



FACT SHEET

Data Insights Accelerator

For data insights to deliver real business value, they must be relevant, actionable, and well adopted. Our Data Insights Accelerator is a powerful tool for rapidly achieving all three of these success criteria.

Put simply, our Data Insights Accelerator builds an insights architecture, which shows how your business's KPIs, analyses and reporting should be organised and used to ensure they truly drive the achievement of goals, and are not just 'information for information's sake'.

An insights architecture is a simple mapping framework, for classifying data insights according to the business goals they support and how they must be used to be effective.

When data insights are classified in this way, they can be deployed more rapidly, they become easier to use more effectively, and they create more business value through increased relevance and adoption.

An insights architecture achieves this by mapping how data insights will drive the achievement of a business's goals, in a way that both validates that alignment and communicates it to stakeholders.

This **fixed-price** solution combines templates that rapidly close harmful gaps in your data insights, with training that simultaneously empowers your team members with new skills to continue strengthening the fabric of KPIs, analyses and reports in your business.

Benefits of the Data Insights Accelerator

Headline Benefits	Benefits Explained
More relevant data insights.	By robustly and tangibly linking your business's goals, processes and data insights, you will assure that your KPIs, analysis and reports are highly relevant and actionable.
High data insights adoption.	The people in your business are far more likely to use the data insights available to them, because they have a map that they can use to see and understand how those data insights will benefit them and their work.
Greater data insights Rol.	Because your data insights are used more by more people, and because those data insights are more relevant to the achievement of your business's goals, the value returned by your data skills and technology investments is increased.
Greater data insights consistency.	The data insights architecture defines a standardised 'top-down' approach to feeding the best data insights into your business's processes. Having visibility of this, creates greater consistency in analytics standards and improved data literacy.
Greater data insights continuity.	Every business changes over time, so it's crucial for a business's data insights to also flex and move with those changes. Having a clear map of how data insights are relevant to your business today, enables you to control and maintain that alignment for tomorrow, rather than having to 're-guess' what your data insights need to be, year after year.

LET'S GET DATA DONE

This example looks at the KPIs, analyses and reports which are relevant to achieving the common data quality goal, of zero impacts from DQ issues

Goals

Processes

Insights

KPIs

Analysis

Reports

