

# Articulating the Value of Data Analytics & AI Projects to Leadership

BOOSTING UNDERSTANDING  
AND BUSINESS ALIGNMENT

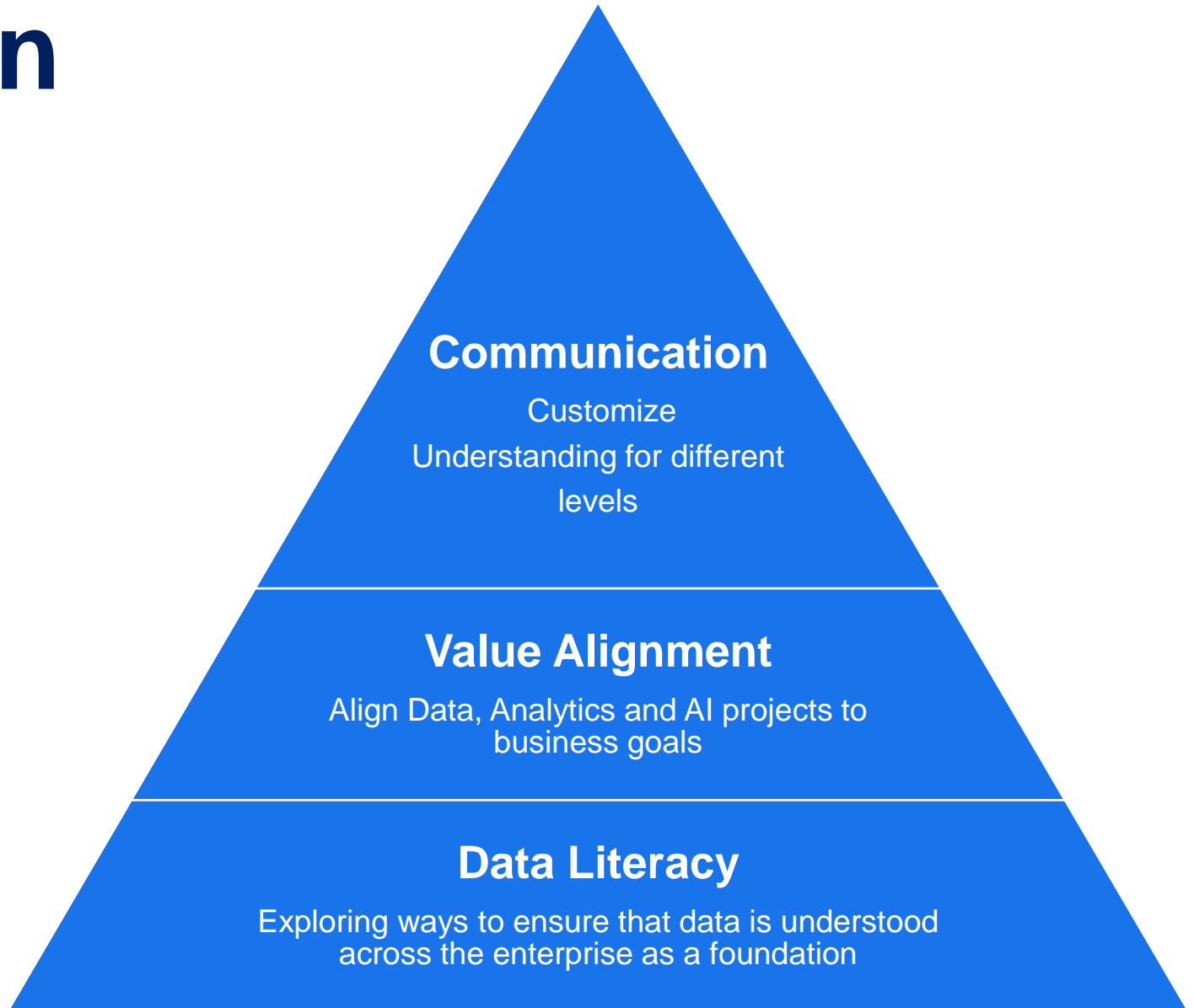


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# Things to consider

- How literate is your organization with Data, Analytics & AI ?
- Where does your leadership stand with investing in organizational capability ?
- Does your C-level staff believe in the Data, Analytics & AI story ?
- Do you have well articulated problem statements that are understood by all ?
- Shock and awe with insights – the outcome ?

# Value Articulation



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# Importance of Data Literacy



- Ability to read, analyze, & interpret data
- Supports data driven culture
- Improved decision-making & productivity
- Drives innovation

# Understanding and Communicating Data

## Data Literacy – The What

Deploy Training programs for employees to understand and use data effectively for decision making



### Continuous Learning Methods

Formalize Data Academy to teach the basics and the advanced. Leverage annual goals and objectives for data certifications.

