BUILDING ANALYTICS TEAMS

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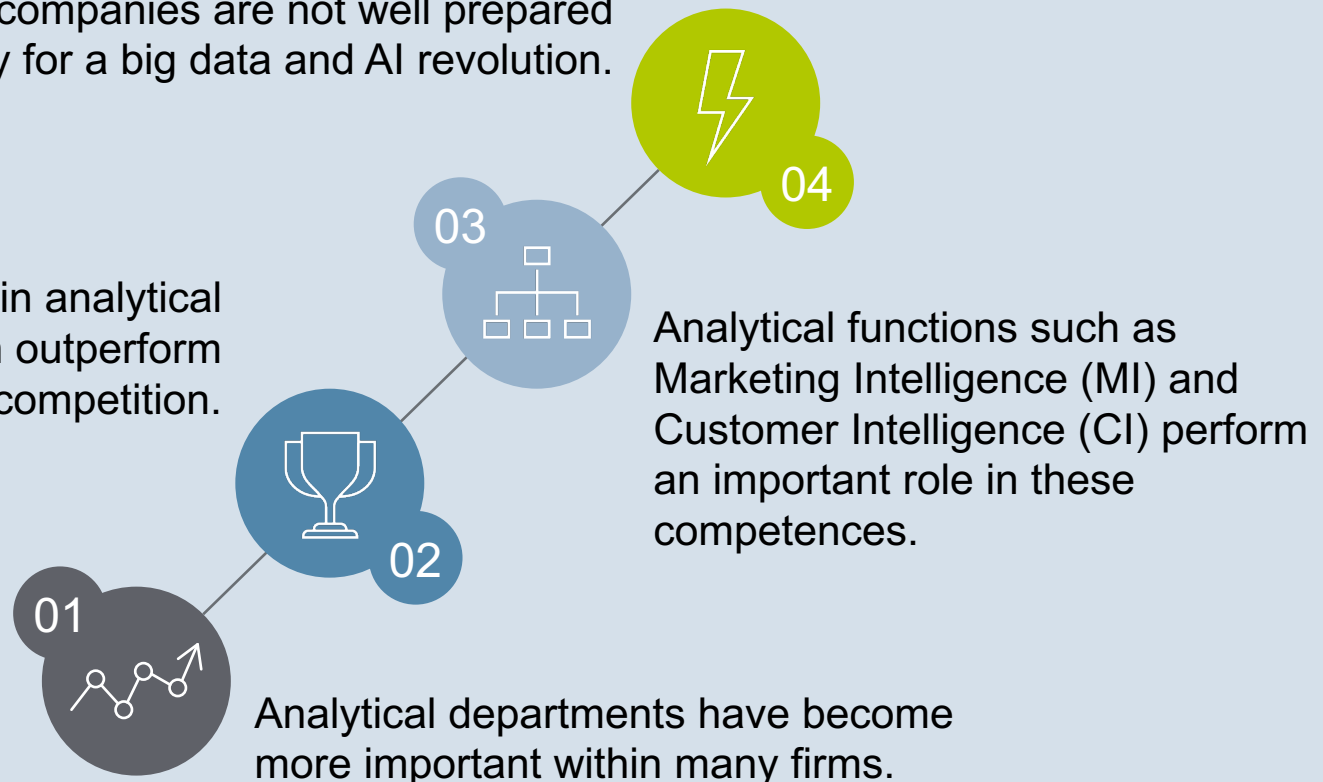# How Analytics Teams Are Built and Set Up for Success

