

“DIGITAL ANALYTICS IS HARD

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#SPWK @SHamel67



GET ON WITH IT!

Hard learned lessons,
tips and thoughts
about our digital state.

Stéphane Hamel

TRAPPED IN THE INFINITE LOOP OF

my email signature circa 1992



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LEARNING



|

“We need a digital strategy!
(in the meantime I can't do anything)”



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WHAT YOU NEED IS A
STRATEGY
AND A
DIGITAL CULTURE.



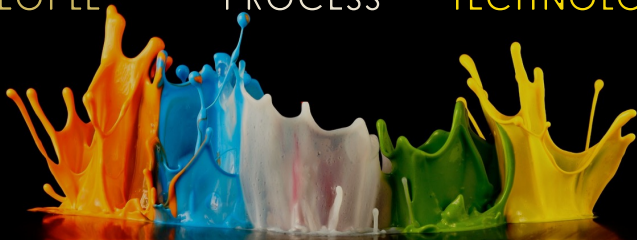
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ATTENTION TO DETAILS & CREATIVITY IN A CONTINUOUS IMPROVEMENT PROCESS.

PEOPLE

PROCESS

TECHNOLOGY



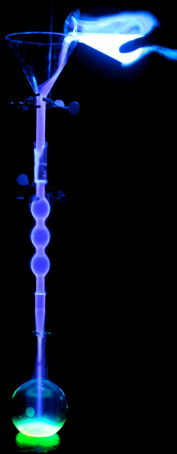
ANALYTICS

THE SCIENCE
OF ANALYSIS

HOW AN ORGANIZATION
ARRIVES AT AN

OPTIMAL AND REALISTIC
DECISION

INFORMED BY DATA.



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ANALYSIS

THE **PROCESS** OF BREAKING A
COMPLEX TOPIC INTO SMALLER
PARTS TO GAIN A BETTER
UNDERSTANDING
OF IT.



ANALYTICS = CONTEXT +
DATA +
CREATIVITY



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Anyone can make the
simple complicated.

CREATIVITY

IS MAKING THE
COMPLICATED

SIMPLE

Charles Mingus
American jazzman



© Andy Freeberg



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#2

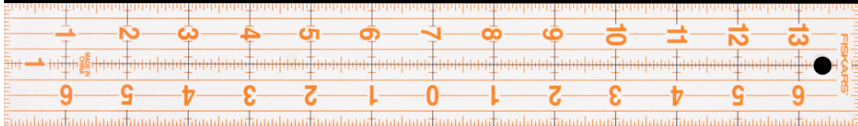
“I can't trust my data!

(so I can blame someone else for my lack of decisions)



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IT'S **2015**...



YOU'D THINK WE'D HAVE **FIGURED OUT** HOW TO
MEASURE WEB TRAFFIC

BY NOW!

Sam Dean, FiveThirtyEight.com

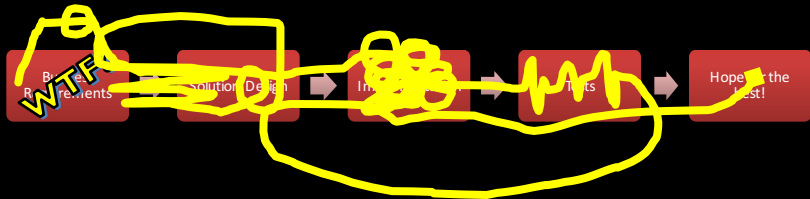


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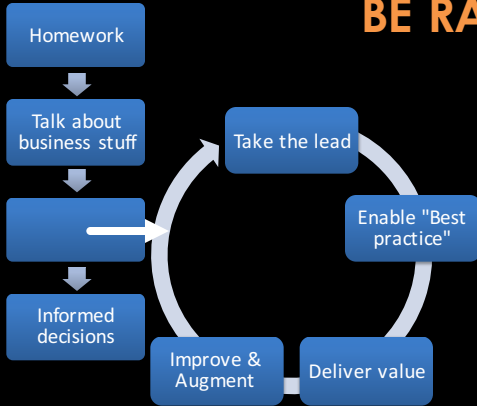
WATERFALL APPROACH



WATERFALL APPROACH



BE RADICAL!



#3

“My manager doesn’t
act on the data!

(boohoo!!!)



