CDAO Auckland 2022
PRESENTER SLIDES
KARI JONES

countdown

Kari Jones
GM Analytics & Insights
Woolworths Group

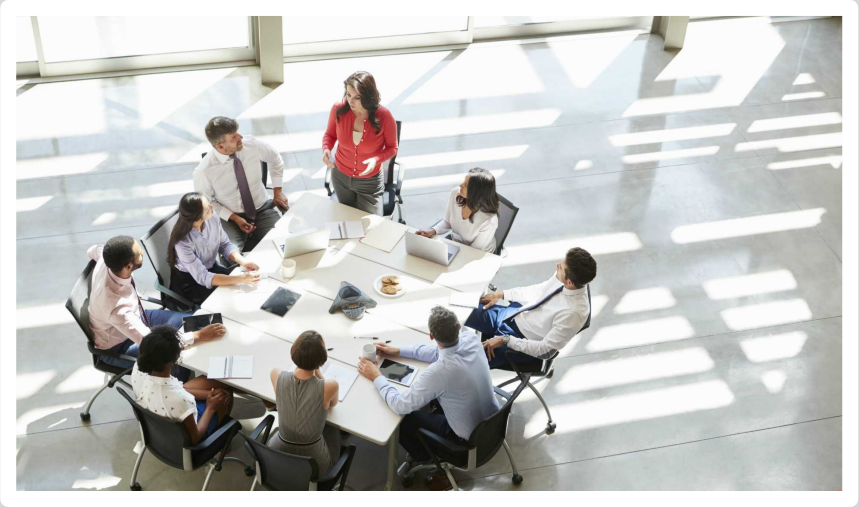
The CDAO Playbook

An acceleration path to value delivery

Super-charging New Zealand organisations through the increased adoption advanced analytics

countdown

CDAO role has been part of the organizational hierarchy for 2 decades. Uptake has been slow in NZ



countdown

Only 40% of respondents said the CDAO role was seen as successful and well established

Gartner

NVP
NewVantage Partners

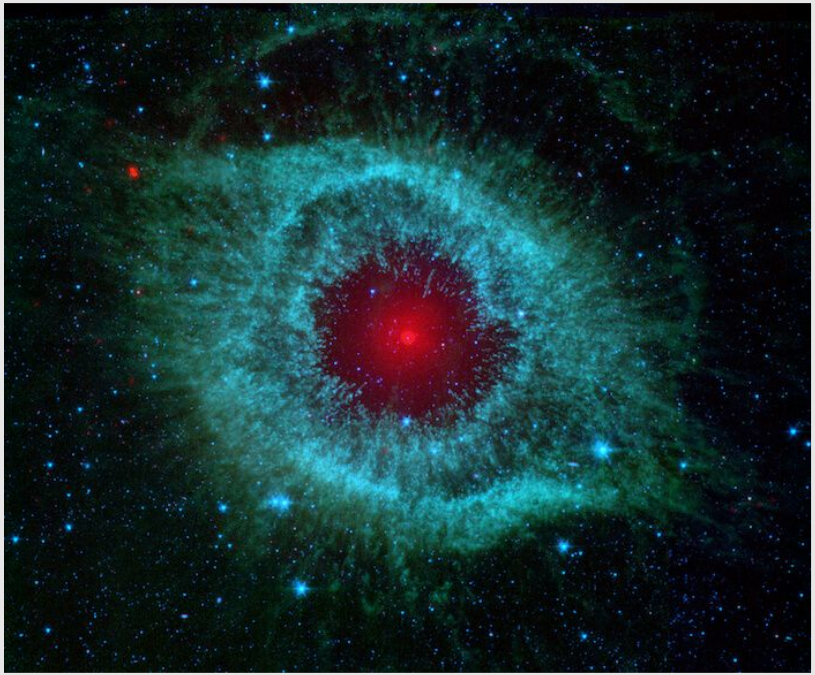
- Just 40% manage data as a business asset.
- 50% of CDAOs are driving innovation using data.
- Only 26% have succeeded in creating a data-driven organization.

