Data Driven Futures

The Opportunity and Pitfalls of Successful Analytics

National Technology News Conference

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Vice President, Information Builders

November, 2019

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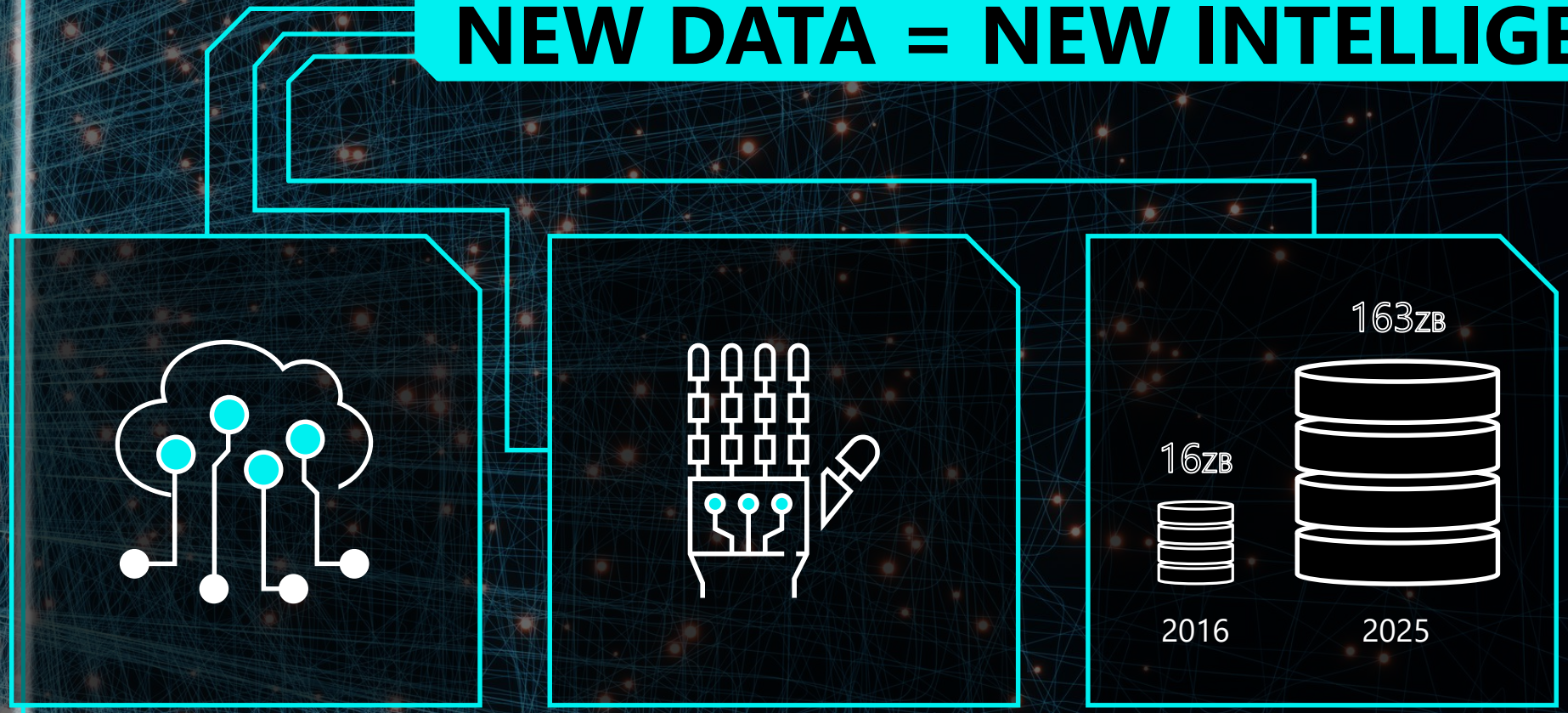
NEW DATA = NEW INTELLIGENCE



Worldwide data will swell to 163ZB by 2025 – 10X the amount today

Average connected person will interact with devices 4,800 times per day – 1 interaction every 18 seconds

