

# Internal Analytics: Building A Business Case To Get The Analytics Resources You Need

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# Today You Will Learn:

**1** Business Case Basics

**2** Internal Analytics That Matter Most

**3** How It Comes To Life Via Real World Example



# Let Me Tell You A Story...





A photograph of three white wooden blocks with black letters 'I', 'D', and 'K' arranged in a row on a dark wooden surface. In the background, a blue and white box for the Jenga game is visible, with the word 'Jenga' partially seen on the left. The scene is lit with soft, warm light, creating a slight reflection on the table.

**I D K**

“For Every  
Dollar We  
Spend, How  
Much Are We  
Generating In  
Return?”



# Business Case Basics

5 Value-Based Questions



🔍 How To Write A Business Case



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## How To Write A Business Case

- The Business Case Template
  - Executive Summary
  - Financials
    - Financial Appraisal
    - Sensitivity Analysis
  - Project Definition
    - Background Information
    - Business Objective
    - Benefits and Limitations
    - Option Identification and Selection
    - Scope, Impact, and Interdependencies
    - Outline Plan
    - Market Assessment
    - Risk Assessment
    - Project Approach
    - Purchasing Strategy
  - Project Organization
    - Project Governance
    - Progress Reporting
  - Managing the Business Case
  - Summary

# 5 Key Value-Based Questions



Why Do Something?



Why Now?



Why With Your  
Recommendation?



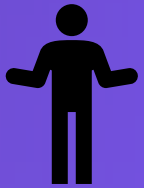
What Value Will Be  
Achieved



Where Has It Been  
Done Before?



# 5 Key Value-Based Questions



Why Do Something?



Why Now?



Why With Your  
Recommendation?



What Value Will Be  
Achieved



Where Has It Been  
Done Before?

What benefits come  
from deviating from  
BAU?





Agreement On  
Direction, &  
Build A Bridge  
To Get There

# 5 Key Value-Based Questions



Why Do Something?



Why Now?



Why With Your  
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What Value Will Be  
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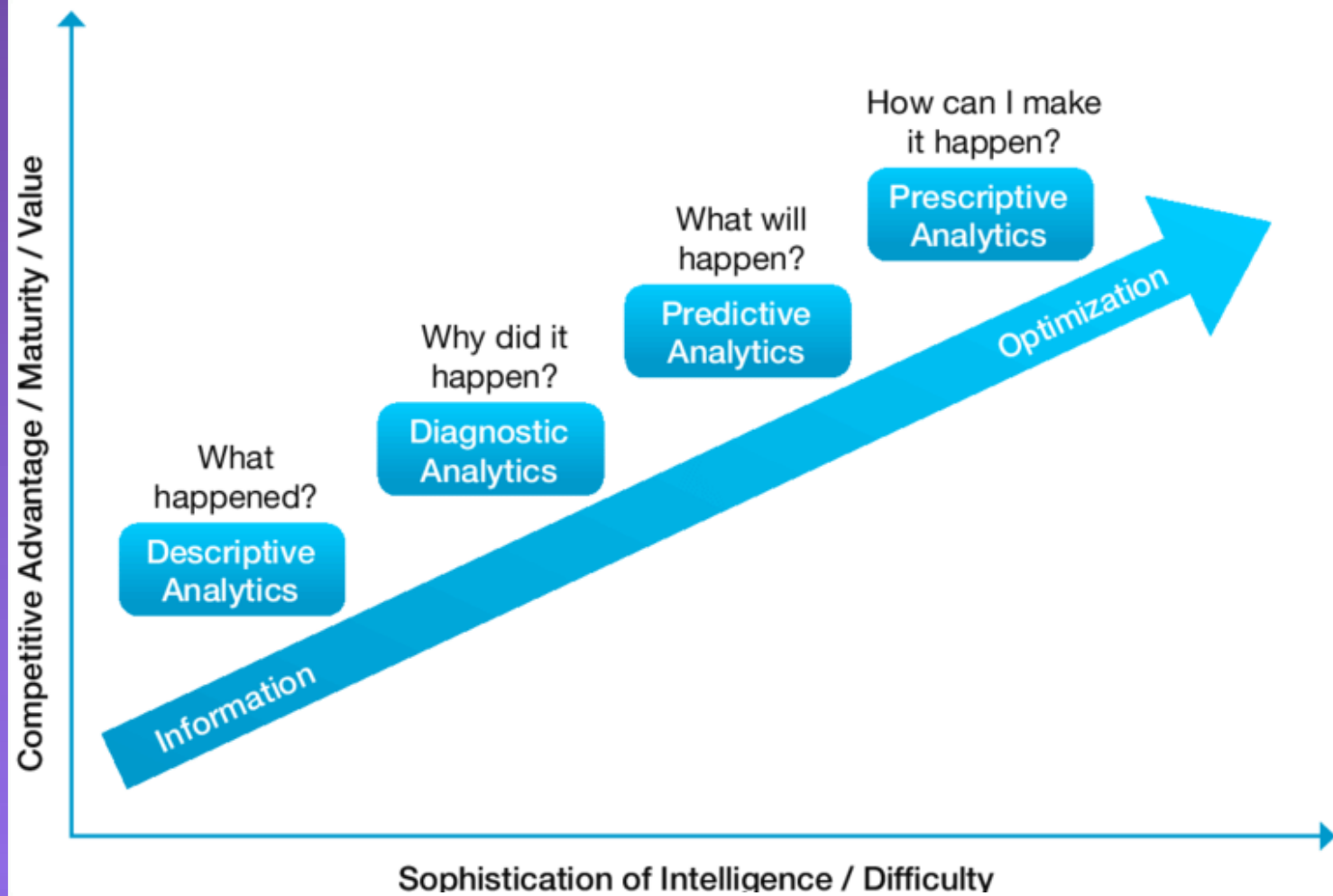
Where Has It Been  
Done Before?

