WINNING STRATEGIES TO OVERCOMING ANALYTIC OBSTACLES
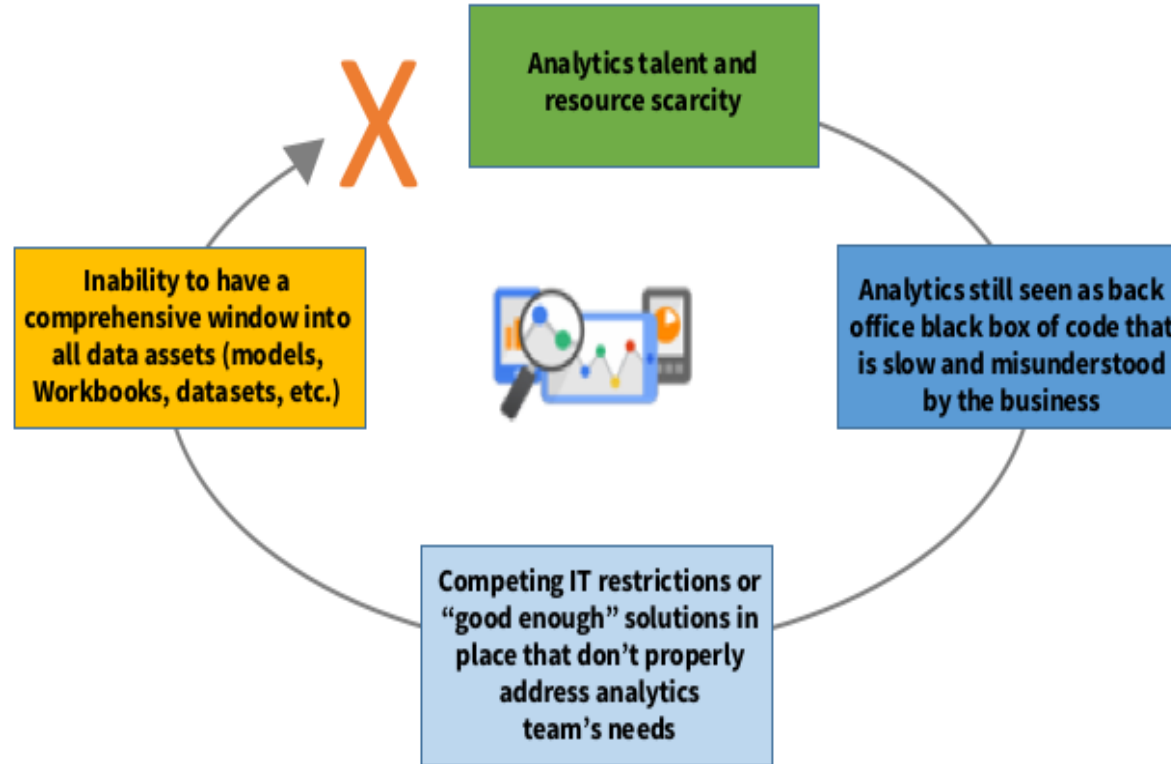
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YOUR BIGGEST ANALYTIC CHALLENGE?

- Analytic Tools available aren't quite right

- Data Access, Quality & Availability are an issue

- Analytic Value misunderstood by the Business

- Scarcity of Analytic Talent

- All of the above?

THE ANALYTICS/STRATEGY DISCONNECT

Analytics talent and resource scarcity

Analytics still seen as back office black box of code that is slow and misunderstood by the business

Competing IT restrictions or "good enough" solutions in place that don't properly address analytics team's needs

Inability to have a comprehensive window into all data assets (models, Workbooks, datasets, etc.)

ANALYTICS SCARCITY SYNDROME

- **Symptom #1**: Not enough analysts/data scientists to meet demand

- **Symptom #2**: Not enough money to hire consultants/vendors

- **Warning Signs**: Longer backlogs, rogue projects

- **Prevention/Remedy**: Comprehensive education/hiring plan for analysts; self-service for some types of projects; strategic ecosystem partnerships

'BACK OFFICE'/ BLACK BOX SYNDROME

- **Symptom #1:** Senior managers not aware of analytical help

- **Symptom #2:** Managers and users don't trust analytical results and act on intuition

- **Warning Signs:** Analytics not used for many key decisions

- **Prevention/Remedy:** Evangelize, new org structure, good data storytelling

VALUE OF A COMMON PLATFORM

MAJOR SPECIALIST LENDER IN LONDON

- Upskilling analysts through workshops over 6 months to drive a data driven customer engagement