countdown

CDAOs are not sticking around for the long haul. Average tenures are less than 3 years.

countdown

Ambiguous expectations make it unclear how organisations want this role to create and drive value.



countdown

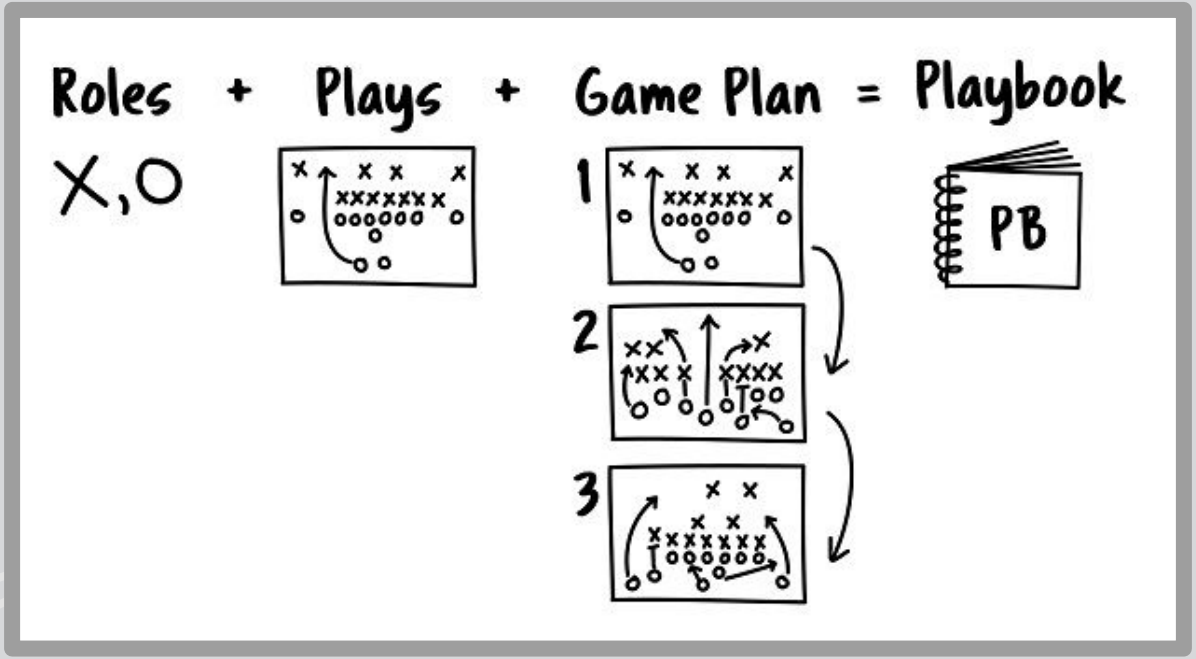
SECURE PROGRAM-BEST WORLD RANKING FOLLOWING NORTH AMERICA TOURS

WED 19 JUL 2017 | MEGAN SCHNEIDER | FUEL

Longwood assistant Sarah Butler leads New Zealand with 15 goals.

High performance sport enabled me to experiment with different leadership styles

The CDAO Playbook
An acceleration plan for value delivery



countdown

CDAOs need a few short-cuts, ways to hit the ground running and demonstrate how they will drive value

1

Creating a launch pad

2

Building a high performance culture

3

Driving value today & tomorrow

countdown

The first 90 days will determine performance, longevity, and contribution to the company.

