Client Question Video: How Do We Sell the Business Benefits of Data and Analytics?

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Initiatives: Data and Analytics Strategies; Analytics, BI and Data Science Solutions

This video shows data and analytics leaders how to define, articulate and build a value story to sell data and analytics business benefits to other executives.

Overview

CDOs who produce and verify business value are fully involved in setting the business direction and goals as an executive decision maker. They also provide active advisory input to the executives in defining and agreeing to business priorities.

Yet most data and analytics leaders struggle to define, articulate and communicate the business value of data and analytics — and business executives are often skeptical. In the current resource-constrained environment, there is scrutiny on every dollar spent and unprecedented pressures to accelerate ROI. One of the challenges is that data and analytics leaders often focus on data and analytics progress metrics, such as data quality or query performance, rather than business impact. Lack of alignment to mission-critical priorities and a systemic approach to prioritize initiatives is a recipe for failing to optimize business value. In this video, we will explain common mistakes when articulating D&A value to executives, and, using a real-world example, take you through three specific steps to building a value story executives will care about.

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