

Getting to the top table

AS A
DATA & ANALYTICS LEADER

XISY

73%

NewVantage Survey 2022 of 94 Firms



~170x

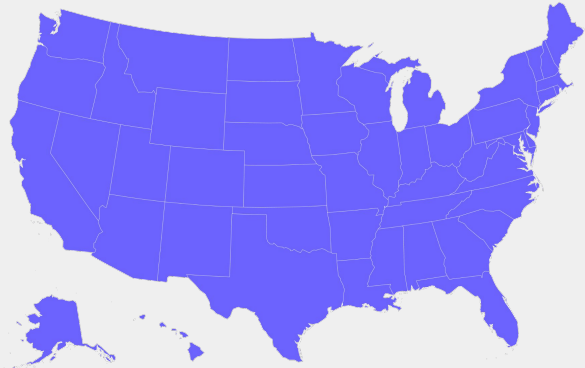


0.4%

Martins Sample of
1628 Execs

34%

Strategy& Survey 2022 (CDO only)



~80x



0.4%

Martins Sample of
1628 Execs

7%

Strategy & Survey 2022 (CDO only)



~16x



0.4%

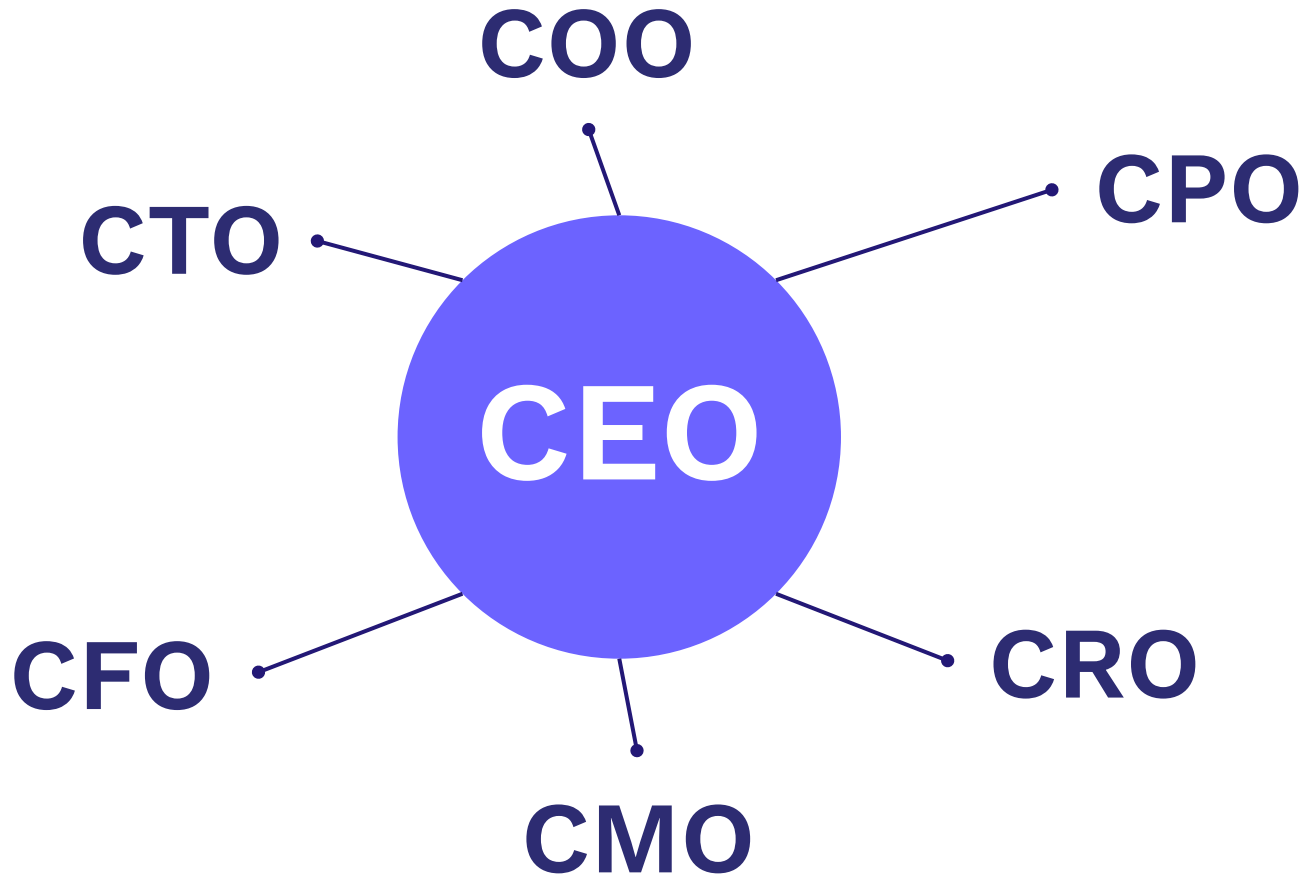
Martins Sample of
1628 Execs

Becoming relevant and gaining trust

Relevant

Trusted



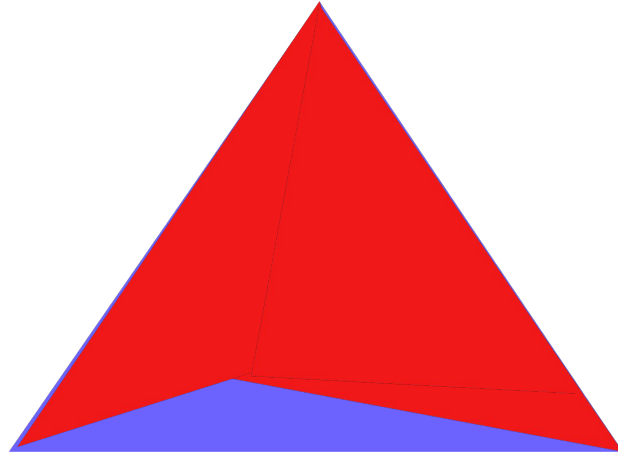




REVENUE

RISK

COST



Positioning yourself and your team

Momentary

PROJECT



Meaningful

PRODUCT

Expensive

COST CENTRE



Desired

**PROFIT
CENTRE**

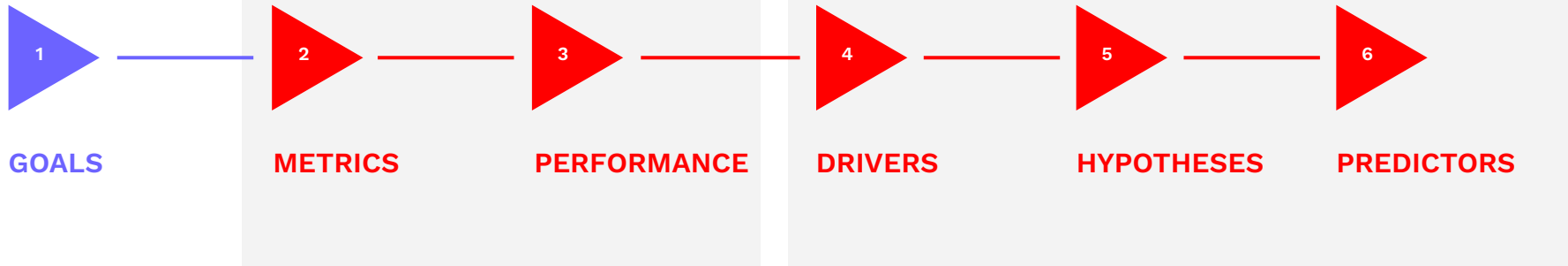
Reactive
SERVICE
Reactive

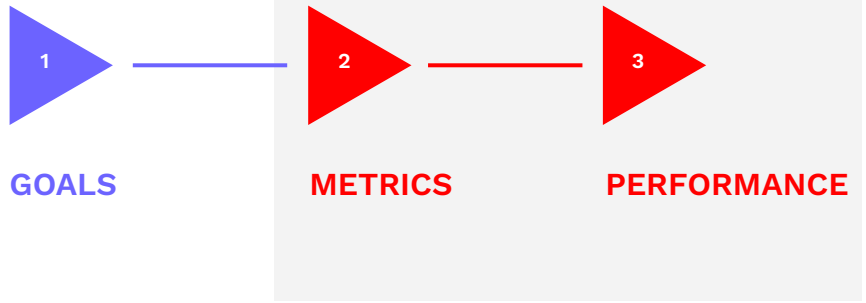