What will we miss out on  
if we don't take action?

What will we miss out on  
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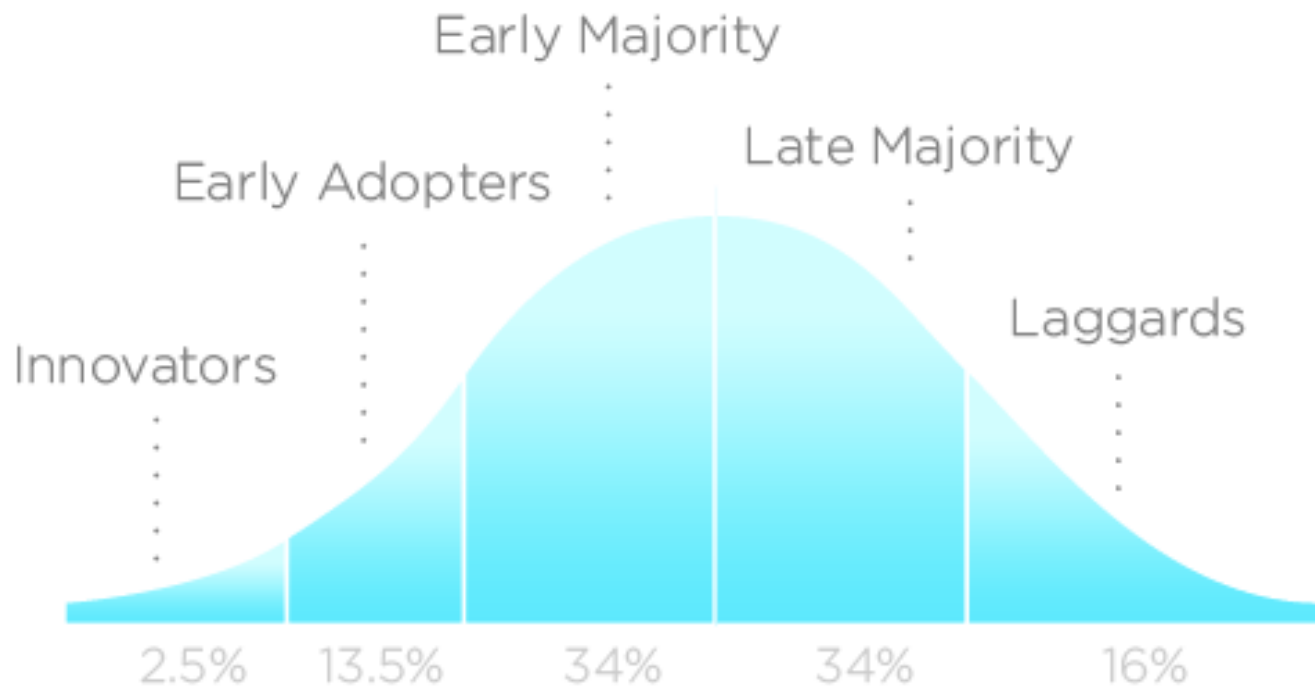
# Maturity Curve



“C’mon,  
Give Me  
It”







**INNOVATION ADOPTION LIFECYCLE**

# Product Adoption Lifecycle

# 5 Key Value-Based Questions



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What will we miss out on  
if we don't take action?