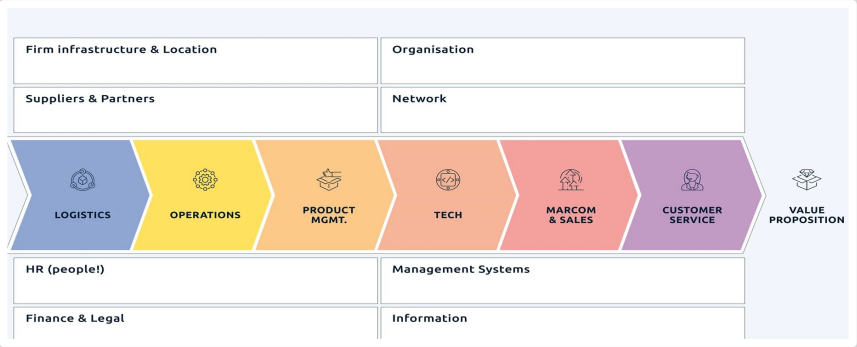
Phase 1
Plan & Prepare

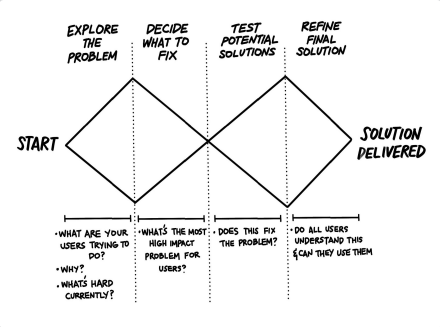
Phase 2
Listen & Learn

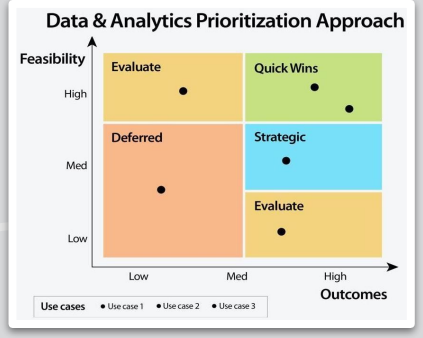
Phase 3
Rapport & Review

Phase 4
Execute & Deliver

Our biggest challenges will be solved through AI, ML and various flavours of advance analytics.







DELTA PLUS MODEL

D	DATA	BREADTH, INTEGRATION, QUALITY
E	ENTERPRISE	APPROACH TO MANAGING ANALYTICS
L	LEADERSHIP	PASSION AND COMMITMENT
T	TARGETS	FIRST DEEP THEN BROAD
A	ANALYSTS	PROFESSIONALS AND AMATEURS

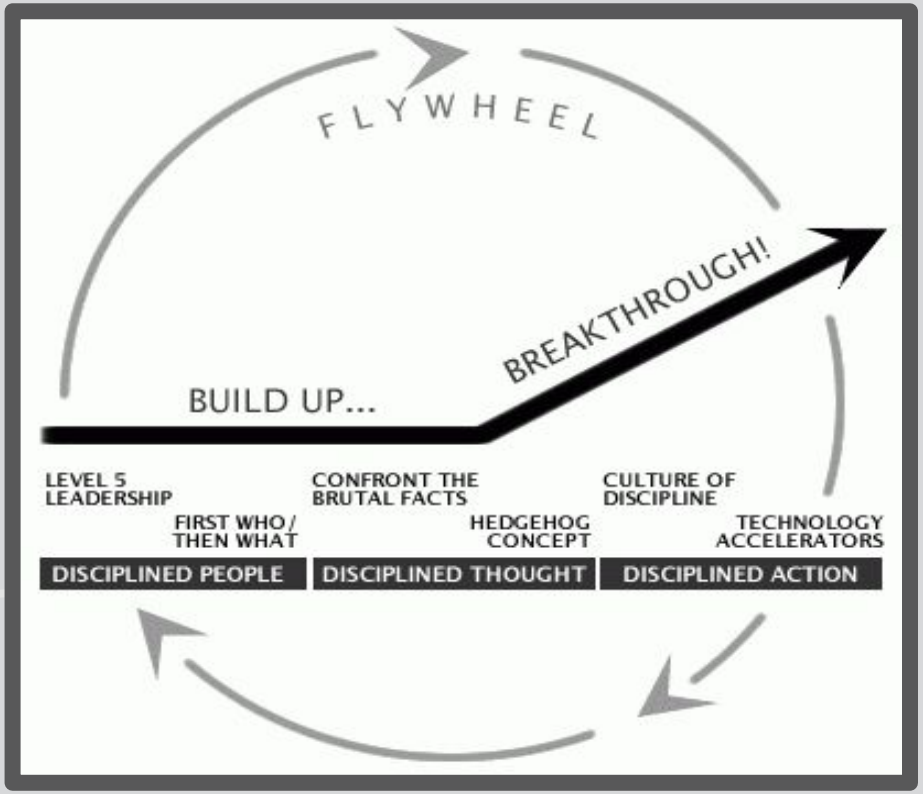
Adapted from *Analytics at Work*, Davenport, Morrison and Harris, 2010