Enterprises will create 60% of the world's data in 2025

Source: IDC DataAge Report

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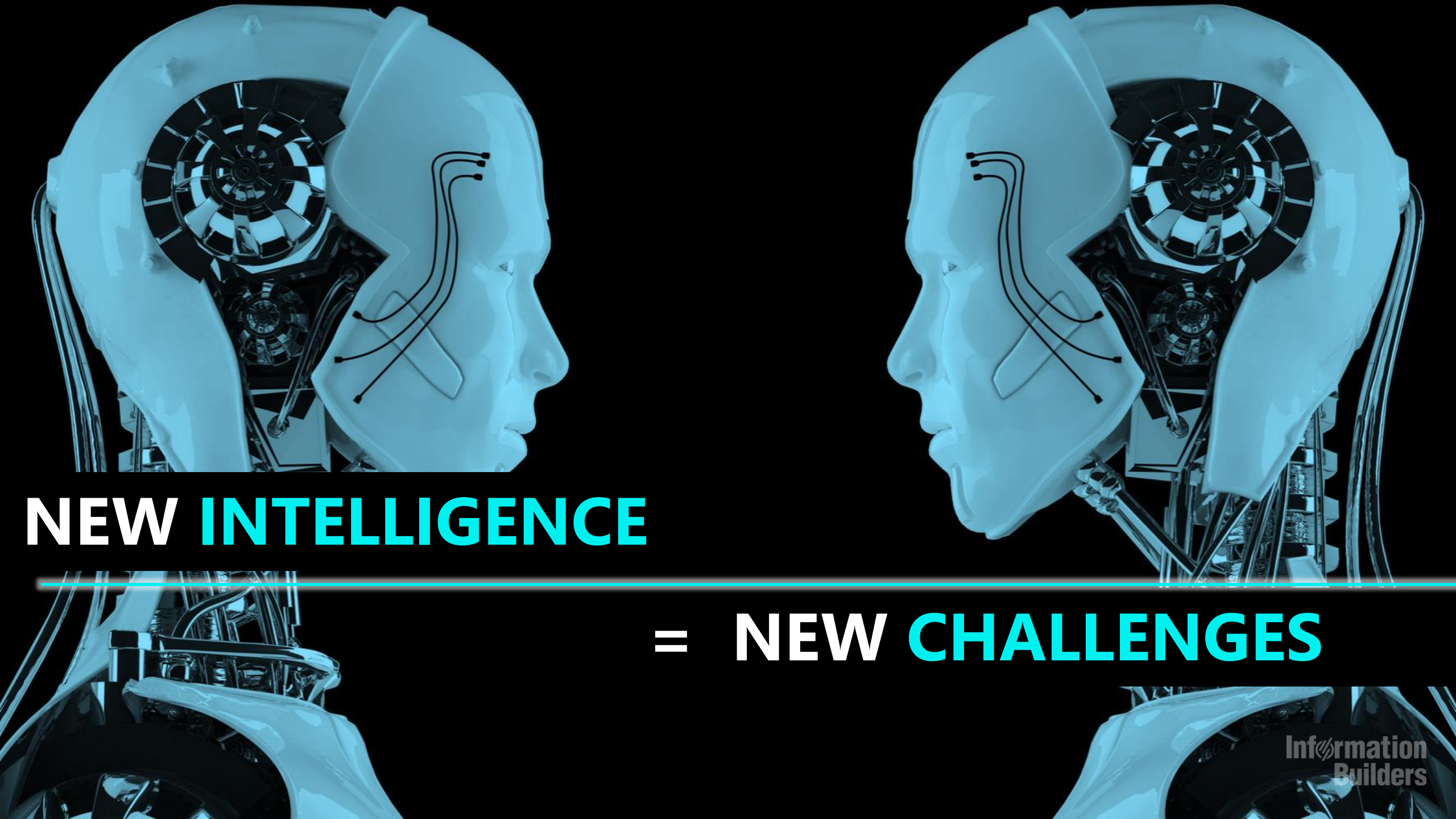
NEW INTELLIGENCE
= NEW CHALLENGES
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AS DATA HAS INCREASED, ORGANIZATIONAL LIFE EXPECTANCY HAS DECREASED

1955

Average life expectancy for companies **75 years**

VS

2017

Average life expectancy for companies **15 years**

In today's faster-paced, more competitive climate, how can organizations succeed and distance themselves?

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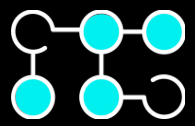
DRIVING BUSINESS PERFORMANCE THROUGH ANALYTICS

Breakaway companies scale analytics by significantly outperforming in three categories:

Aligning on strategy



Building the right foundations of data, technologies, and people

Conquering the last mile by embedding analytics into decision-making and processes

"Across industries, we see organizations investing heavily to integrate analytics throughout their entire business in an effort to capture a portion of the $9.5 trillion to $15.4 trillion of value we estimate analytics can enable globally."

— McKinsey & Company

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"Hiding within those mounds of data is knowledge that can change the life of a patient or change the world."

Atul Butte,
Stanford School of Medicine

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Dresner Advisory Services

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TOP 3 WORST PRACTICES THAT CAN LEAD TO POOR DATA AND ANALYTICS RESULTS
1 Depending on humans to operationalize insights
2 Underestimating the importance of data prep
3 Using tactical tools to support broad strategies
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Depending on Humans to Operationalize Insight

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OPERATIONALIZING INSIGHT?

