

Four Steps to Accelerate Analytics Transformation

INTRODUCTION



What Do Successful Organizations Do Differently?

A NewVantage Partners Survey found that 99% of firms surveyed are investing in big data and AI¹ and the ones that succeed are realizing huge advantages. Companies that embrace analytics have seen the following:

59.5%
see expense
reduction

57.1%
see improved
customer service

32.1%
see improved
speed to market²

While the concept of leveraging data isn't new — companies have been trying to gain traction in this arena for the past 15+ years since the mid-2000s when tech giants like Facebook and Google started collecting and analyzing data — a majority don't succeed in their data endeavors. Only 24% have created a data-driven organization.¹



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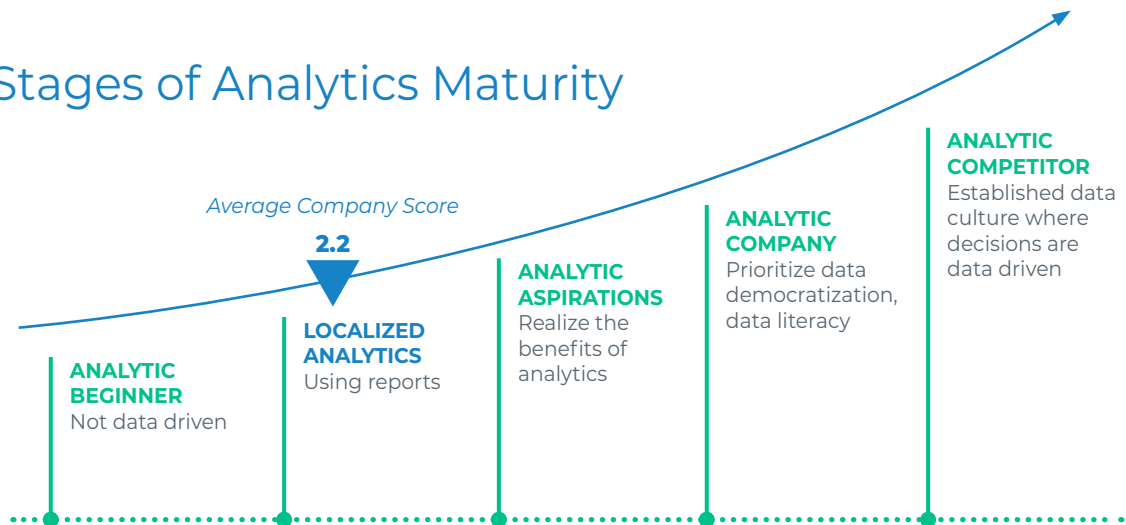
But only 24% have created
a data-driven organization¹

Want to Reach Analytics Maturity Too?

An analytically mature company has an established data culture where employees across the organization leverage analytics to make decisions. These companies open up the world of analytics to the entire workforce by putting tools directly in the hands of domain experts to unlock the full potential of data. Analytics in these companies is widespread and not limited to a small portion of the workforce.

There are critical steps companies need to take to gain analytics maturity, including democratizing data with self-service technology, upskilling knowledge workers in every business unit to read, write, and speak data, and changing the beliefs and habits of employees so that they use data and analytics to support their decisions.

Stages of Analytics Maturity



Adapted from *Competing on Analytics*, Davenport and Harris, 2007

So, where do companies go wrong on the way to becoming analytically mature and how can your company accelerate its way into the 24%?

Roadblocks to Analytics Maturity: It's a People Problem

For the fifth year in a row, NewVantage Partners Big Data and AI Executive Survey has found that cultural challenges — not technology challenges — are the biggest roadblocks to companies becoming data driven¹. While technology is important as it enables access to data, organizations that want to reach analytics maturity must focus on their employees and the change journey they'll go on.

Biggest Challenge Executives Face To Becoming Data Driven



report people,
business process,
and culture



report
technology¹

People are the key to data-driven digital transformation and should be at the core of data and analytics strategies. Employees can't and won't use data if they don't know how to and aren't motivated to. It's the companies that are able to inspire their employees, create a change movement in their organization, and upskill their entire workforce that will capture business value from data science.

As companies start their journeys to becoming analytically mature, leaders should make sure they don't miss critical steps on the road to change.

What Are the Key Steps to Analytics Transformation?

Tackle each step with our resources:

- [Step 1: Start with Why](#)
- [Step 2: Address the Will](#)
- [Step 3: Give Employees a Way to Change](#)
- [Step 4: Plan for Long-Term Success](#)

Customer Success

A fitness apparel company is able to save time finding new hires and expand faster because rather than hiring for very specific skill sets, such as data mining, they can instead find the right person and help them upskill. [Read the story.](#)



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About Alteryx

Alteryx, the Analytics Automation company, is focused on enabling every person to transform data into a breakthrough. Alteryx unifies analytics, data science and business process automation in one, end-to-end platform to accelerate digital transformation and shape the future of analytic process automation (APA™). Organizations of all sizes, all over the world, rely on Alteryx to deliver high-impact business outcomes and the rapid upskilling of their modern workforce.

For more information:

[Visit alteryx.com](https://www.alteryx.com)

Sources

1. [“Big Data and AI Executive Survey 2021,” NewVantage Partners](#)
2. [“Big Data and AI Executive Survey 2019,” NewVantage Partners](#)

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