



The Analytics Mandate



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xxx is Comitted to Analytics

In our world 'big data' is not a cliché or anything like that. It's a core competence that we have to develop and we have to understand, and have good relationships with others who have such data and build business models around.

– xxx yyy

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*Build the capability to
deliver both high quality
studies AND systems*

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Studies are short-term projects to quickly test hypotheses and inform decisions. Studies are initially designed for one-time use, though they may evolve into systems if the business value suggests, and need not require perfect data.

Systems are long-term solutions delivered by a Business Intelligence team that mandate high quality, dynamic data to produce reports or algorithms to be used on an ongoing basis. Often, systems begin as studies, and the business determines the information has ongoing value.

...but data collection alone is insufficient to drive better decision-making and business outcomes.

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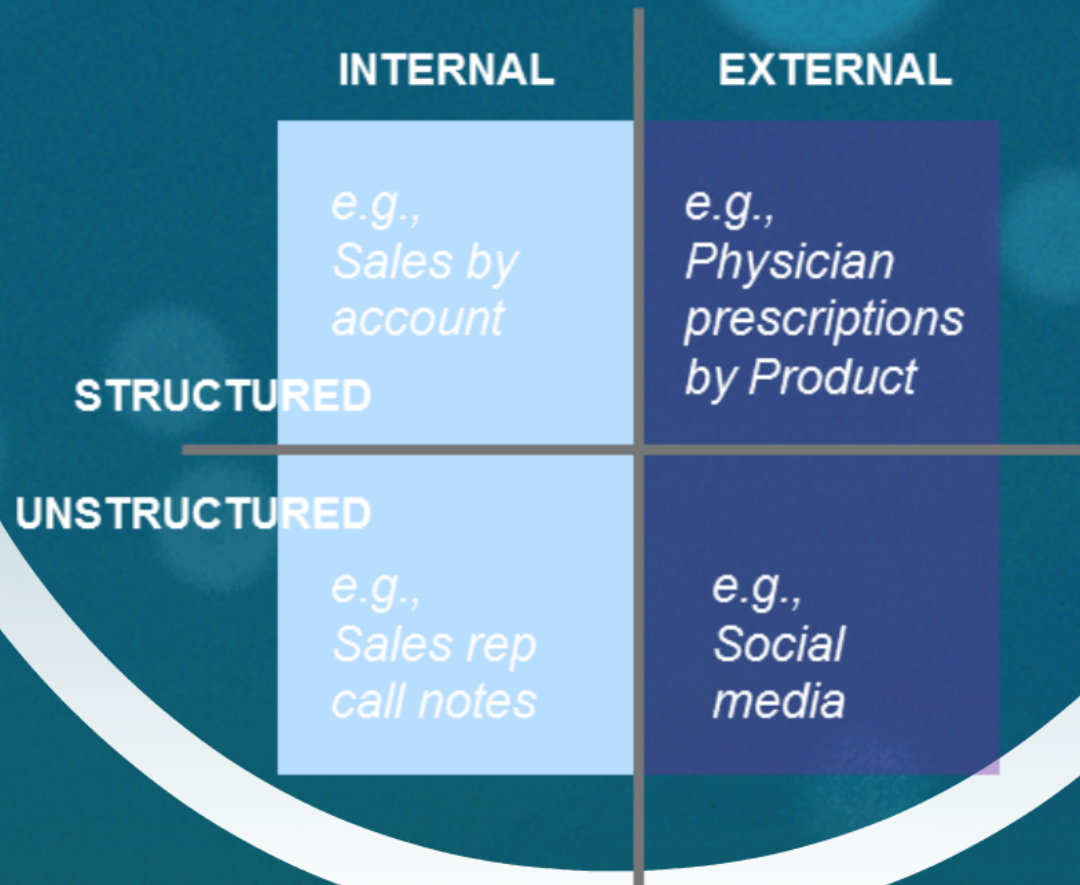
“We live in a world awash with data. Data is proliferating at an astonishing rate—we have more and more data all the time, and much of it was collected in order to improve decisions about some aspect of business, government, or society. If we can’t turn that data into better decision making through quantitative analysis, we are both wasting data and probably creating suboptimal performance.”

– Tom Davenport
Academic, Author, and Senior Advisor
Deloitte Analytics

Analytics Best Practices

Use all of our data assets to unleash
maximum value

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*Visualize and Explore Data
to Identify Patterns*





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