WebFOCUS

Sign Out Resources Close

Dashboard InfoApps Visualizations Opportunities +

Generic Products

+18.13%

Rx Products

+3.41%

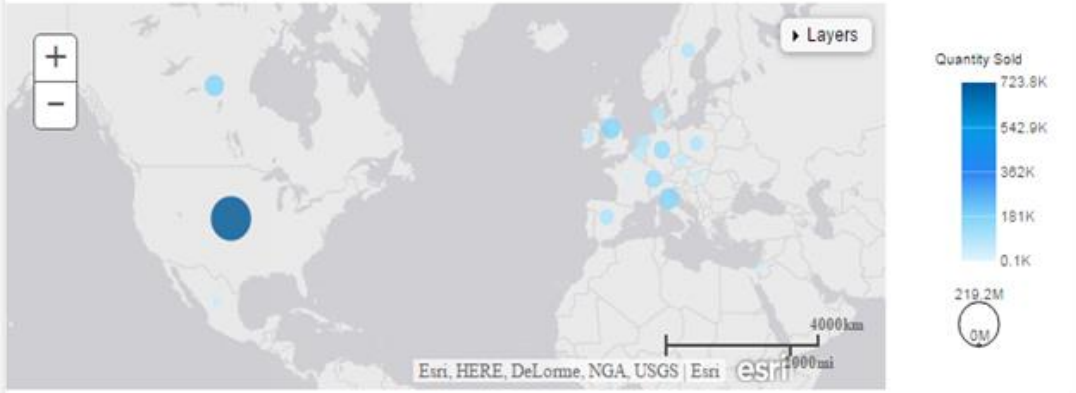
Active Pharmaceutical Ingredients

-15.98%

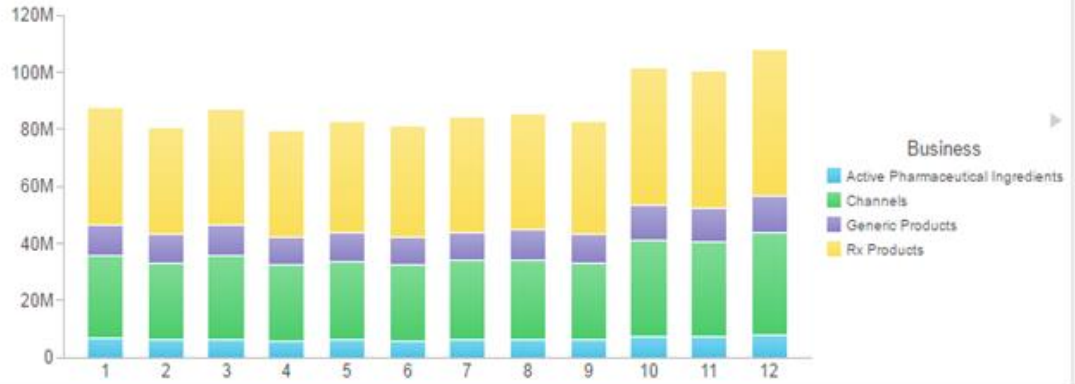
Channels

79.4M

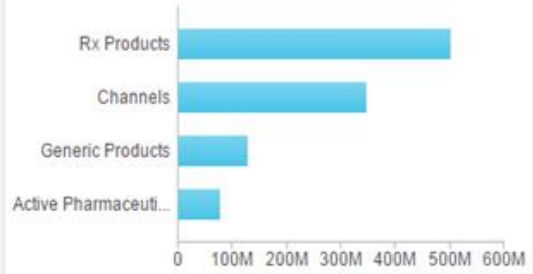
Sales by Country



Sales by Month



Revenue by Business



% Change by Business

Businesses	% Change
Generic Products	33.51%
Channels	32.16%
Rx Products	31.00%
Active Pharmaceutical Ingredients	30.92%
TOTAL	31.73%

Sales by Product Category

Calendar

Mo	Tu	W	Th	Fr
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
29	.	.	.	.

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Recommended Actions

1. **Boost Tailgate Hero promotion on social channels**
   Strong sales this month (+73.4%) and forecasting 213% ?12% sales growth.
2. **Expand Meal Kit promotion to Gen-X segment in California**
   The Gen-X segment showed the strongest interest (32% conversion) in EMEA Promotion conversion in California is most strongly correlated with EMEA.
3. **Target Modern Classics recipes to Millennial segment**
   Click rate in Millennials segment increased 219% in last month's modern classics website hero spot. Sentimentality and Frugality were the most common words used on social channels as rationale.
4. **Expand in-store test kitchen concept to Pacific Northwest**
   Trial stores produced 329% increase in recipe sales, 192% increase in basket purchase amount and 73% increase in shopper visit duration.

