



Get the value you expect from data projects

Data initiatives often miss their mark, not due to a lack of commitment, but from failing to align with the business goals they're meant to support.

This month, we zero in on bridging that gap — offering actionable steps to sync your projects with business goals so that success is seen and felt across the org.

Make sure you aren't part of the statistic — let's ensure your data efforts result in tangible value.

Let's dive in!



Tracey Doyle

4 Tips to Drive Success from Project Start

1. **Define Goals Around Your Pain Points**

Get it all out – identify what pains your business, how it impacts your stakeholders, and what success looks like to them. This early understanding of the underlying problems is crucial for setting a clear direction for your analytics project and informs the initiative's goals, desired outcomes, and success metrics.

2. **Get Well Acquainted with All of Your Data**

Examine all available data, data sources, variables, and potential quality issues upfront, and leave no stone unturned. Relate each element back to the defined business objectives and define its role in providing insights. Then – through preprocessing activities like cleaning, linking, and enrichment – address quality issues and get your data ready for insightful exploration, modeling, and decision making.

3. **Design Analytics Solutions for Business Impact**

Design, build, and test the solution in collaboration with stakeholders to ensure you have a solution that solves their problems and achieves business objectives. Consider aspects like usability (are the reports intuitive?), flexibility (can your architecture support diverse, growing types of data?), and security (do you have defined levels of governance for data assets?). You want your solution to address present challenges and be capable of seamlessly adapting to future shifts in the business.

4. **Iterate via a Feedback-Driven Cycle**

Adopt an approach of continuous refinement where you pause

to analyze results and incorporate diverse perspectives at each successive stage. Rather than waiting months to launch a solution that misses the mark, an iterative approach will provide quick wins while driving ongoing improvement for a long-term solution that can withstand business transformation over time.

Dive into a Better Approach to Data Analytics Projects



"One of the biggest mistakes I see is when data teams dive right into development work without fully vetting requirements or knowing what success looks.

This often leads to very expensive, technically sound shelf-ware — not something that drives real impact for the organization.

By defining projects with clear success criteria and fully baked requirements, projects stay focused on implementation activities with the strongest potential to positively influence key metrics and priorities." "

Kevin Lobo, VP of Consulting

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