



# BUILDING ANALYTICS TEAMS

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# The Vital Role of Analytics Teams in Today's Business World

“The days of companies wondering whether they should jump on the data analytics bandwagon, or having a single data analyst on staff, are gone. For firms today, the focus has turned to building the right team to fully harness all that data has to offer.”

*Sarah Brown (MIT)*

# Status Quo – Two Different Realities

Create  
measurable  
value from  
data:  
**32%**

Produce  
actionable  
insights  
with data:  
**27%**

Confidence  
in data  
analysis  
abilities:  
**24%**



## Global Big Data and Analytics Market



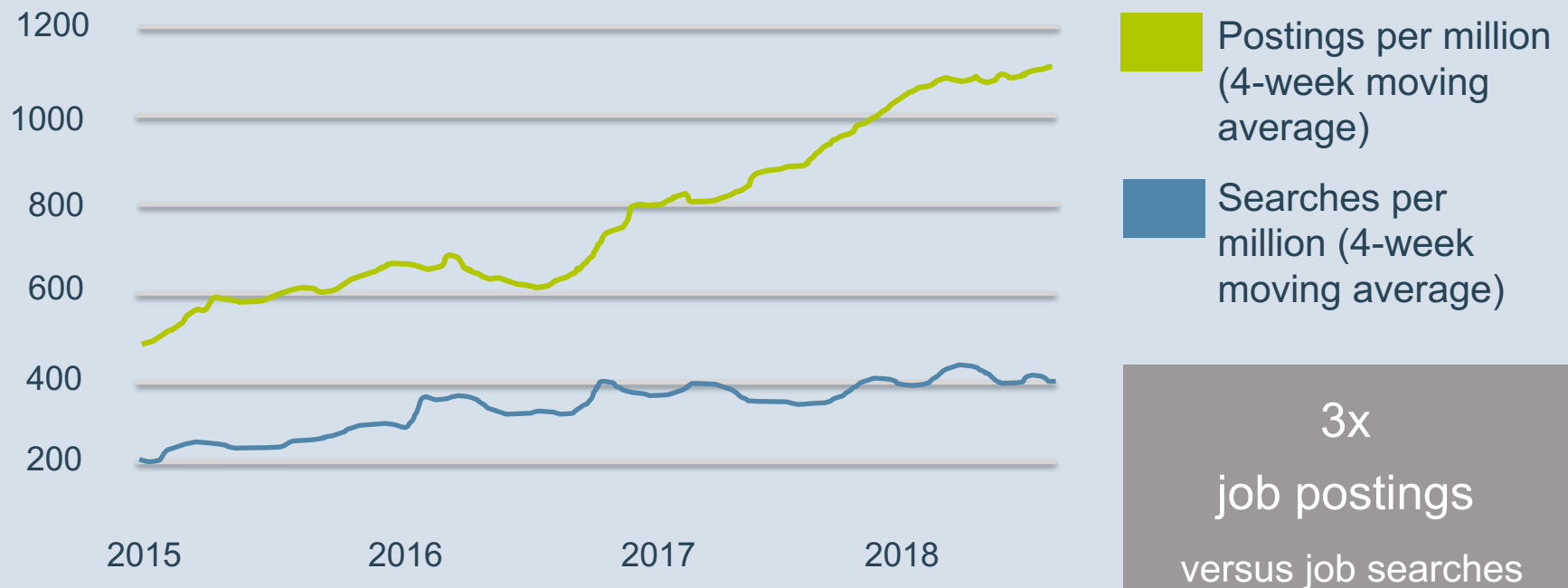
2020: ~ \$200 billion

2030: ~ **\$700 billion**

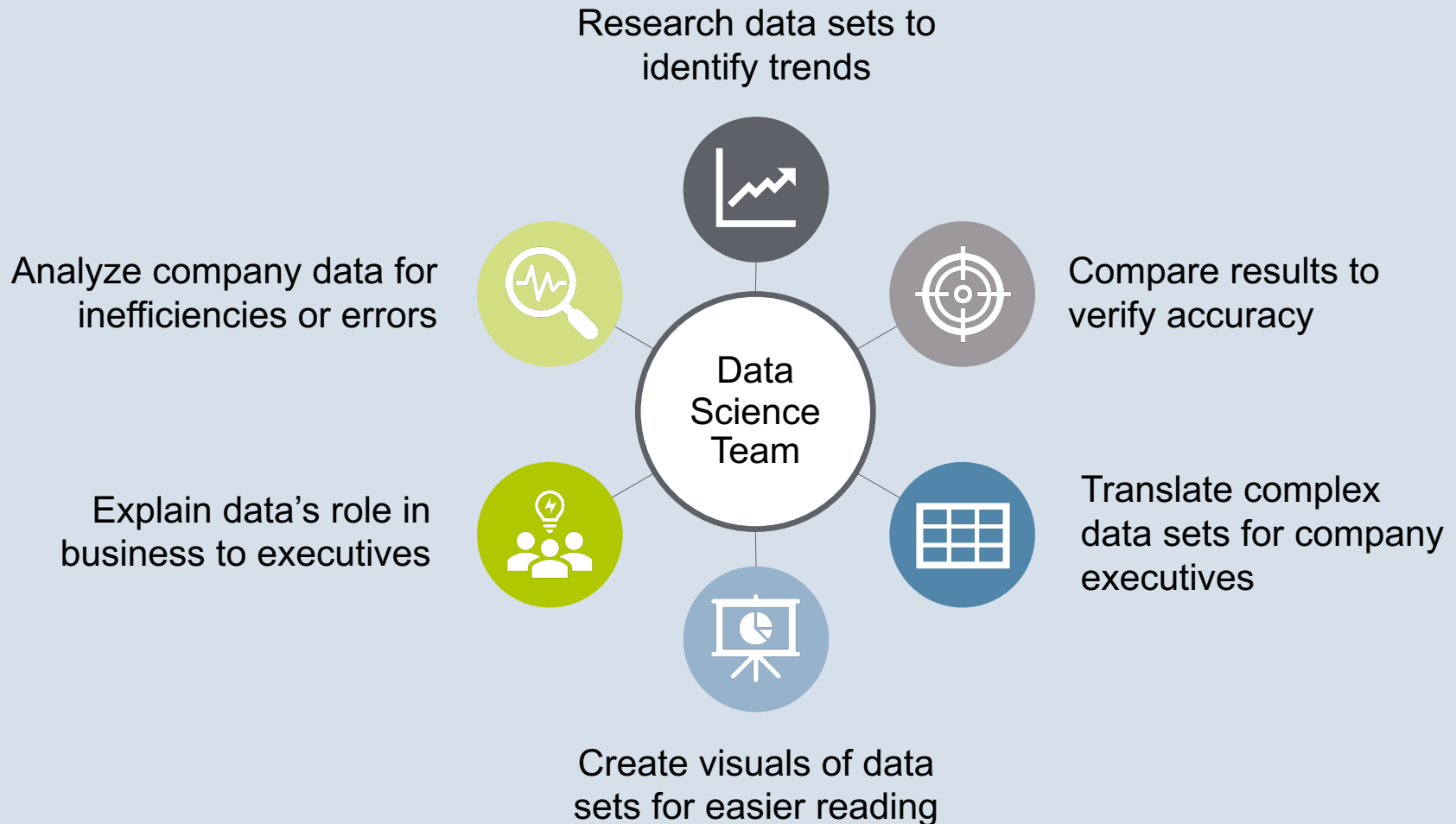
Many firms still struggle with the  
lack of capabilities and resources  
to use data and analytics while ...

... the Global Big Data and  
Analytics Market keeps increasing.