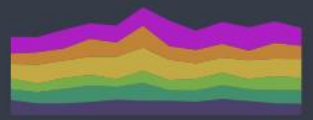
Campaign ROI -3% Change
209.8

Social Impressions -3% Change
181M

Website Traffic +21% Change
198.5M

Conversion Rate +13% Change
35.7

Promotion ROI
27.87%
Meal Kit Infographic



Conversion Rate
35.7
Converted Leads for Rewards Card

Social Sentiment
74.34%
Favorability Rating

Click Rate
131%
Increase in activity

Alerts and Discussion

- Allison Volansky just shared a new data story: Campaign Insights — 10m ago
- John Thompson: Great work team! The new Infographic promotion is FIRE! — 15m ago
- Michael Bell: Please look at the ROI of the Facebook Channel. — 25m ago

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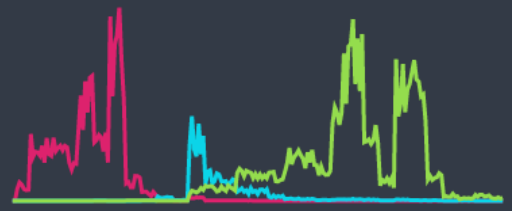
Product Shortage

Antihistamine

Pollen counts predicted to spike



Inspection Delay

24-36 Hours

Estimated delay of delivery

Shipping Delay

1-2 Weeks

Affects 7 Categories of Food

Product Recall

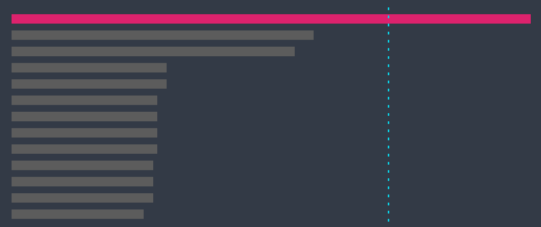
Romaine Lettuce

California FDA found E-Coli

Refrigeration Fail %

80%

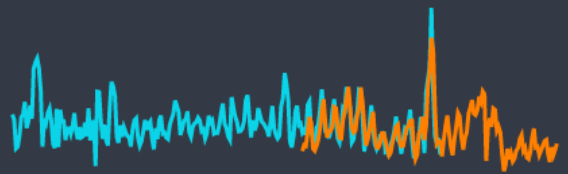
Threshold for preventative maintenance



Demand Forecast

12.7%

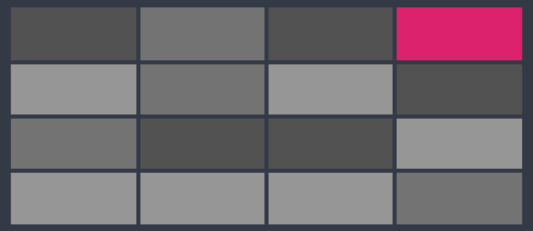
Higher than previous period



Item Location Error

Aisle A17

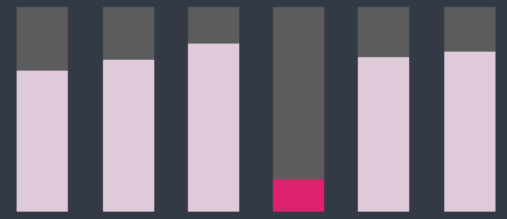
Heavy item at risk for damage



Demand Variation

-48.9%

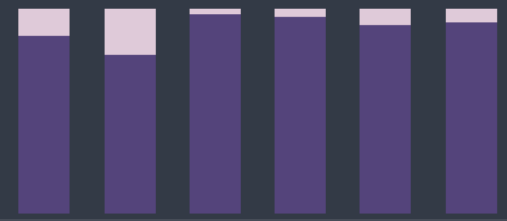
Compared to forecast



Available Capacity