How is your  
recommendation  
different from alternative  
options?



# Set A Target





Illustrate Cost  
vs Benefit For  
Alternatives



# 5 Key Value-Based Questions



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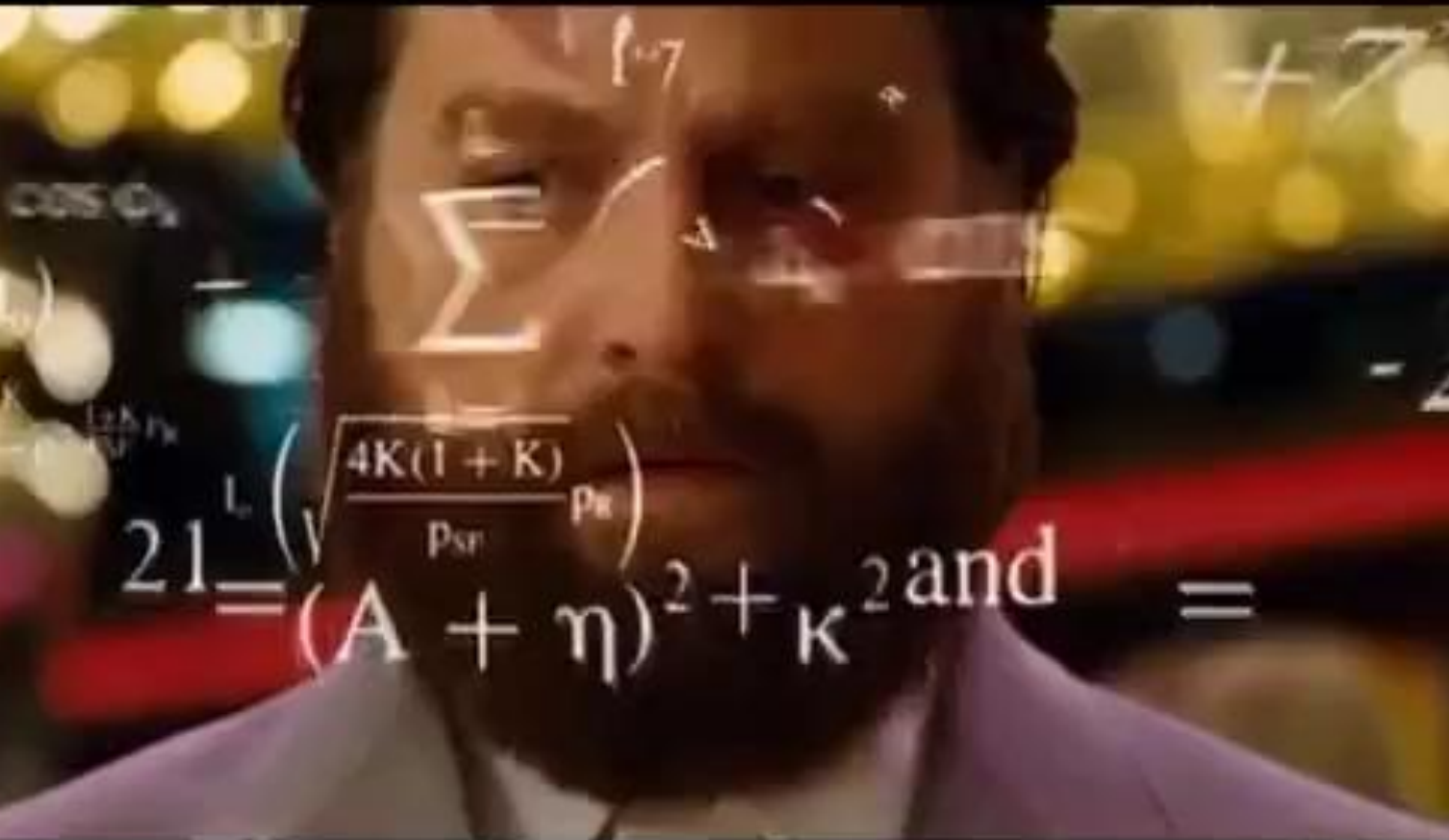
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How is your  
recommendation  
different from alternative  
options?

