

EXECUTIVE ANALYTICS STRATEGY SESSION

ALIGNING ANALYTICS INITIATIVES WITH CORPORATE STRATEGY

The strategy session provides a half-day of on-site advisory and consulting services from Elder Research to review strategic opportunities to develop your organization's analytic capabilities, provide recommendations for analytics efforts that will define and improve target metrics, and provide a framework for long-term analytics support.

OBJECTIVES

- » Review strategic opportunities and develop an analytics strategy
- » Executive team alignment on analytics priorities
- » Prioritize business goals to maximize return on analytics investment
- » Provide a framework for long-term analytics support

DELIVERABLES

- » Report that summarizes key findings and recommendations to grow your analytics capabilities
- » Short and long-term analytics opportunities, prioritized by feasibility and return on investment
- » Recommendations on corporate analytics governance strategy

AUDIENCE

- » Organization leadership and technical staff

PLANNING FOR SUCCESS WITH ANALYTICS

Creating a successful analytics strategy requires assessing your unique business challenges, matching those challenges with relevant data and resources, and establishing processes that grow your capabilities. It is important to create an analytics strategy customized to an organization's available skills, data infrastructure, and analytics maturity.

The Executive Analytics Strategy Session is a half-day of on-site advisory and consulting services from Elder Research to review strategic opportunities to develop your organization's analytic capabilities and provide a framework for long-term analytics support.

This support may include:

- » Developing a strategy for long-term success in analytics
- » Off-site assessments of key strategic opportunities for analytics
- » Regular discussions with your analytics team to answer questions about data strategy and analyses
- » Recommendations for short and long-term analytics opportunities to improve target metrics
- » Recommendations on how to structure data for analytics success.

DEVELOPING A ROADMAP FOR SUCCESS

Elder Research will provide a report that summarizes our opportunity assessment from discussion with your subject matter experts and our recommendations for an engagement going forward.

These insights and recommendations will include:

- » A summary of your organization's current capabilities in analytics
- » A short summary of strategic analytical goals for your organization
- » Short and long-term analytics opportunities, prioritized by feasibility and ROI
- » Recommendations for long-term support to grow your analytics capabilities
- » Best use of existing data sources and recommendations for additional sources

TERMS

Fixed price for four hours of on-site consulting services as well as additional time offsite for opportunity assessment, consulting, and delivery of our findings.

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