9.4%

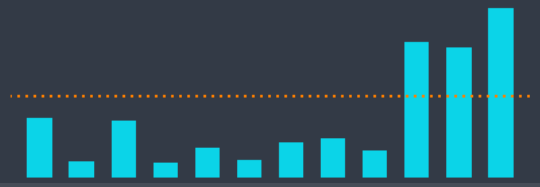
Below desired threshold of 15%



Co-Mingled Locations

16.32%

Above desired threshold



New Product Demand

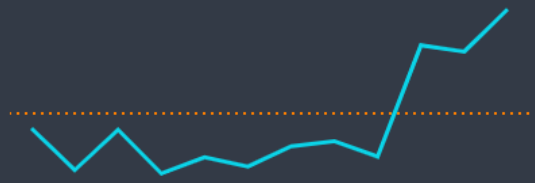
Southwestern Beef Tacos

Meal Kit outperforming forecast by 78%

Product Forecast Error

24.2%

Compared to forecasted amount



OPERATIONALIZATION REQUIRES YOU TO MAKE INSIGHTS AVAILABLE TO ALL STAKEHOLDERS

High Visibility

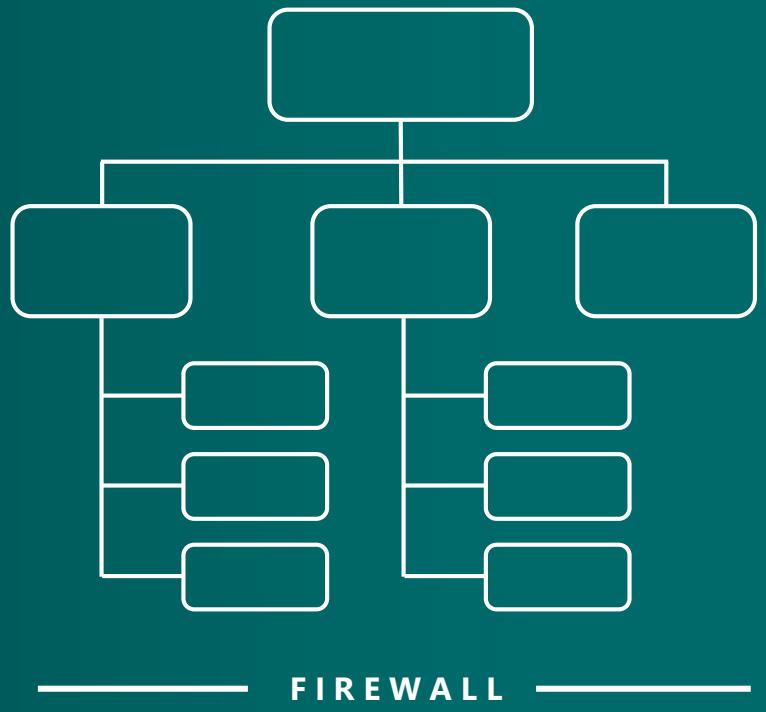
Highest Value

Dashboards and Self-Service Analytics

Executive Management	Dashboards	High-Level Decision-Making
Analysts and Data Scientists	Data Discovery and Advanced Analytics	Generate Insight

Operational Analytics and Data Monetization

Non-Technical Employees	Decision Support Apps, Metrics, Alerts, and IoT	Drive Culture, Efficiency, and Performance
Business Partners	Decision Portal Performance Metrics	Supply- and Service-Chain Optimization
Customers and Citizens	InfoGraphics Customer Portals, e-statements	Drive Revenue, Loyalty, and Differentiation



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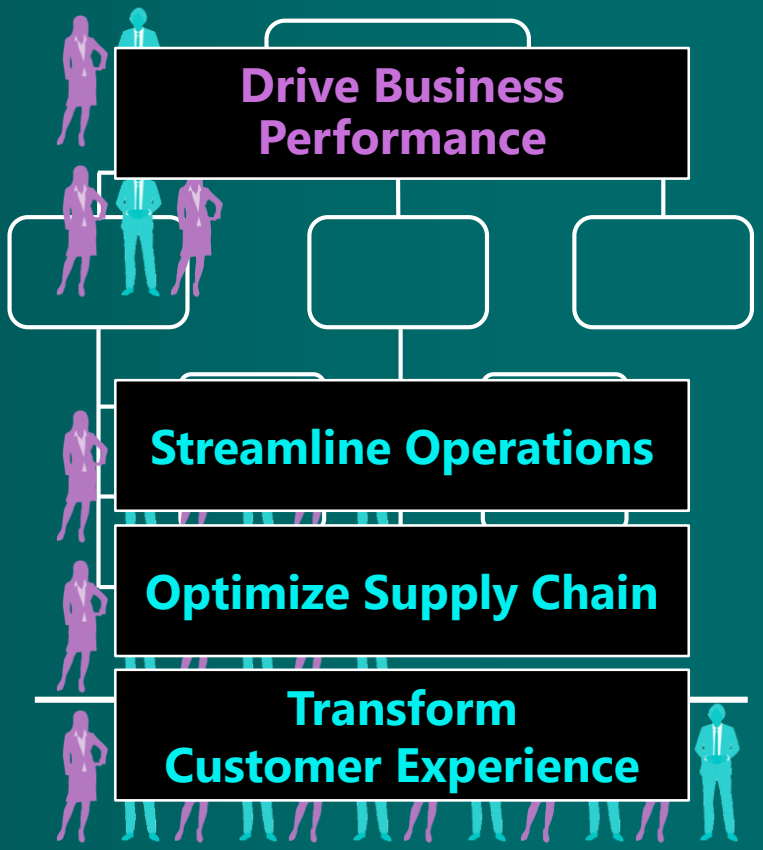

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INCREASE ADOPTION AND UTILIZATION OF BUSINESS ANALYTICS TOWARDS DIGITAL TRANSFORMATION

60% of end users leverage embedded analytics on a regular basis compared to only **21%** user adoption of standalone self-service analytics