# Growing Gap between Demand and Supply of Data Scientists



# What is a data science/analytics team?





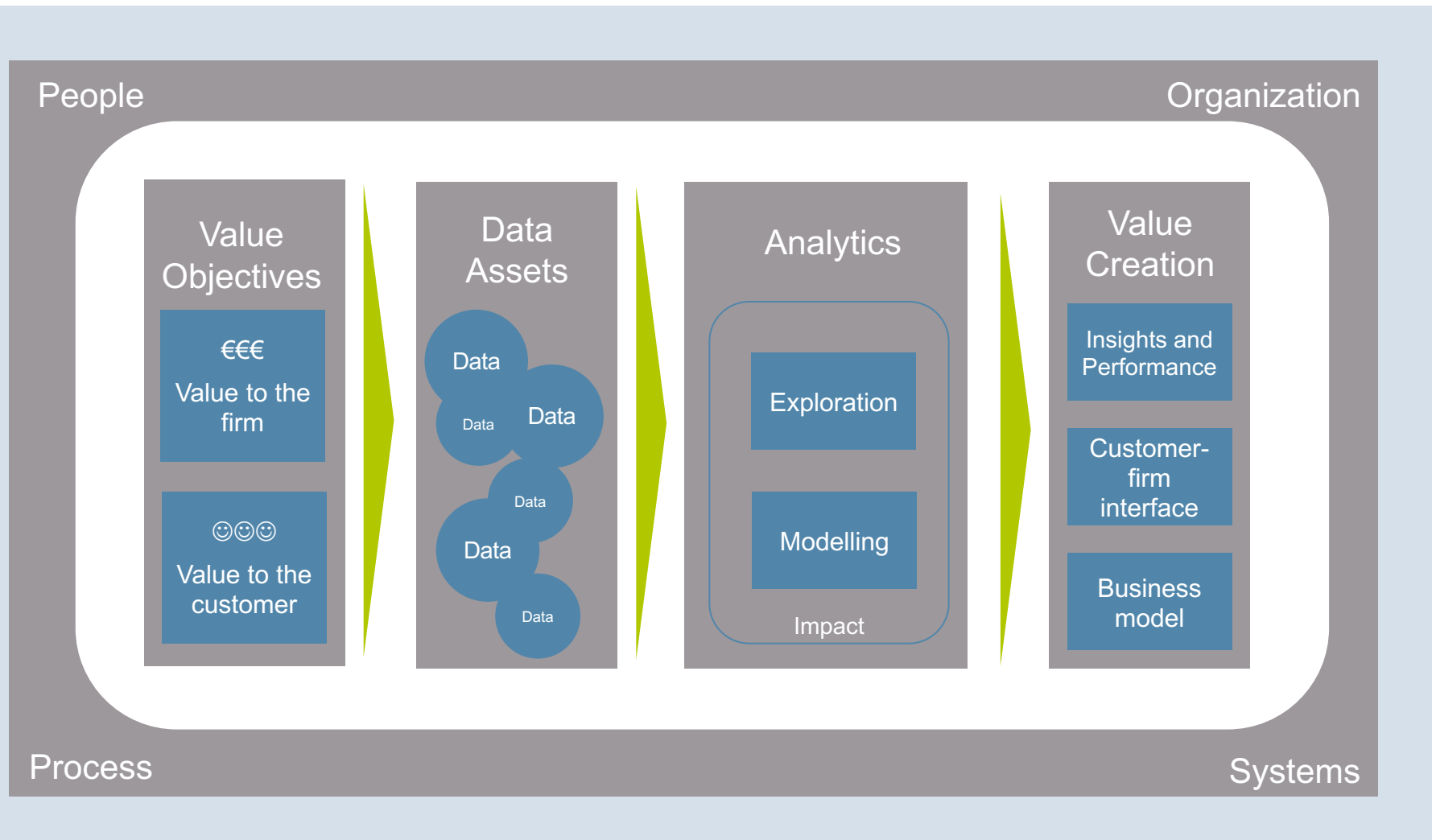
<https://www.youtube.com/watch?v=m5hLUknli5c&t=139s>