T	TECHNOLOGY	APPROACH, ORIENTATION, VELOCITY
A	ANALYTICS TECHNIQUES	SOPHISTICATION, DIVERSITY

Adapted from *Competing on Analytics*, Davenport and Harris, 2017

countdown

Get the right people in the rights seats, then build momentum through a disciplined culture.



countdown

Do Good Work. Show Good Work*

* Quote attributed to Scott Friesen

Ankita Dey

Innovating Towards a Predator Free New Zealand

The Why

NZ has a Predator Free 2050 vision

Te Korowai o Waiheke team is on Predator removal mission to make Waiheke the world's first predator free island

But Rat monitoring process at Waiheke has been manual

There is need for Speeding up rat eradication
Solution proposed:
Scalable Predator detection framework that is Open Source & accessible from anywhere

The How

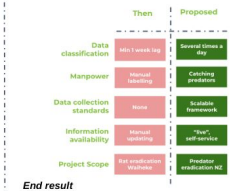
In the pursuit of being customer centric:

Stakeholder Engagement and Collaboration:
- *Building strong, successful partnerships with the customer*

Enhancing Predator detection with AI
Created clear, accurate & comprehensive solution Proposal

Solution (3 components):
1. *A machine learning model*
2. *A framework for integrating this model*
3. *Interactive web app that consolidated all that information*

The Outcome



End result
- *Scalable Predator detection framework*
- *Open Source & accessible from anywhere*

countdown

countdown

Countdown's Rat Catchers hackathon team: Aniket Pade, Ankita Dey, Harkanwal Singh, Scott Mckenzie, Jordan Kim, Jono Kumarich.

AI programme helps speed up final countdown for Waiheke rats

Te Korowai o Waiheke is getting a boost to its pest eradication efforts after a team of Countdown employees donated a rat-detecting Artificial Intelligence (AI) programme that analyses images from trail cameras thousands of times faster than humans.

The programme was developed by a team of Countdown data analysts who took part in the AI Forum's AI for the Environment Hackathon last month.

Te Korowai rat operations manager Markus Gronwild says trail cameras are a very sensitive detection tool, able to detect rats even in small numbers - which is important in catching survivors of eradication efforts or new invaders of the island. "However, due to their sensitivity, trail cameras are 'snap happy.' They are often triggered by non-target species, moving vegetation or even changes in sun and shade."

During the Rocky Bay rat pilot trial, over 275,000 trail-camera photographs were collected in two months. It took a team of five or six people, two full-time and the rest chipping in whenever they could around their other tasks, 149 hours over two weeks to analyse the images.

When they posted about the massive effort on social media, the AI Forum's executive director Madeline Newman saw it and suggested supplying the data as one of the challenges at her group's Hackathon.

Markus says it was amazing when the Countdown team contacted Te Korowai after the challenge and offered them their program.

The AI can process over 2000 images per second, compared with 30 images per second in a manual analysis, and already has an over 90 percent accuracy rate on spotting rats.

"If we'd had that we'd have got the Rocky Bay data done in a day," Markus says, "and we can do something else while it works."

Ankita Dey says she and five co-workers from the Auckland area jumped at the chance to take part in the hackathon as a team building exercise.

