

How To Create Impact With Analytics



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THE REAL PROBLEM: ANALYTICS WITHOUT IMPACT

Analytics teams are busy - but often invisible.

Dashboards, models, ad-hoc requests abound, yet business leaders struggle to point to value.

Why?

Because analytics isn't aligned with strategy.

- If it's not solving for revenue, profitability, or a major cost, it is just a side function.
- Side functions don't get visibility, interest, or budget!

Talent is underutilized. Impact is unclear. Momentum fades.

THE BUSINESS CASE FOR ALIGNMENT

Aligned analytics delivers results.

- Companies that align analytics with business goals are 3.5x more likely to outperform peers.
[Additional reading material by McKinsey & Co](#)
- Misalignment leads to up to 45% decline in financial and customer KPIs.
[Additional reading material by Harvard Business Review](#)

Investing in analytics without business alignment doesn't just fail - it wastes time, talent, and money.

WHAT MISALIGNMENT LOOKS LIKE

It's not always obvious. But it's costly.

- Dashboards no one uses
- One-off requests with no strategic context
- Models optimizing metrics no executive cares about

The real risk? Not just doing the wrong work - but missing the right work: Pricing. Volume. Churn. Cost-to-serve. Growth.

HOW TO COURSE CORRECT

Start with two sharp questions:

1. Are your resources - time, tools, budget - solving high-impact problems (revenue, margin, cost)?
2. Are your best people focused on the most important business drivers?

These two questions reveal everything. No reorg needed - just focus, clarity, and commitment to impact.

WHERE ARE YOUR ANALYTICS RESOURCES DEPLOYED?

A self-assessment to help you evaluate effort vs. impact across analytics initiatives.

#	Project / Initiative Name	Total Resource Use (Headcount / Hrs / \$)	% of Total Analytics Budget	Contributes Directly to a Top Revenue or Cost Driver? (Yes/No)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Are Your Best People Solving the Right Problems?

A quick review to check if top talent is focused on high-impact business drivers.

[illegible]

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