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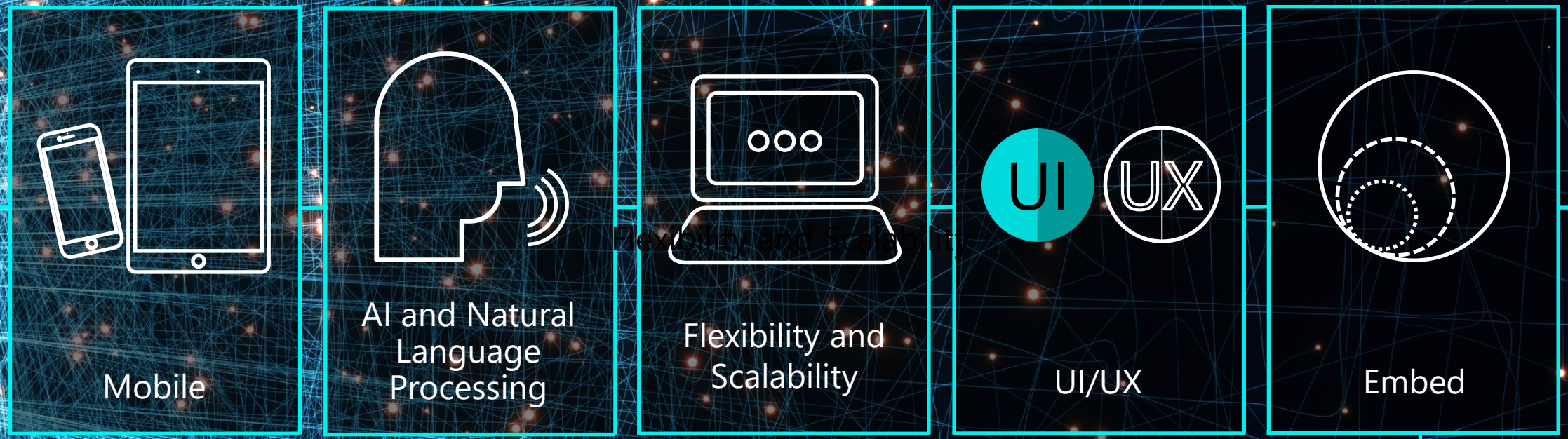

84% of respondents say time spent in app increased after embedding analytics

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EMBED TO DRIVE ADOPTION AND VALUE

"Our give-away, take-away ratio is the best in the business. This is because our analytic capabilities enhance the user experience for our customers and streamline business processes for our company."

ROSNET

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Underestimating the Importance of Data Prep

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INFUSE INTELLIGENCE FOR A SMARTER BUSINESS

Less than 33% trust the analytics they generate from their business operations. Yet the vast majority say these insights are critical to their business decision-making.

Source: KPMG Building Trust in Analytics Report

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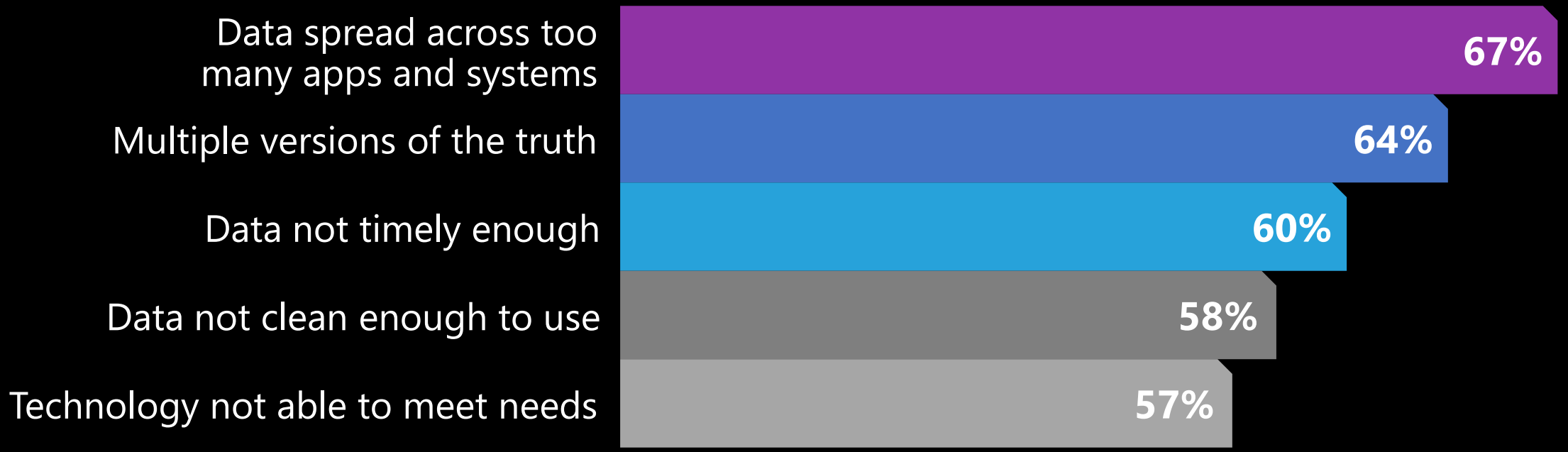
COMMON CHALLENGES OF INFORMATION MANAGEMENT