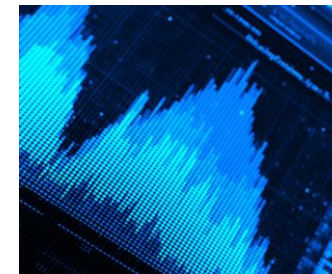
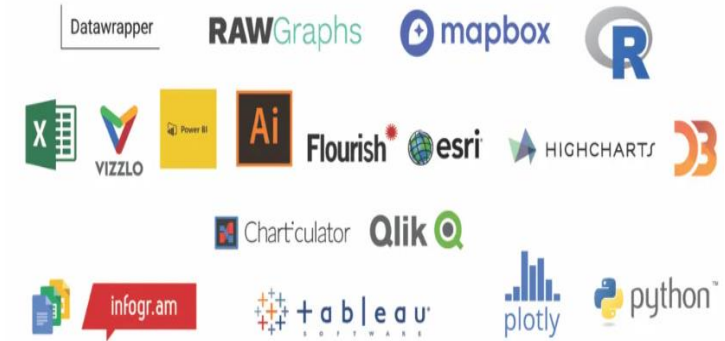
### Data Analysis skill sets

Empower your workforce to better understand, interpret, and utilize data for Functions like Supply Chain, Marketing etc.

### Data Visualization

Teach skills for employees to present data in a way that is easily understood and impactful. E.g. create visually compelling charts, graphs, and maps that communicate key insights.

## Data Visualization Tools – The How



*Dashboards & Infographics*



# Value Alignment



Definition is key. E.g. Does a project enable Days stock on hand reduction by XX ?

Are you solving for the right problems ?

Every project needs to have a purpose

Establish Management Operating Reviews for Value Quantification

Take a stance - “No value No project”



# Tips and Techniques

## Key Performance Indicators

Identify key performance indicators (KPIs) to meet objectives. E.g. Days to Invoice Ratio, Days Stock on Hand.



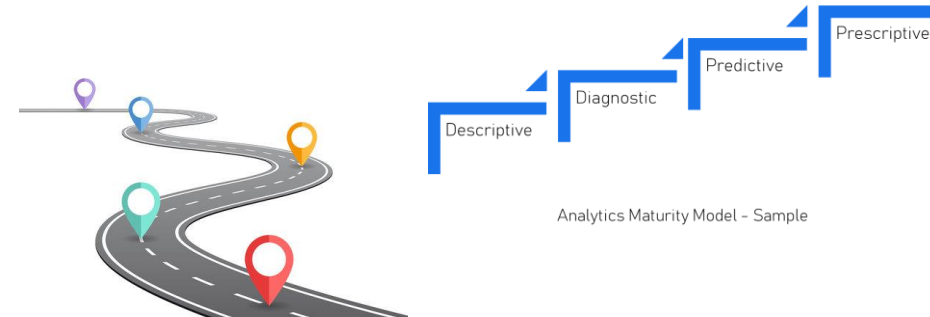
## Cost-Benefit Analysis

Demonstrates potential return on investment.

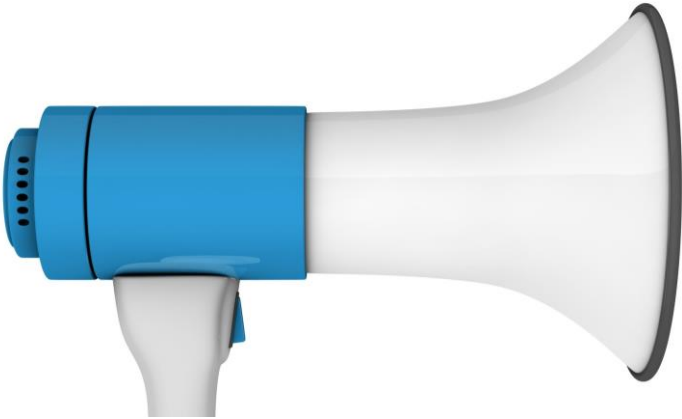


## Develop Roadmaps & Maturity models

- Clear timelines & milestones for projects.
- Define end state as a north star.



# Communication Strategy



Clear and concise language that resonates with leadership.

Customize communication for all levels in the organization.

Effective communication channels – emails/briefs, webinars, short videos.

Promote engagement. E.g., Quarterly Data Analytics and AI day.

Consider Digital Mentoring for leadership at all levels.

Share success stories , user testimonials. Retrospect on areas to improve.



# Takeaways for tactical actions



Establish Steering committees for Data, Analytics & AI.

Measurable *outcomes* is key. What you don't measure is what you can't improve.

Build *organizational* capability. Strong digital architecture accelerates quality solutions.

Adopt Agile methodologies with a purpose.

Consider *Process improvement* before digital , data, analytics and AI project execution.

Focus on *generating* quality data as much as driving insights from it.

# Questions & Answers