How do we quantify  
this?



Reminder:  
Objective =  
Justify The  
Expense As  
Simply As  
Possible



Increase  
Revenue,  
Decrease  
Cost, Or  
Both







Start, & Iterate



# Internal Analytics That Matter Most



# Executive Priorities May Vary By Industry

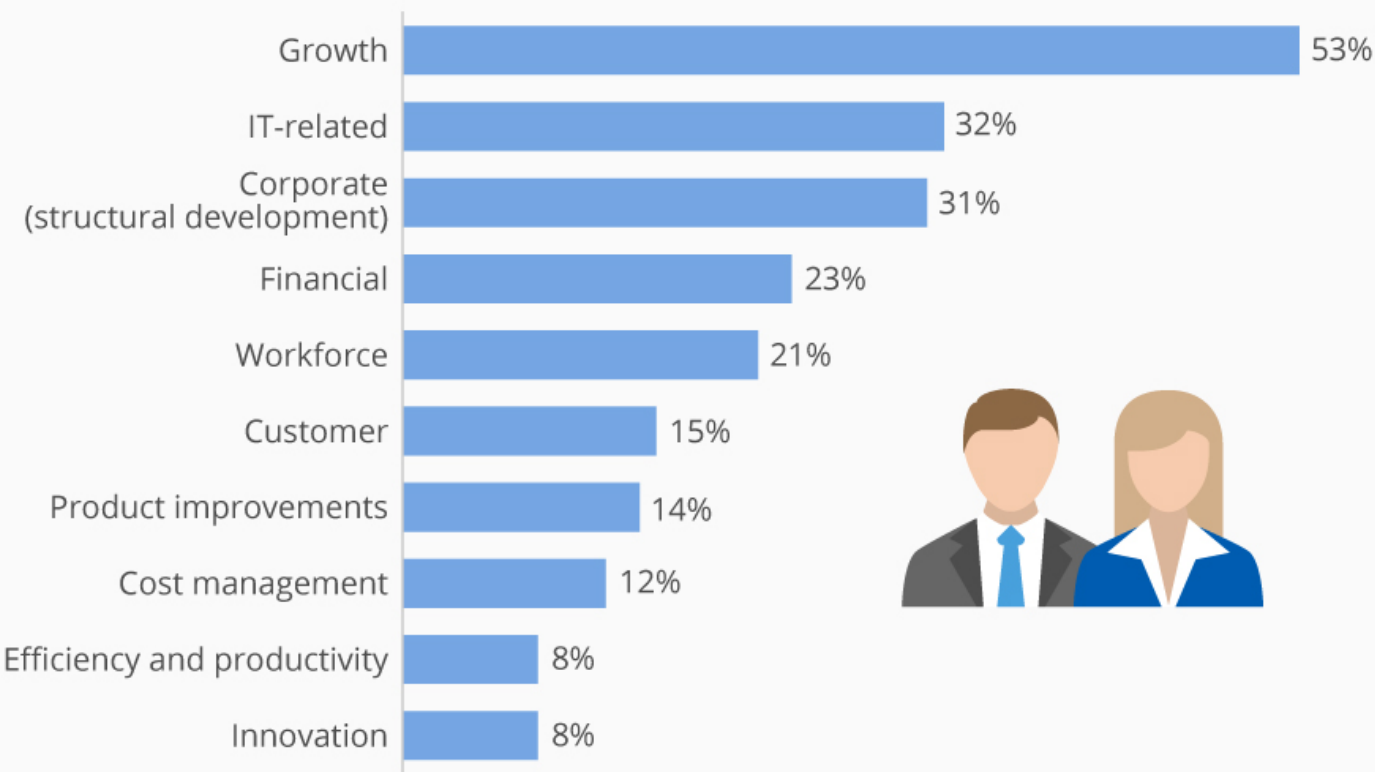


# One Commonality



# Growth Remains a Top Priority for CEOs

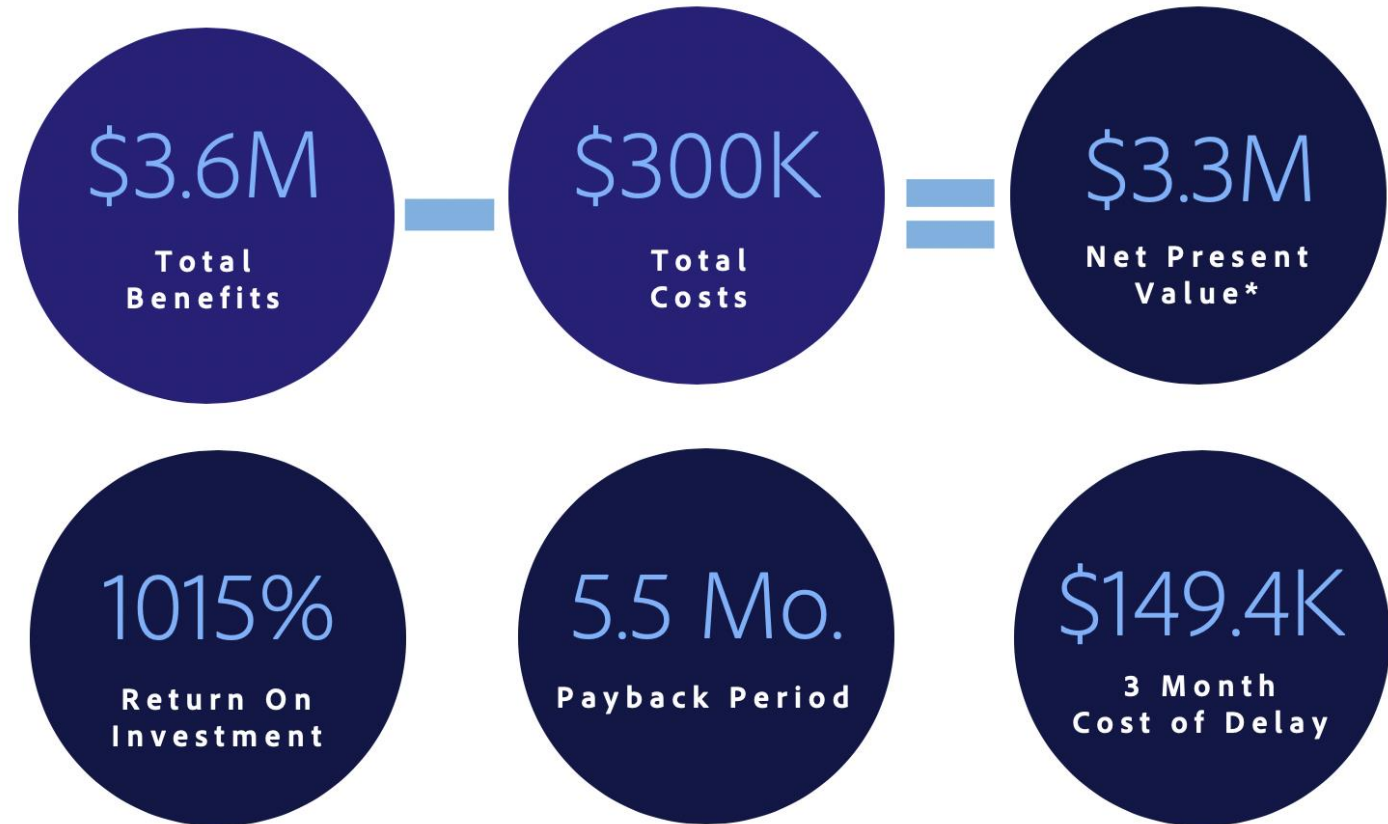
% of CEOs naming the following as a top 3 strategic priority for 2019 and 2020



*Growth*  
is the #1 Priority of  
CEOs & Senior  
Executives



# Value Oriented Metrics



# 5 Key Value-Based Questions



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How is your  
recommendation  
different from alternative  
options?

How do we quantify  
this?

How can I trust that this  
will work?



# Success Stories







# 3<sup>rd</sup> Party Validation



# Trends & Statistics

## Morris Charts

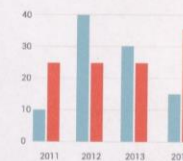
Line Chart



Area Chart



Bar Chart



Donut Chart



## Sparkline Charts

Line Chart



Bar Chart



Pie Chart



## Easy Pie Charts



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# Business Case Step-By-Step Example

Example...



Q&A

Thank  
You

