



## Make data work for you

Ever wonder why so many data initiatives fail?

It's easy to blame it on things like lack of planning, talent, sustainable technology, or — everyone's favorite scapegoat — poor data quality. In reality, failure usually stems from a plan that is doomed from the start.

This month, we examine the power of a business-focused data strategy.

THE most important factor of success is having a data strategy that is aligned with the goals of the business. Because even the most comprehensive and technically sound plan will fail when it isn't understood by the right groups in the org.

So, if you're ready to learn more about how this type of data strategy can unlock business growth, let's dive in!



**Tracey Doyle**

Analytics8 CMO

## From Business Alignment to Business Impact

Driven Brands, North America's automotive services leader, transformed a problematic data landscape into a powerful strategic asset, driving both immediate enhancements and long-term business success.

A data strategy roadmap that aligns with their business goals resulted in:

- **Data Integration from Disparate Sources for Optimized Decision-Making:** Driven Brands centralized data from disparate environments into a single source of truth. With real-time access to data and comprehensive reporting, teams across the org are empowered to focus on high-value work, and leadership is equipped to quickly adapt to market changes and operational demands.
- **Data-Driven Customer View for More Effective Marketing and Sales Campaigns:** With a unified analytics system, Driven Brands can view a comprehensive picture of their customers' behaviors and preferences to facilitate more effective marketing strategies and optimize their service, thereby boosting customer satisfaction and loyalty.
- **A Scalable Solution that Supports Company Expansion:** The modernized data system enables the smooth integration of data with each new acquisition. This proactive approach to data governance means that data processes will remain robust and

compliant as the company grows.

Driven Brands' analytics upgrade exemplifies the power of strategic data alignment, setting the stage not just for solving immediate business issues but also for achieving sustainable advancement and market strength.



## **Virtual Workshop: Techniques to Master Your Data Strategy**

with Christina Salmi, Managing Director at Analytics8

Monday, May 31 at 10 am CDT

Secure your place in our hands-on workshop to develop and refine your Data Strategy with Analytics8's expert, Christina Salmi, where you'll identify gaps, prioritize efforts, and formalize a plan understood across your organization. Limited seats available for a focused, interactive experience.

**[Register for the Data Strategy Workshop](#)**

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