Barriers to Information Management

Address disparate and dirty data, and its timeliness



Ventana Research

Information Builders

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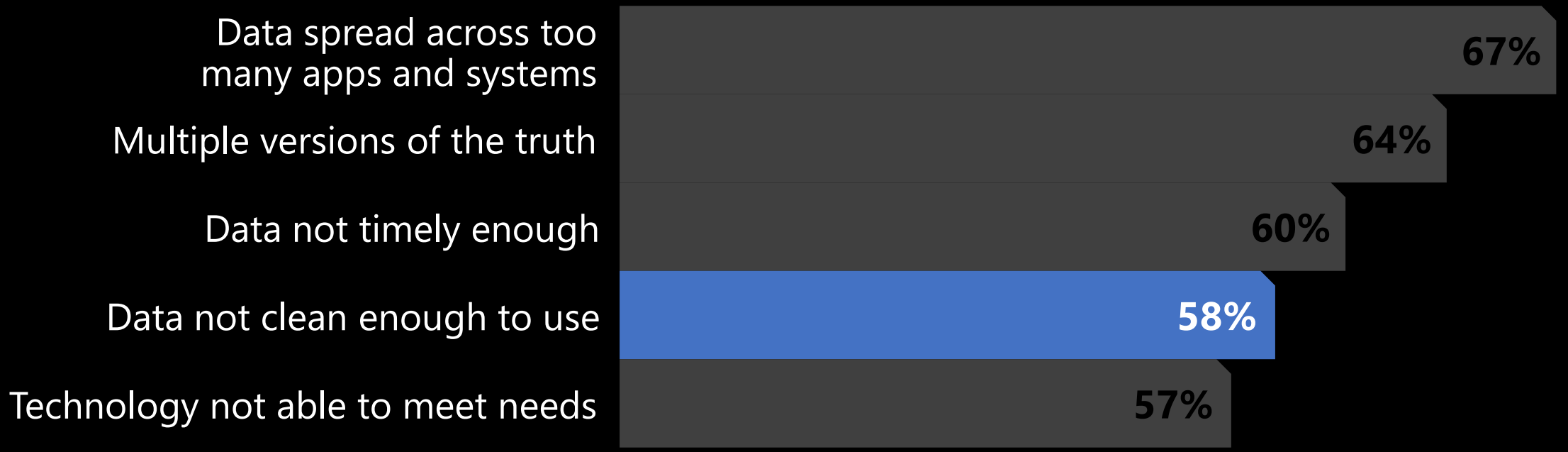

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WE'LL JUST WORK AROUND THE DATA QUALITY ISSUE

- **Adds unnecessary cycles to the process**
  - A recent survey cited **31%** of analysts and data scientists claim to devote up to three hours a day cleaning data
- **Trust is lost**

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MARKET SHIFT

from PURE
SELF-SERVICE
to GOVERNED
SELF-SERVICE

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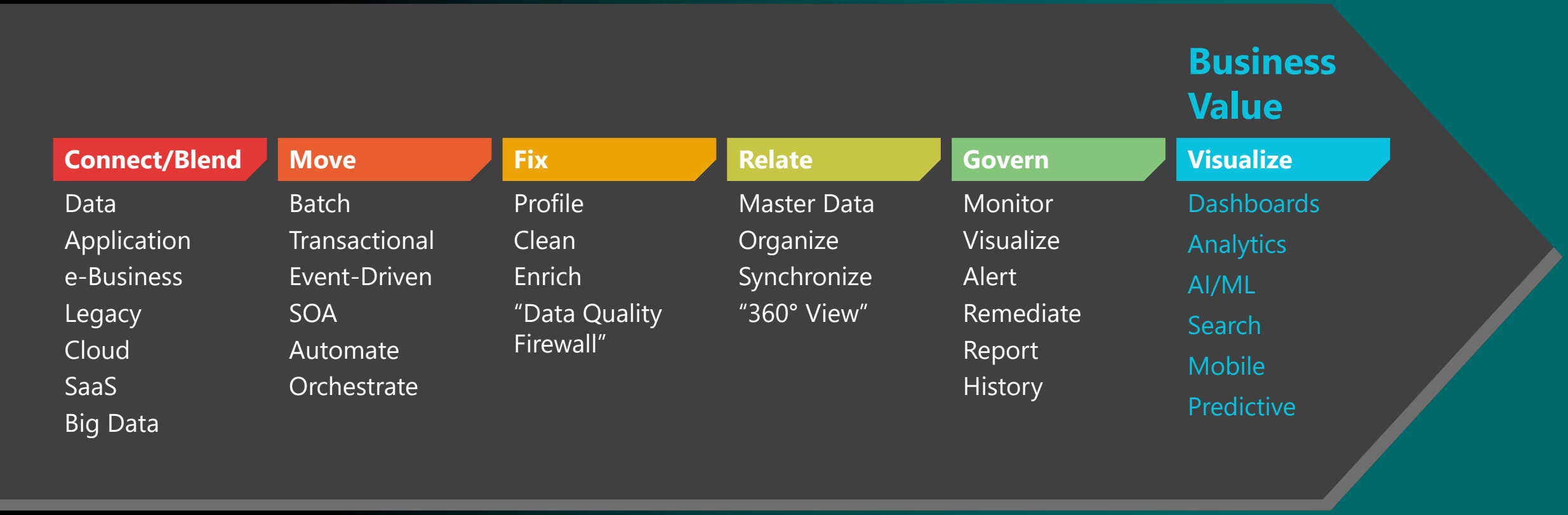

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TRUSTED INFORMATION IN ACTION
MERGERS AND ACQUISITIONS

"Without Information Builders, we would not be able to outsource certain functions, or acquire new companies as effectively as we do. And those activities are paramount to our success."