# How Analytics Teams Are Built and Set Up for Success



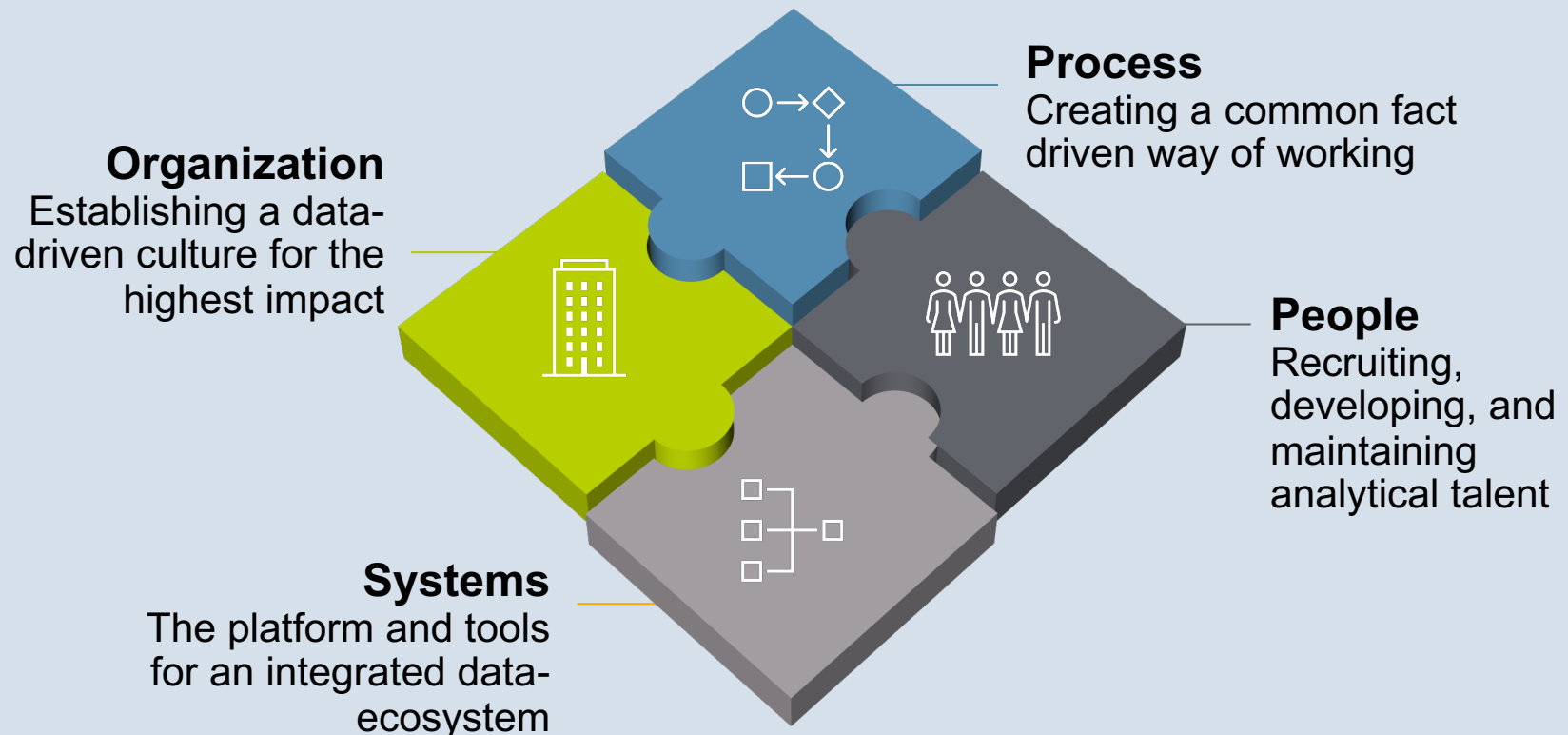
1. Building blocks of a **successful analytical competence**
2. Transformation to **create successful analytical competence**
3. Develop key factors for **building analytics teams**
4. **Manage** and **lead analytical projects** successfully