Ankita, Aniket Pade, Harkanwal Singh, Scott McKenzie and Jono Kumarich all work with data and computer programming in some way for Countdown and enjoyed turning their skills to something a little different that helps the environment.

"As a team, we've got a real diversity of skills, including artificial intelligence, business management and [user experience] design. This helped us brainstorm potential ideas from varied perspectives beforehand and we were able to come prepared with a specific project in mind for the hackathon."

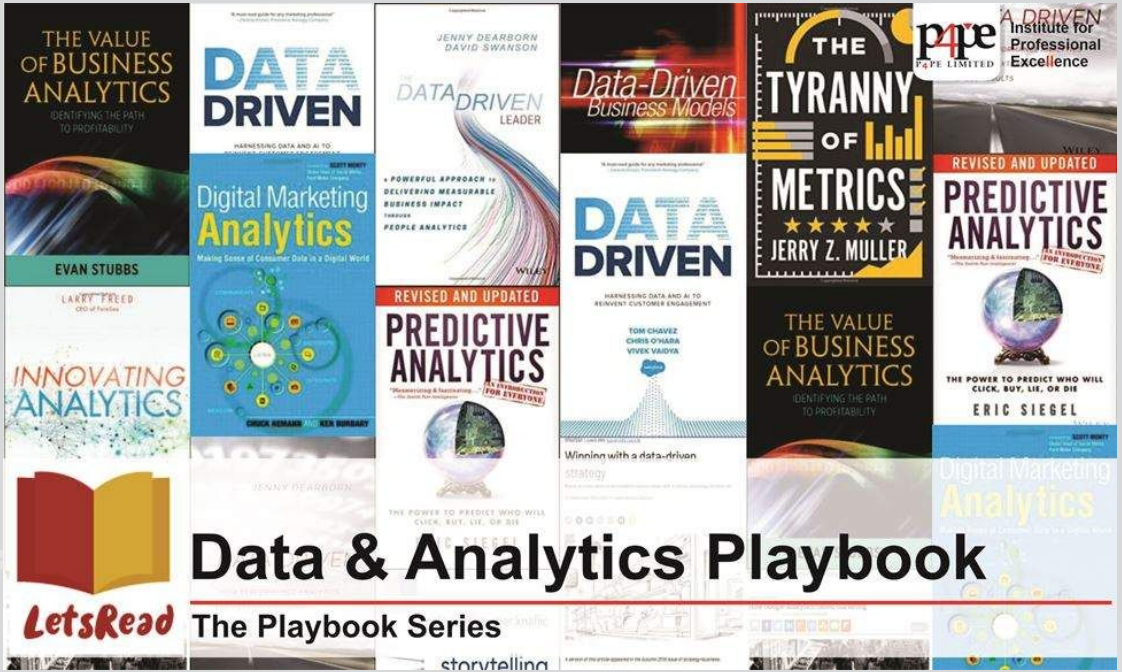
Ankita says the way the Te Korowai project was presented really stuck out as something they could sink their teeth into that could later be expanded into something significant.

So they called themselves 'The Rat Catchers' and got to work, consulting with Markus and Te Korowai to understand Waiheke's environmental problem and the organisation's needs as they went. Ankita says with only 48 hours to develop their programme, they could only get the AI so far. So they gave Te Korowai its code to test out and use, with an eye to later giving it out to similar groups to help New Zealand meet the Predator Free 2050 vision.

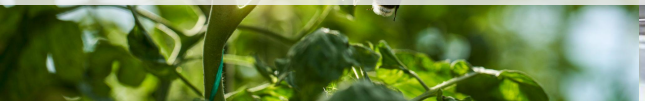
"Making our work available to anyone, so that they can improve it, means that the project can live on beyond our contribution to help further the cause of predator removal missions across the country." • *Paul Mitchell*

Haven't found what you're looking for?
Try our online business directory for more great local businesses
http://www.waihekegulfnews.co.nz/business-directory/
GULF NEWS

The CDAO Playbook
A tool for accelerated value delivery



countdown

countdown

Thank you for listening