Reactive
Reactive

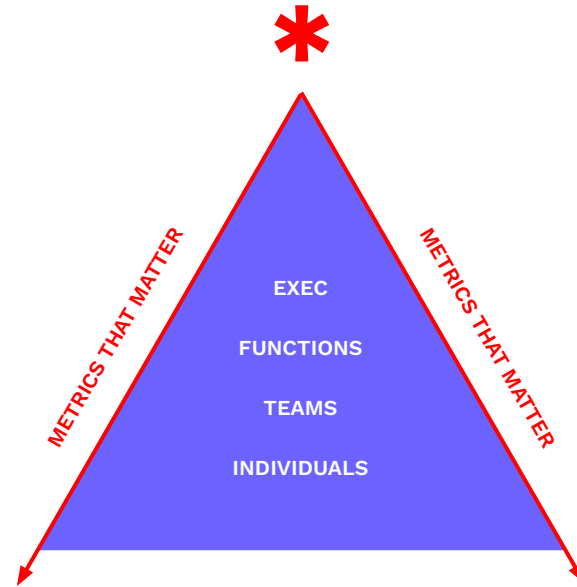


Proactive
**CONSULTING
PARTNER**

Gaining additional
trust through
effective
engagement







TRADITIONAL

Data Engineering

Analytics

CONTEMPORARY

Ways of Working

Data Engineering

Analytics

UX

Why user experience is important

The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats

SELF SERVE

THIS WEEK 999 $\frac{9}{10}$

LAST WEEK 999 $\frac{9}{10}$

DAILY RECORD 1.4058

>>>>> You've found  The World's 
Worst Website Ever!

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable.
[Click here](#) for an incomplete list of errors found on this site.



WATCH OUT! This site is under construction! =)

<-- send us email!

OHHH BOY!

iv 2.0

of TWWWE coming SHORTLY!