# Data Science Value Creation Model

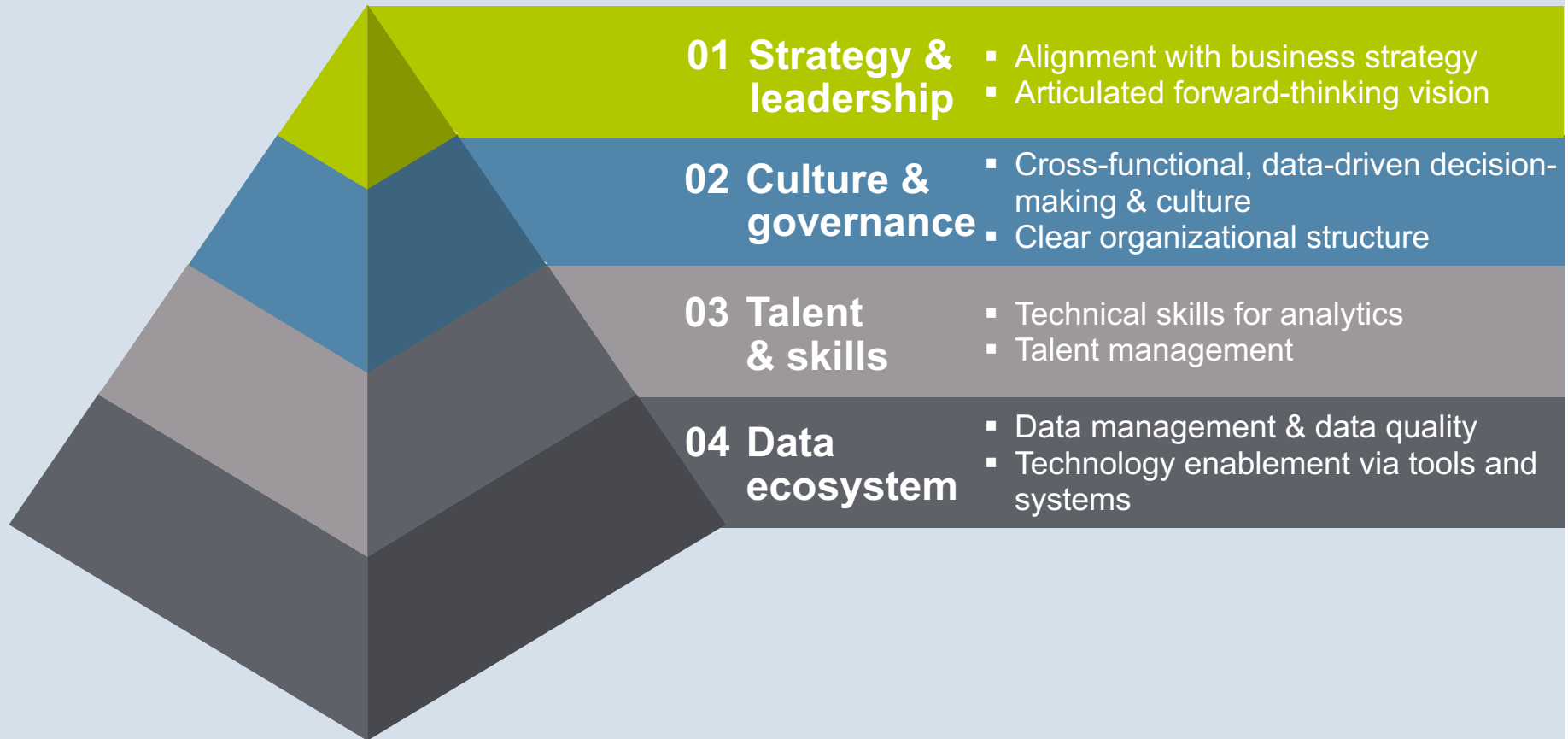




# Building Blocks of a Successful Analytical Competence



# The Four Dimensions of Analytics Capabilities



# Set Objectives and Ambition Levels for Data Analytics Capabilities and Outcomes

Value-orientation



## Define objectives and set ambitions

Which KPIs are to be addressed? What impact is to be achieved?



## Access and understand relevant data

What data is needed to derive impact on KPIs?  
What interdependencies exist?



## Create insights and derive actions

What recommendations are derived from data?



## Make decisions and execute

How are data-based decisions made? What ensures execution?



