Analytics Without Action is Academic...

Insights from a 20+ year journey of driving insights into business action
Its about the Business
Learn the Business
Start with the End

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At the #KNIME booth at #ODSC with #DataScience magnets. Everybody wants "Analyze" and - scary enough - nobody wants "Deploy"
#deployment #Analytics #ETL #DataAccess
\[ P(ROI \mid \text{Actionable Insight}) = f(\text{Communcation}) \]
A Picture is Worth a Thousand Words
Tell a Great Story...
Don’t under-estimate the value of a Stage
Keep it Simple
What is the difference between a Decision and a Question?

Ensuring “Actionablity” of Insight
Where to Start: Business Leader’s 3 Questions

1.) Is my Business Sufficient?

2.) Are my Resources Optimally Allocated?

3.) What were the Results?
Reporting or Analytics?
Cockpit or Co-Pilot?
It's About the Execution
Pursuing Your Passion & Continuous Growth
Finding a Champion
Invest in Education
Hire & Develop Talent
Analytics is a Team Sport
Navigating Resistance
Strategy + Execution = Success

Execution >> Strategy
INCREASE VISIBILITY. AMPLIFY SALES.

flywheel

Its About the Transformation
Business = Algorithm
(2nd Chance Auction)
EXPONENTIAL GROWTH

Improvements come slowly in the beginning, but your gains increase rapidly over time.
Internal vs External Staffing?
Codefying
IF WE WIN THE LAST GAME OF THE SEASON, WE CHANGE THE GAME. THAT’S WHAT I WANT.