- Delivered model to identify defectors and target customers with relevant content (30+ sources and variables)

- Tripled conversion rate from marketing campaigns

- 20% higher average deal size

HOWARD HUGHES CORPORATION

- Before: Decision-support based on VLOOKUPs

- After: Predictable and consistent outputs to fuel business decisions. Created custom apps with Alteryx to allow business users to self-create custom ad-hoc reports

- How: Having these predictable and consistent outputs trust to be built, boosting a self-service structure with storytelling, as well as moving away from tools which aren't built for the job, to those that are

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COMPETING SOLUTIONS SYNDROME

- **Symptom #1:** Massive use of spreadsheets

- **Symptom #2:** Many uncoordinated "analytics" groups

- **Warning Signs:** Multiple versions of the truth, lots of descriptive analytics

- **Prevention/Remedy:** Central coordination, user education, tool classification

DATA AVAILABILITY SYNDROME

- **Symptom #1:** Suboptimal data used in analytics and decisions

- **Symptom #2:** External data acquired multiple times

- **Warning Signs:** More time spent on acquiring data than analyzing it

- **Prevention/Remedy:** Data catalogues, clear provenance, "golden source"

VALUE OF A COMMON PLATFORM

MAJOR UK LONG HAUL AIRLINE

- Mission: move to a data driven marketing engagement vs outsourced agency work

- Partnered with a self service analytics vendor and consultancy to drive continuous training

- ran "weekly share" sessions to bring in stakeholders together – including management to keep them informed on results

- 50% increase in email clicks leading to 15% increase in conversion to ticket sales – all through personalised offering and customer analytics

SCHNEIDER ELECTRIC

- Before: trouble translating process across teams and geographies

- After: Share/collaborate on a global basis with repeatable, predictable results via the visual workflow of alteryx

- How: Solving the data availability issue. Teams understood where data was, and were able to share and collaborate between themselves through visual tools

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DEVELOP 'A STRATEGY FOR YOUR STRATEGY'

- Does the current strategic planning take analytics and data into account?

- "Seat at the table" for top-level business discussions?

- Effective prioritization of analytic projects and investments?

- Can majority of work be directly tied to business strategy?

INVITE ANALYTICS TO THE STRATEGY TABLE

- Appoint a Chief Analytics Officer

- Leverage analytics resources in strategy development

- Require metrics of all strategic priorities

- Promote **the business value of analytics** not just the benefits of analytics

WHAT'S THE BUSINESS VALUE?

A large oil and gas company found themselves with a supply chain problem:
A very large number of SKUs and a locally overflowing warehouse

Business Ask
Investigate the cost of building a whole new warehouse to cope with the overspill

Articulate the Clear Upside to the Deployment of Advanced Analytics

Analytics Investigation
Investigation of supply chain and warehouse capacity leveraging optimization and predictive techniques and technologies

Optimizing the inventory with prescriptive analytics resulted in a **14%** reduction in stock held without the need for a significant investment in new storage space

ESTABLISH AN ANALYTICS COUNCIL

Create a committee of leaders, to help define and drive various aspects of the analytics program, at either a functional, business-unit, or enterprise level.

Analytics leaders, business leaders, IT, or a mix, depending on type and scope of the council

+

Authority and accountability to drive/influence investments and resource utilization

▶

Improved planning, execution, and strategic relevance of analytics program, projects and investments

PRIORITIZE & EXECUTE PROJECTS EXTREMELY WELL

- Penetrate strategic planning via relevant, effective **projects** and **strong project execution**

WATCH OUT FOR

MODELS GETTING STUCK IN DEVELOPMENT

Analytic Language Barriers are a Big Problem

Less than 30% of Models Make it to Production

Models Can Cost Over $250,000 to Create and Deploy

CASE STUDY: SHELL

Problem

Environment contained several layers in the stack, including storage

Leveraging SAP HANA, Databricks Spark and leveraged public cloud to reach the right economies of scale

Solution

Developed a horizontal CoE team that has the hybrid skillsets needed to persuade both sides of this spectrum.

Leverage Alteryx as analytics wrapper' for their R code feeding into technologies like Spotfire and PowerBI

Benefits

Actively deploying and embedding analytics across the organization to dive business value across all departments

With the success in delivering analytic capability, CoE is now able to look to future capabilities such as machine vision, natural language processing and deep learning

BRINGING IT ALL TOGETHER
Aligned Analytics & Business Strategies

ANALYTICS WAS USED IN THIS...