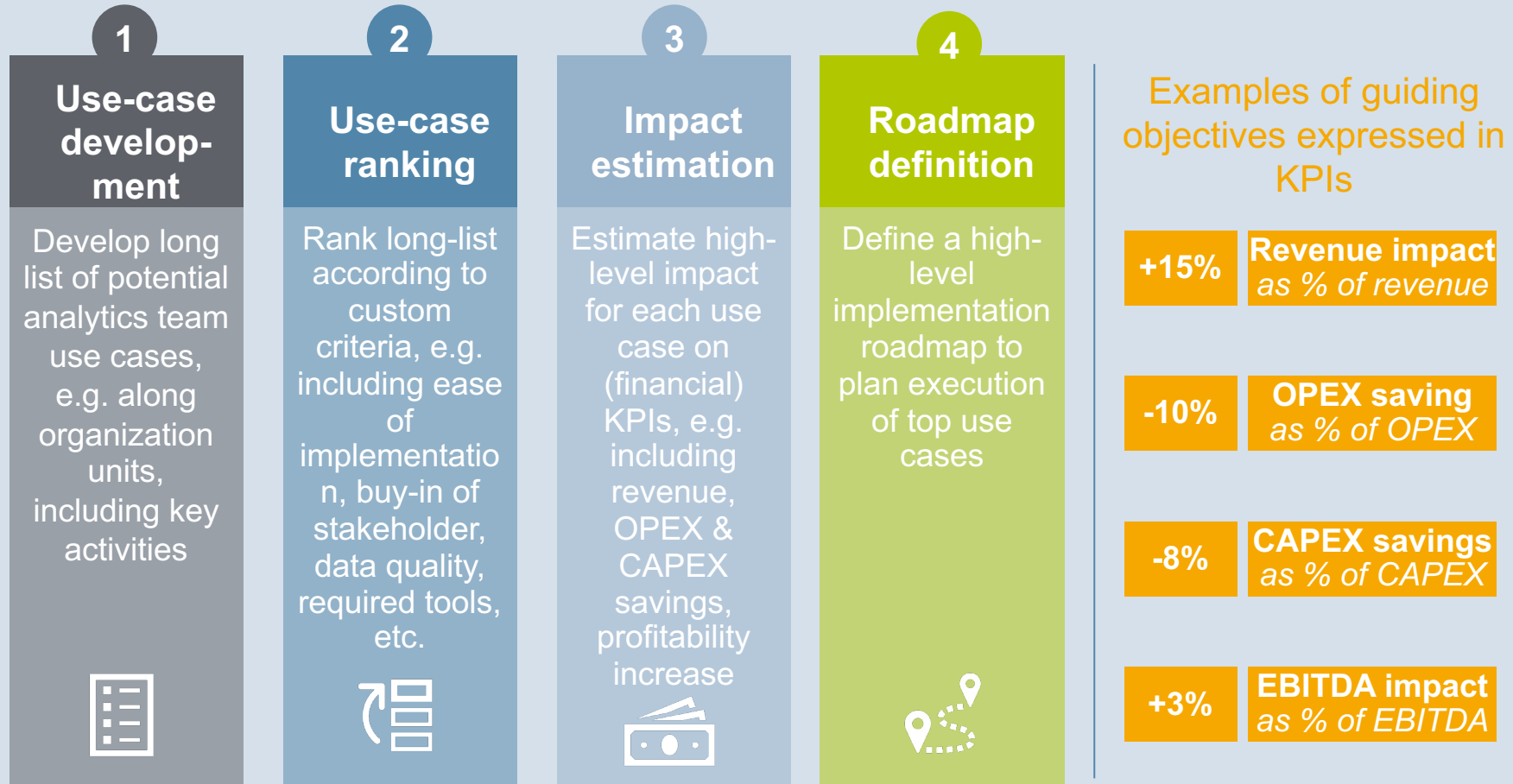
## Confirm impact and realign objectives

Was the intended impact achieved? What adaptations need to be made?

Impact evaluation

# Objectives Are Derived From a List of Use Cases and Impact Assessments

## Objective definition & ambition setting



# Criteria for Selecting Top Use Cases Should Focus on Business Challenges

