

UNDERSTANDING DATA ANALYTICS

DATA ANALYTICS INVOLVES A DISCIPLINED PROCESS WHEREBY ALL THE ELEMENTS OF REPORTING FROM DATA GATHERING TO DATA CONSUMPTION EQUALLY PLAY A PRINCIPAL ROLE IN CREATING A ROBUST AND COMPLETE REPORTING ENVIRONMENT, THEREBY UNLOCKING AGILE BUSINESS DECISION MAKING. MOST COMPANIES DO NOT GET PAST THE ANALYZE PIECE.

EASY.....SO WHAT'S THE PROBLEM*?

- One in 5 folks are not adequately data literate – not knowing where data comes from and how it affects them never factors into their daily routines.
- Yet, 90% of the data literate stay stuck in the basic data reporting stage of “what’s happening” without unlocking the tools to move you to knowing “what action I need to take”.
- While 80% of folks are willing to learn new data analytical skills, only 35% are aware of opportunities for knowledge expansion and only 20% have participated in knowledge expansion opportunities.

Looking For The Path To Analytic Success? Our Data Analytics Readiness (DARA) Program is What we Typically Do First.



“Tell me something I don’t already know!” Many companies operate with financial information that looks through the rearview mirror. The goal is to keep your eyes focused on the windshield instead. Some of the gaps we are seeing include the lack of basic visibility to data; the inability to efficiently review data in an effective format; and, day to day pressures getting in the way of developing a robust data reporting capability, which when done correctly, alleviates bottlenecks in the aforementioned daily activities.

Who are we? – Akseshen, LLC is a boutique full-service business intelligence and data analytics firm. Our analytics team, with 30+ years’ experience in Fortune 100 companies help you formulate, adopt, and implement data-driven solutions that increase profitability and efficiency across the organization.

What do we do for you? – We look to improve your visibility to and skillsets around data results. We assess your needs, structures, and capabilities in order to create a customized path to reliable, flexible, and portable business result reporting.

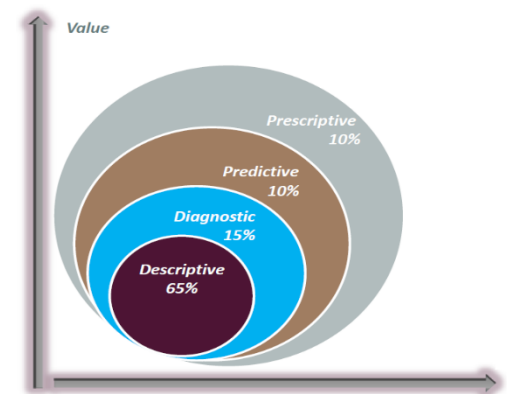
OUR DARA PROCESS:

Gain an Understanding of the Company:

- Walk through strategic priorities and internal analytics.
- Review the current state of technology and analytical tools available and used daily.
- Evaluate analytical skill sets of key personnel.

Provide a Few Deliverables:

- Highlight immediate data analytics application occasions – where can we drive profitability right now?
- Offer recommendations for structuring approach to enterprise-wide analytics initiatives.
- Solicit feedback on internal business analytics.
- Provide Options to train talent; driving analytical efficiency inside identified workflows.
- Identify organic cross pollination opportunities across business processes and departments.



What is the data telling you?

- Descriptive:** *What’s happening in my business?*
- Diagnostic:** *Why is it happening?*
- Predictive:** *What’s likely to happen?*
- Prescriptive:** *What do I need to do?*

Here Are The Features of our DARA Program

THE DARA PROCESS IS EASY AND UNINTRUSIVE:

THE PROBLEM

ORGANIZATIONS ARE NOT PROPERLY USING DATA ANALYTICS TO THEIR COMPETITIVE ADVANTAGE, THEY DO NOT HAVE THE CORRECT LINE OF SIGHT TOO BUSINESS RESULTS THAT LEADERS NEED TO MAKE INFORMED DECISIONS.

THE EVALUATION

WE LOOK AT BOTH THE INFORMATION AND HUMAN FACTORS IN DETERMINING THE READINESS OF A COMPANYS ANALYTICAL PROFICIENCY

THE RESULT

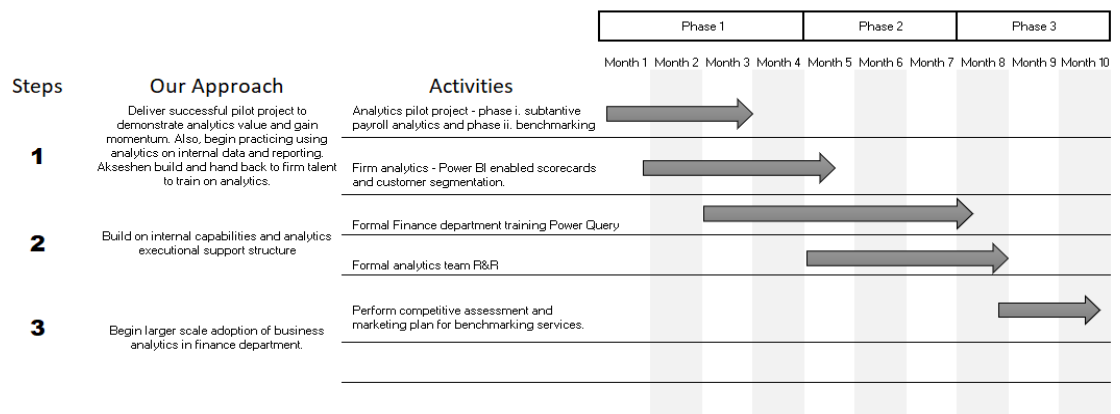
A WELL THOUGHT OUT PLAN FOR IDENTIFYING DATA ANALYTIC GAPS AND SUGGESTED NEXT STEPS TO MOVE THE DATA ANAYTICS NEEDLE FORWARD.

Our DARA Scorecard

	Pre Adoption	Emerging	Developing	Progressing	Leading
Strategy		✓			
Firm Analytics		✓			
Talent			✓		
Technology		✓			
Infrastructure		✓			

The DATA Maturity Model – We review specific skillsets and data analytic disciplines, arriving at an overall assessment of Data Analytic competencies by evaluating all operational aspects of your organizations to in order to determine the capability level as it relates to data analytics.

Data Analytics Roadmap - simplified



The DA Roadmap – We also provide a suggested roadmap to establish a more formalized DA improvement journey. This enables organization leaders to assess their data analytic readiness position and helps to determine the success path forward into expanding data analytics and reporting, with benchmarks and deliverables well identified.

For more information on our training services please contact us!

For more information, please visit www.akseshen.com and download our Data Analytics Readiness Assessment PowerPoint, which covers everything you could ever want to know about what we offer and how we do it.



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