ЛИСТОВКИ

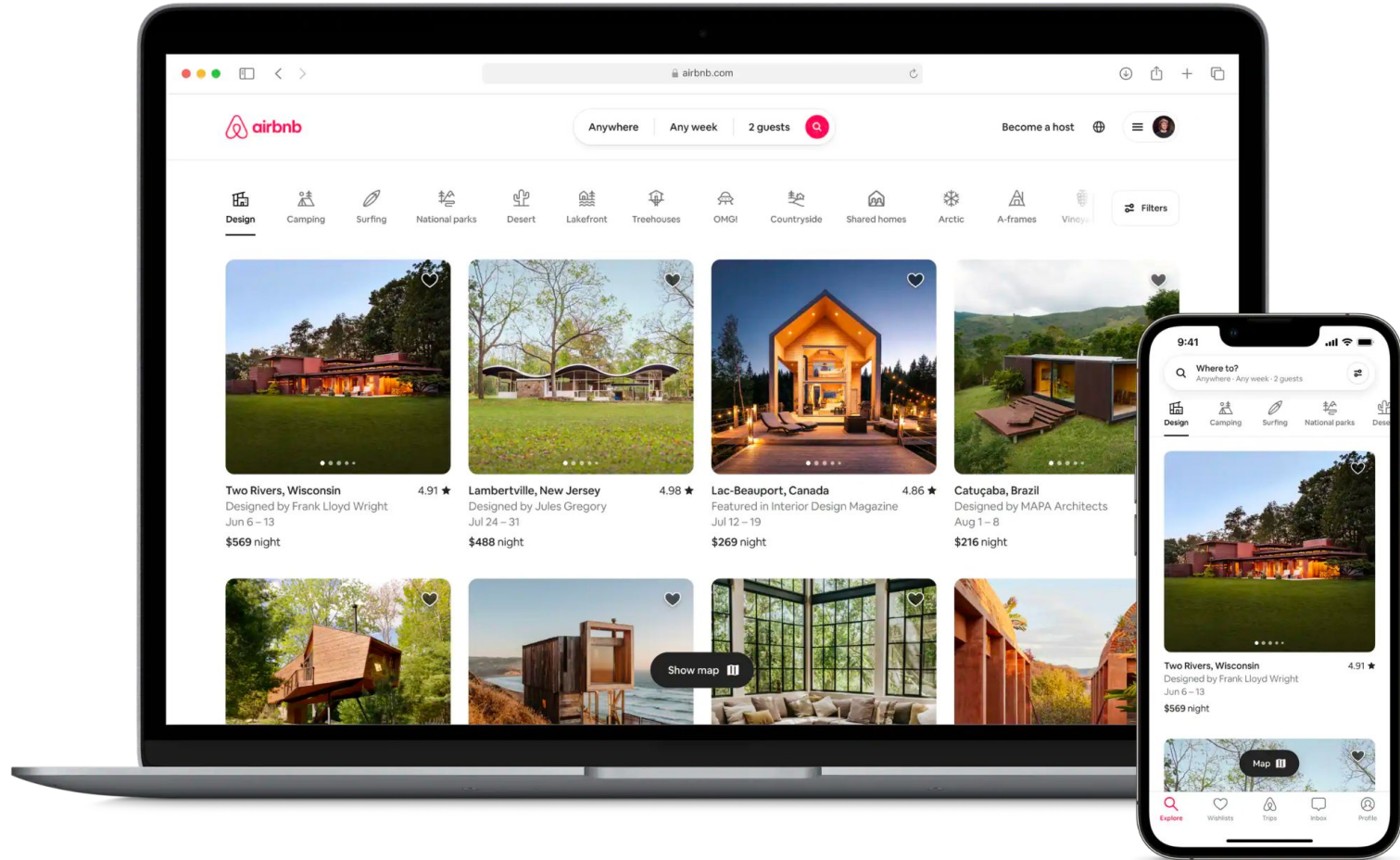


от 171 грн

WOLF.UA
ПЕЧАТАЙ ОНЛАЙН

 **MAIN MENU**
(and other cool links!)
"smile"

NEW [NEW TO THE SITE](#)  [YAHOO NEWS](#)  [WEATHER](#) [GOOGLE MAPS](#)
[ABOUT TWWWE](#) [VISIT KENTUCKY LAKE!](#) [SHOCKING PICTURES!](#) [AMAZING COLOURS](#) [SMOKY MOUNTAINS!](#)

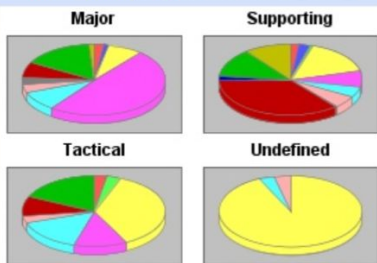


System Inventory - Overall Completeness



*Chart drilldown is enabled for more detail

Inv Count by Type for OPDIV (711)



*Chart drilldown is enabled for more detail

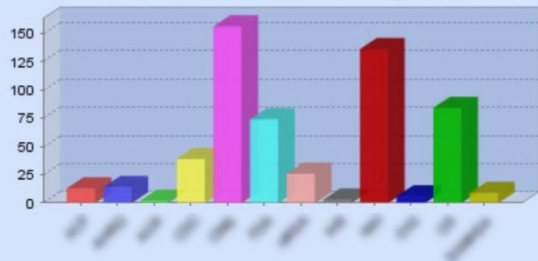
IT System Record Schedule monitoring Dashboard

Report shows the percent of IT Systems that are mapped to Records Schedule



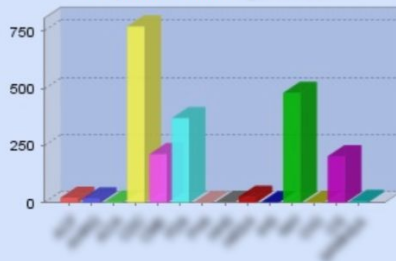
*Chart drilldown is enabled for more detail