BUSINESS STRATEGY

Vision	To unlock growth via a differentiated customer experience driven by relentless attention to needs at every touchpoint	
Strategic Priorities	**Customer Journey** • Map full customer journeys across all channels • Leverage to grow and retain base	**Differentiation** • Explore new markets ripe for innovation • Refresh 5-year product roadmap

BUSINESS STRATEGY DROVE THIS...

ANALYTICS STRATEGY

| Vision	To unlock growth via a differentiated customer experience driven by deeper understanding of behaviors and needs	
Strategic Priorities	**Customer Journey** • Create data-driven single view of customer • Identify & leverage top drivers of acq and retention	**Differentiation** • Develop new forward-looking market insights • Optimize product roadmap around market forecasts

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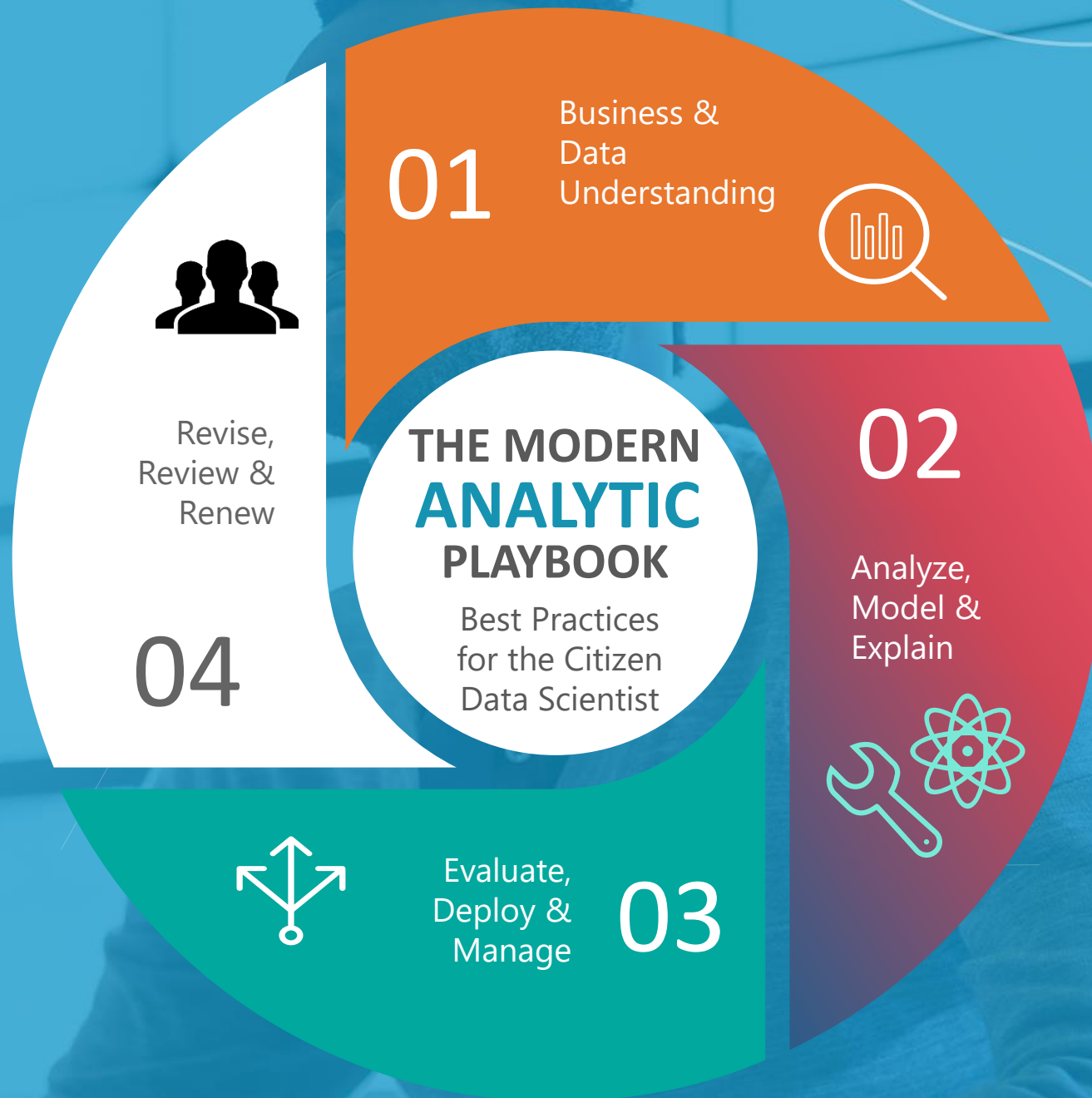
THANK YOU

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