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ANALYSTS ARE CHANGE AGENTS

YES

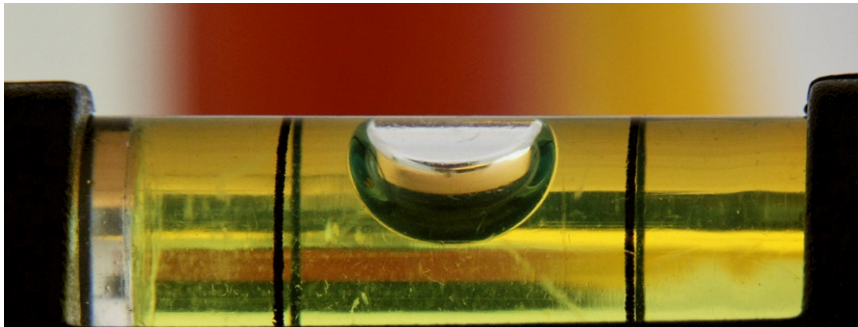
NO

PRIVILEGE OF
RECOMMANDATION

VS.

POWER OF DECISION





FIND THE BALANCE BETWEEN THE
IDEAL AND THE CONSTRAINTS.



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TO
UNDERSTAND
DATA YOU MUST
ENGAGE
IN THE WORLD



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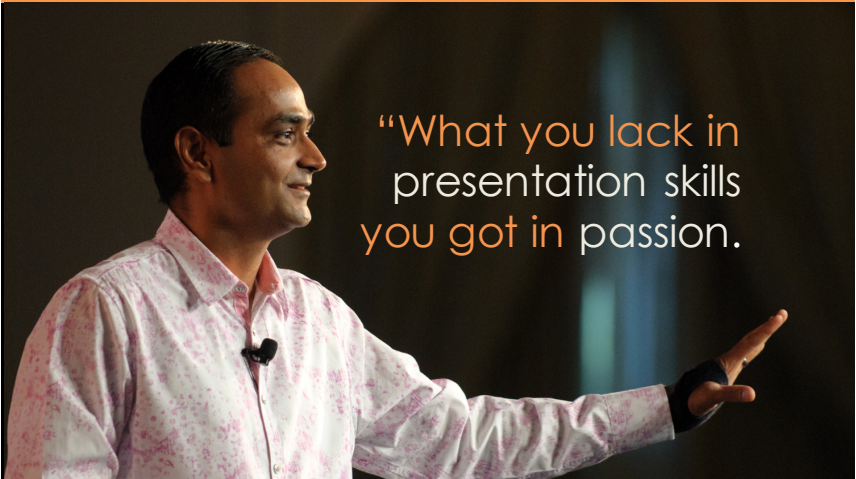
#4

“It’s not about the data,
it’s about the story!

(ok, I'm sick of hearing this one!)



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A man with dark hair, wearing a white shirt with a pink floral pattern, is shown in profile from the chest up. He is looking to the right and has his right arm extended forward with his hand open. A small black microphone is clipped to his shirt. The background is dark and out of focus. Overlaid on the right side of the image is a quote in orange and white text.

“What you lack in
presentation skills
you got in passion.”

FAILURE DOESN'T MEAN THE
GAME IS OVER,
IT MEANS TRY AGAIN WITH
EXPERIENCE

Len Schlesinger, President, Babson College
The Global Leadership Summit



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#5

“I don't believe in
maturity models

(but I have no alternative to offer)



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MATURITY MODEL

Essential elements of effective processes which describes an **evolutionary** improvement path from ad hoc, immature **processes** to disciplined, mature processes with **improved quality and effectiveness.**



DIGITAL ANALYTICS MATURITY



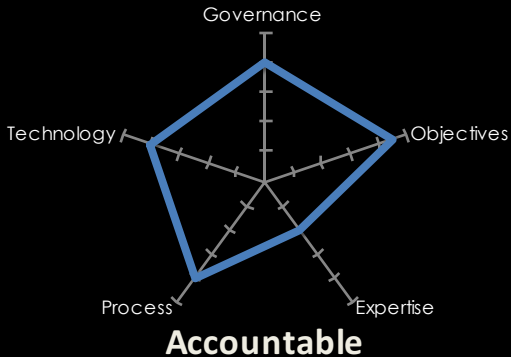
j.mp/DAMSAT

Case Study

Global organization with 20 stakeholders: analysts, managers, business stakeholders.

j.mp/DAMSAT

DIGITAL ANALYTICS MATURITY

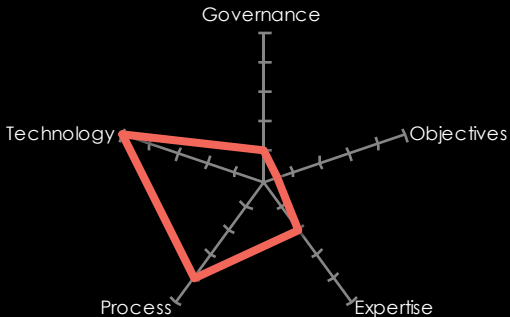


Case Study

Global organization
with 20 stakeholders:
analysts, managers,
business stakeholders.