EA IT Systems for SPORT Interface by OPDIV



*Chart drilldown is enabled for more detail

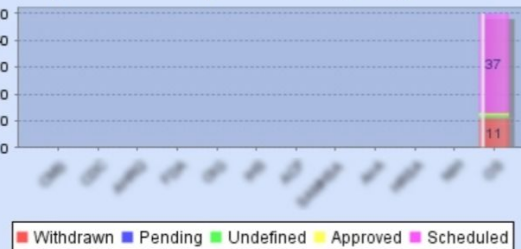
IT System Counts by OPDIV



*Chart drilldown is enabled for more detail

IT System RM Schedule Dashboard

The report shows the counts of Record Schedules by Status for each OPDIV

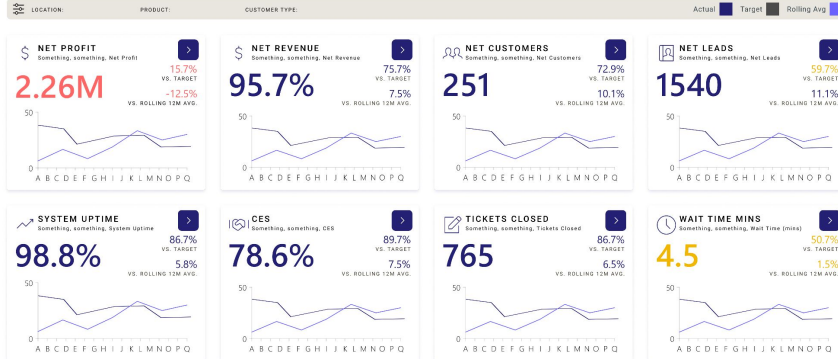


*Chart drilldown is enabled for more detail

METRICS THAT MATTER

AMCE

Data refreshed daily at 6am

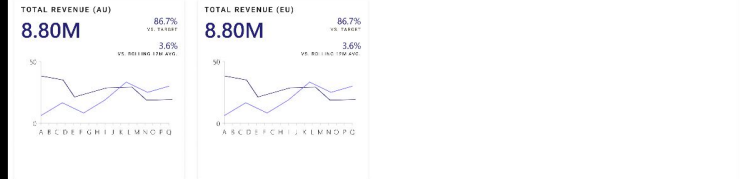
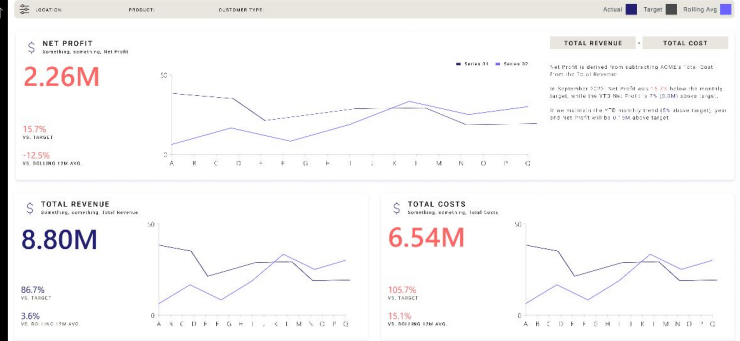


✔ Approved
⊖ Not Approved
⏸ Pending Approval
** Footnotes
*** Footnotes
**** Footnotes
Version: 00.00

METRICS THAT MATTER | NET PROFIT

AMCE

Data refreshed daily at 6am



DETAILS

Help the business
work differently in
the presence of data

REACTIVE

BUSINESS

Solo ad hoc reporting

Context switching and meeting treadmills

Silo'd teams

Too many initiatives -
unlinked from goals

PURPOSEFUL

BUSINESS

Goal oriented
ceremonies

New ways of working

Cross functional teams

Roadmapped initiatives
- linked to goals

**This approach needs
a different kind of
team**



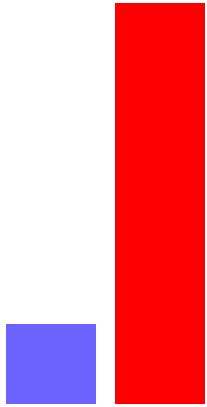
Insights Analyst

- Understand business goals & drivers
- Document business rules
- Estimate duration of project
