5 data and analytics beliefs that could be holding your organisation back

We see a number of unhelpful assumptions within organisations which aren't helping the cause of the data and analytics industry. Here are 5 beliefs that could be holding you back - and the truth that could change your results.

BELIEF

Analytics is about reactively answering every question the business can dream up

TRUTH

This belief leads analytics teams down an endless path that not only doesn't scale well, but ends up in duplication, confusion and a lot of technical debt. Instead, start with organisational goals, then turn those goals into agreed metrics from which you can build products that meet the needs of the business proactively.

BELIEF

The people involved in an analytics workflow can operate effectively in silos, passing work from team to team

TRUTH

This belief leads to inefficiencies, re-work and declining engagement as team members cannot see the impact of their work. Every participant in the project is a specialist discipline that needs to work together, sharing knowledge and learning from each other to improve discipline and deliver efficiently.

BELIEF

Self-serve analytics means giving data, tools and training to the business

TRUTH

This belief leads to divergence in understanding of the data, risk in using the data in the wrong way, and business users needing to spend more time becoming "data-literate" beyond what's useful for their role. You have to create the experience to allow business users to find what they need in a consistent, easy-to-understand, well-governed way.

BELIEF

You are likely to receive and know that you've received value from data science without having gotten the basics right first

TRUTH

This belief leads to a series of passion projects, often mis-aligned with company goals but aligned with the tech or hype du-jour and ultimately disenchantment with the power and the potential of data science. Get the basics right first so you have the right data and tools, and have defined metrics to measure, for them to be effective in their job.

BELIEF

An organisation can become data driven without analytics at the top table.

TRUTH

This belief leads to a series of misfires, misunderstanding of the complexity of the process and the lack of the business change required to obtain value. A D&A leader can correctly articulate the benefits and the complexities of both delivering analytics and the transformation required in the way the business will need to work to get the value out of it.

Do you see any of these unhelpful beliefs playing out in your organisation? We're always open to a no-obligation chat if you're keen to find better ways to get the most out of data and analytics in your business.

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