

# Analytics Audit



## An Integrated View of Data, Analytics, and Requirements

The question facing every organization today is how to use data effectively—not just your own data, but all the data that’s available and relevant to your goals. Our methodology focuses on identifying the analytics that make the most optimal use of your data and then transforming those analytics into metrics and alerts that drive your initiatives, improve targeted business processes, and bring both top and bottom line benefits with a clear ROI for your organization.

The Analytics Audit forms the core of our methodology. The audit focuses on four key areas:

**Analytic Requirements.** What drives your business or opportunity? What are the analytics needed to address those drivers?

**People Requirements.** Do you have the analytics brainpower you need? What organizational changes need to happen?

**Data Requirements.** What data (both the data itself as well as the collection processes), metrics, and ongoing analysis and business automation processes are required to deliver those answers?

**Tool and System Requirements.** What kind of environment do you have today? What are you going to need to be successful?

Once this information is gathered and documented, an Analytics Roadmap that details the implementation, presentation, and delivery of your analytics as well as a technology recommendations is delivered.

## What the Audit Does

The Analytics Audit gives you an integrated view of the analytics, data and requirements you are using to drive the business process (or opportunity) being studied today, and identifies how advanced custom analytics and real-time alerting can be used to meet or exceed your business requirements, as well as the technology required to accomplish this.

The methodology we use is specifically designed to review existing data flows, technical capabilities, analysis processes and the people who participate in them. All inputs are fully documented—ensuring a full picture of how operational data is used, what systems are in place and used to understand business issues, as well as what types of analysis are performed to understand key performance indicators.



# How the Audit Works



## Determine your analytics baseline:

- 1) Review existing data and data flows, technical capabilities, and analysis processes.
- 2) Document all inputs in a baseline report to show a full picture of how you use your data (such as operational, partner, etc.), what systems you have in place and use, as well as what types of analysis you perform to understand key performance indicators that drive your business decisions.

## Perform a gap analysis between baseline and potential:

- 1) **People.** Do you have the right people in the right places in your organization to drive your analytics vision?
- 2) **Data Sources.** Where is your data coming from? How is it being used today? Is the data clean? What additional data do you need? Is there external or public data you need?
- 3) **Metrics and Reports.** What metrics and reports do you use today? Are there additional metrics that could be useful in order to optimize your business processes? Do you have the data to create those metrics?
- 4) **Business Processes.** What business processes do you have in place today? Are they adhered to? Are you missing critical processes or process checkpoints? Are your processes making your data “dirty?”
- 5) **Business Rules and Alerts.** Do you have a set of business rules that trigger alerts? What are your notification, escalation, and resolution processes? Are there other rules and alerts that could help you efficiently manage your business operations?

## Develop Analytics Roadmap:

- 1) Using the gap analysis and baseline, identify where analytics and real-time alerting capabilities can be used to improve your business process.
- 2) Document the infrastructure—in terms of technology, data collection and software—required.
- 3) Provide a detailed ROI on each recommendation in the roadmap.

**Based on the Roadmap, recommend the right organization, processes, and technology to make your Analytics vision a reality.**