1. Building blocks of a **successful analytical competence**

2. Transformation to **create successful analytical competence**

3. Develop key factors for **building analytics teams**

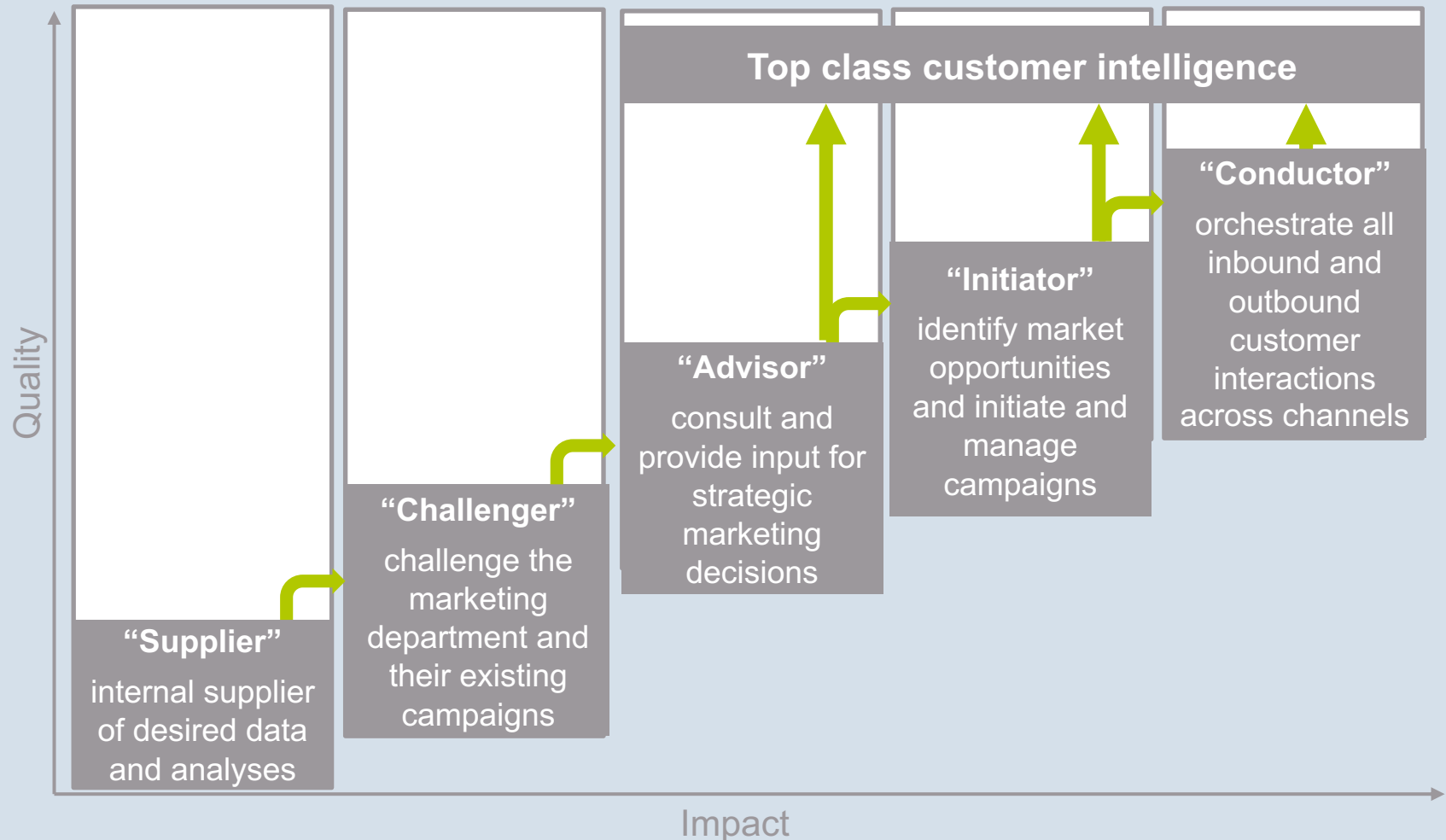4. **Manage** and **lead analytical projects** successfully

Transformation to Create Successful Analytical Competence

However, many companies are not well prepared internally for a big data and AI revolution.

Firms investing in analytical competences can outperform their competition.

03

04

Analytical functions such as Marketing Intelligence (MI) and Customer Intelligence (CI) perform an important role in these competences.

02

01

Analytical departments have become more important within many firms.

Example - Changing Role of the Customer Intelligence Department

Top class customer intelligence

Quality (vertical axis)

Impact (horizontal axis)

"Supplier"
internal supplier of desired data and analyses

"Challenger"
challenge the marketing department and their existing campaigns

"Advisor"
consult and provide input for strategic marketing decisions

"Initiator"
identify market opportunities and initiate and manage campaigns

"Conductor"
orchestrate all inbound and outbound customer interactions across channels

Shifting Focus of the Analytical Function (1/2)

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Area	From	To
Strategic focus	Tactical and short-term focus on actions and campaigns	Strategic and long-term focus
Input marketing decision-making	Provider of charts and reports	Fact-based and actionable advice that meets the business planning
Analytical approach	Looking back and explanatory insights	Forward-looking insights and concrete proposals for change
Data sources	Scattered data, information and knowledge across multiple departments/silos	Integrated data, single view that is accessible for all parts of the organization

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Shifting Focus of the Analytical Function (2/2)

Area	From		To
Daily operations	Eliminating workload, which is filled by the daily operation (reactive)	▶	Proactively setting own agenda and priorities in line with the business KPIs
Output	Supply of raw output in Excel type of program	▶	Clear and strong visualized presentations with clear message
Attractiveness of function	Department with limited growth prospects	▶	Department of new talent with attractive career paths