j.mp/DAMSAT

DIGITAL ANALYTICS MATURITY



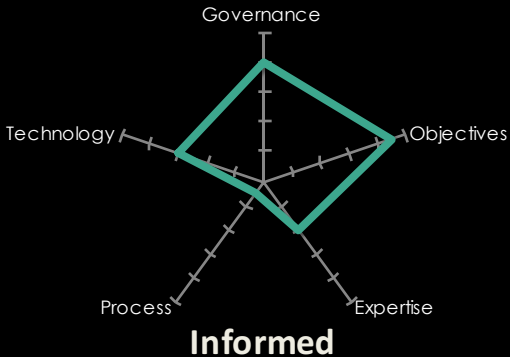
Responsible

Case Study

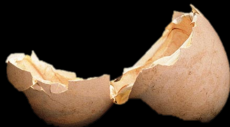
Global organization
with 20 stakeholders:
analysts, managers,
business stakeholders.

j.mp/DAMSAT

DIGITAL ANALYTICS MATURITY



PROCESS
SETS
STRATEGY
FREE



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SIX SIGMA

ROOT CAUSE SOLUTION

IMPROVE QUALITY OF VALUE ADDING STEPS BY REDUCING PROCESS VARIABILITY

DEFINE

PRODUCTION PLAN
TAKT DEMAND
CAPACITY PLANNING

PROJECT SELECTION
PROJECT CHARTER
SIPOC
PROCESS MAP

SIPOC
CONTROL PLAN
PROCESS ASSET

VALUE STREAM MAPPING
SPECIAL MAPPING
THE STATE OF THE STATE
MAPPING TOOLS
SPECIAL MAPPING

CEC
MSA
MORTAL
SPECIAL
TEAM

QU
ELIMINATING
FROM THE

LEAN SIX SIGMA

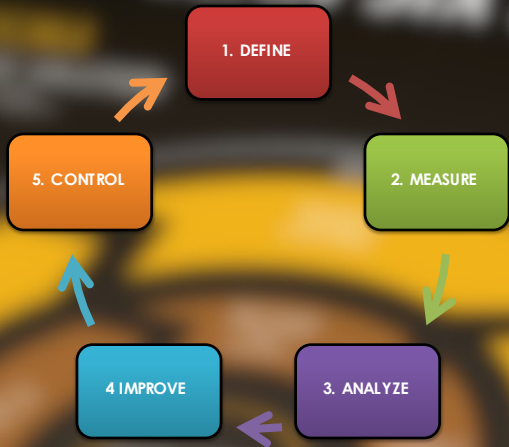


Photo credit: Ray Ong

#6

“I have this problem...
...and I don't want to talk to IT...
(because I'm such a smart ass!)”



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Analytics (All business functions)

Digital Analytics (Marketing centric)

Business

TMS

Back
Office

Online Analytics

Marketing

Tags

Web Analytics

IT

Logs



#7

“We need Big Data!

(that's what I've been told!)



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C11 (L) TOTAL

C11
25

A	B	C
1	ITEM	NO. UNIT
2	MUCK RAKE	43 12.95
3	BUZZ CUT	15 6.75
4	TOE TONER	250 49.95 1
5	EYE SNUFF	2 4.95
	SUBTOTAL	1
	9.75% TAX	
	TOTAL	1



“That which doesn't fit into an Excel spreadsheet.”



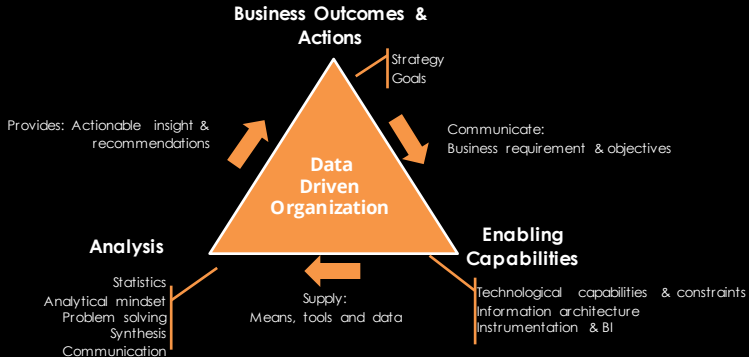
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WE ARE ON A
COLLISION
COURSE

MSC GENEVA

TEAM DYNAMICS



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- #1 – Data-driven culture supports strategy
- #2 – Think “Agile”
- #3 – Analytics = context + data + creativity
- #4 – Communication skills
- #5 – Maturity model to start the conversation
Realistic and balanced roadmap
Analytical process/problem solving approach
- #6 – Teamwork! Hug your IT/BI/BA people
- #7 – Think Big (but act small!)





THANK YOU!

Stéphane Hamel

Data is the raw material of my craft.

If you make any use of this content
please give proper credit. I would also
love to know!

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