Siebe Talma
Global Director

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Using Tactical Tools to Support Broad Strategies

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WHAT DO USERS WANT?
TOOLS vs APPS

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TOOLS **AND** APPS

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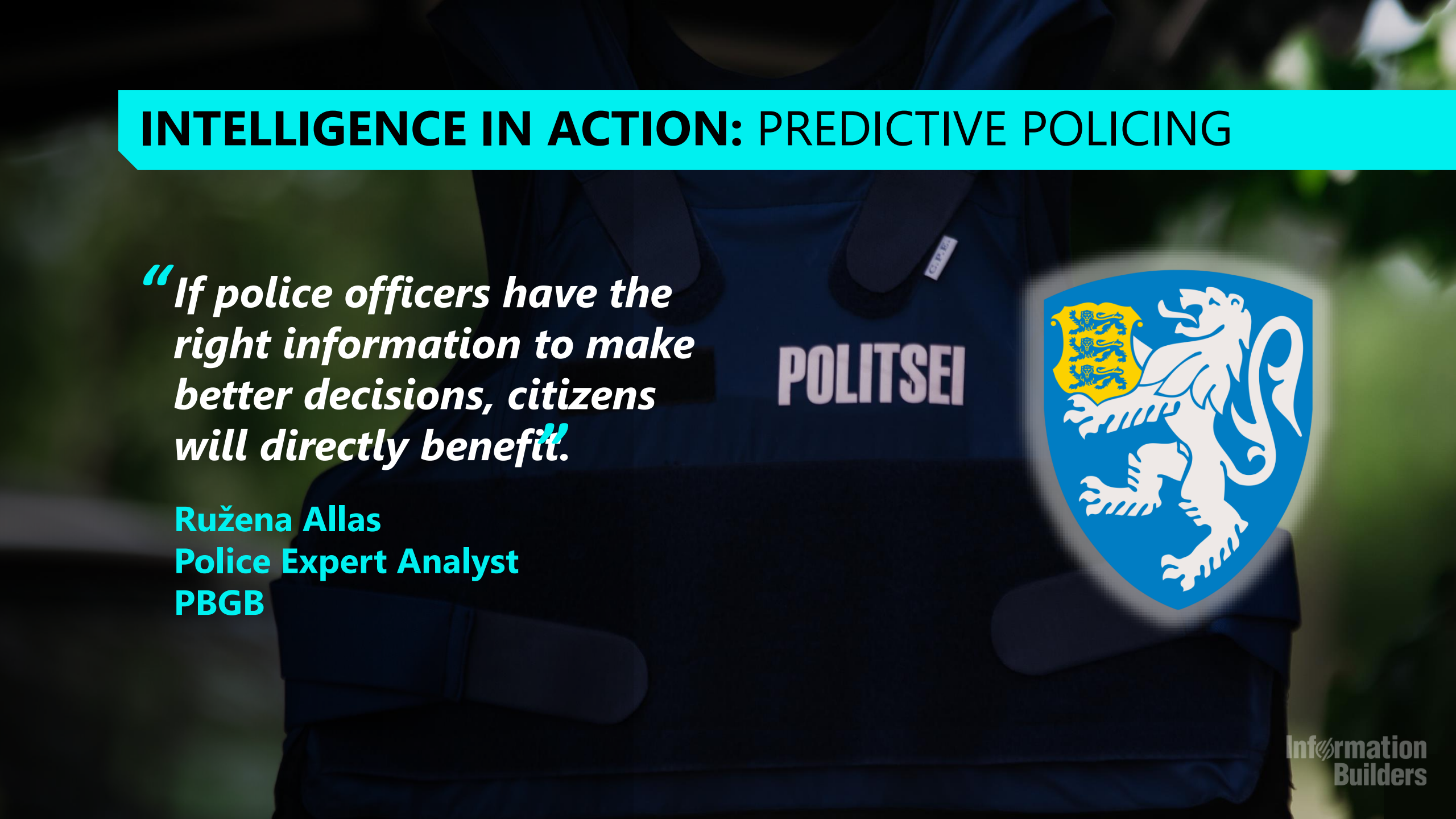
INTELLIGENCE IN ACTION: PREDICTIVE POLICING

"If police officers have the right information to make better decisions, citizens will directly benefit."

Ružena Allas
Police Expert Analyst
PBGB



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LEVERAGING DATA FOR GOOD

"WebFOCUS helps United Way offices share best practices, identify opportunities for improvement, and better utilize the resources and contributions of our worldwide team."

Lisa Bowman
EVP and CMO
United Way Worldwide

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3 KEYS TO UNLOCKING THE VALUE OF YOUR DATA

Create a trusted information foundation

Increase utilisation and adoption of analytics

Innovate with analytics (monetise data)

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THANK YOU

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