrics, and success criteria



Establish Clear Ownership

Assign product owner and create a roadmap



Track Adoption & Impact

Measure usage and business outcomes



Communication & Alignment are Key

Weekly, Monthly, Quarterly discussions with the stakeholders

Thank You!

Questions about implementing analytics as products in your organization?



Strategic Analytics Implementation

Transform raw data into actionable insights through product-driven analytics



Cross-Functional Collaboration

Bringing business and technical expertise together for maximum impact



Decision Intelligence

Metrics that matter for driving informed business decisions



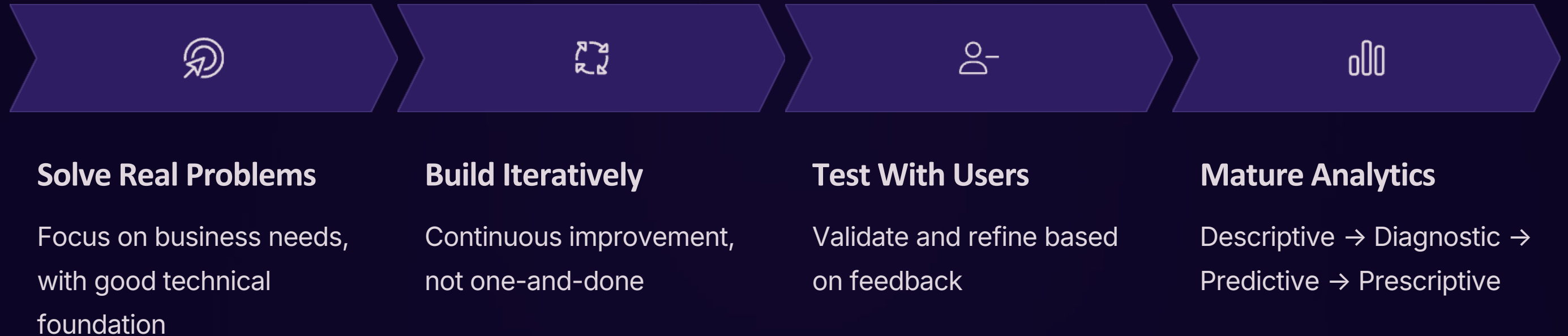
The Future of Analytics

Leveraging GenAI and advanced tools to transform your data approach

Appendix

A Product Mindset: The Big Shift

Transforming analytics through a progressive approach:



This approach should be adopted for both Data Products and Data-As-A-Product models to flourish.

Data Mesh & Product Thinking



Domain-driven Data Products

Ownership aligned with business domains



Self-service with Governance

Freedom within guardrails



Cross-functional Teams

Business and technical expertise combined



Federated Governance

Distributed but consistent standards

Decision Intelligence



AI-powered Recommendations

Suggested actions based on data patterns



Scenario Modeling

Impact analysis of potential decisions



Explainable AI

Transparency in decision logic



Closed-loop Tracking

Measuring actual outcomes of decisions