- Find data
- Create conceptual models
- Create data ingestion process
- Write data quality tests
- Write re-usable data queries
- Design dashboard templates
- Create hierarchical dashboards
- Document test results
- Produce dashboards that survive
- Create deployment process
- Deliver against a roadmap
- Support dashboard whilst creating new ones
- Pivot to new business need

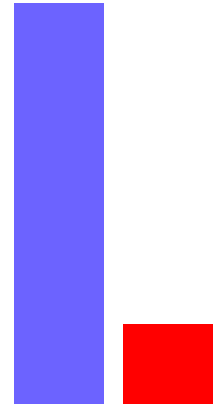


DIY House

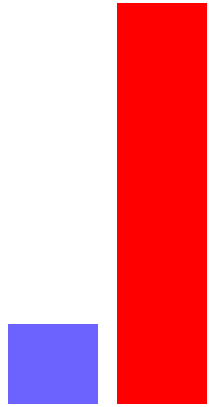
- Understand your house vision
- Architect the house
- Create structural engineering design
- Create landscape design
- Estimate duration of project
- Lay the foundations
- Build the walls
- Install the plumbing
- Wire the electrics
- Insulate the house
- Plaster the walls
- Paint the interior
- Paint the exterior
- Landscape the garden
- Maintain everything



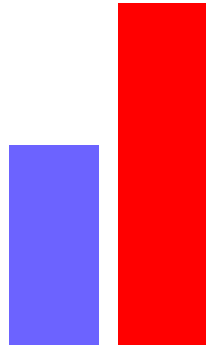
Business
Users



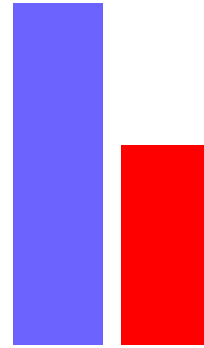
Analytics
Practitioners



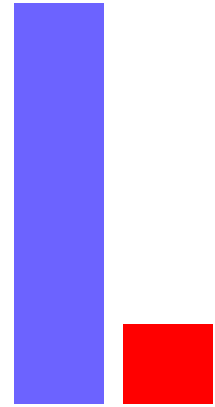
Business
Users



Product
Owner



Sprint
Lead



Analytics
Practitioners



Sprint
Leads



Business
Owners



Data
Visualisers



Data
Engineers



WoW
Practitioners



Product
Owners



Business
Users

**But critically, what
is most important?**



Be more awesome

XISY