

ATL SYMPOSIUM
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Five Things I Wish I Knew When I Started “Analytics”



About Matt



MATT GELLIS

Founder and CEO, Keystone Solutions

Currently serving as CEO of Keystone Solutions, with over 15 years in the data measurement trenches...wow, not a lot of time. That's pretty much it, John is way, way more interesting than I am...look to the right...



About John



JOHN WILKES

Sr. Product Manager, Consumer Mktg, ePayments

Not knowing what I was getting into, I now lead a growing analytics practice at Fiserv. We focus on addressing individual product needs while extending data analytics globally across the company.

My prior experience includes strategy, operations, and marketing roles. A true jack of all trades master of none.



5 THINGS I WISH I'D KNOWN...IN 5 MINUTES



THIS STUFF IS
TECHNICAL



FIND CHAMPIONS

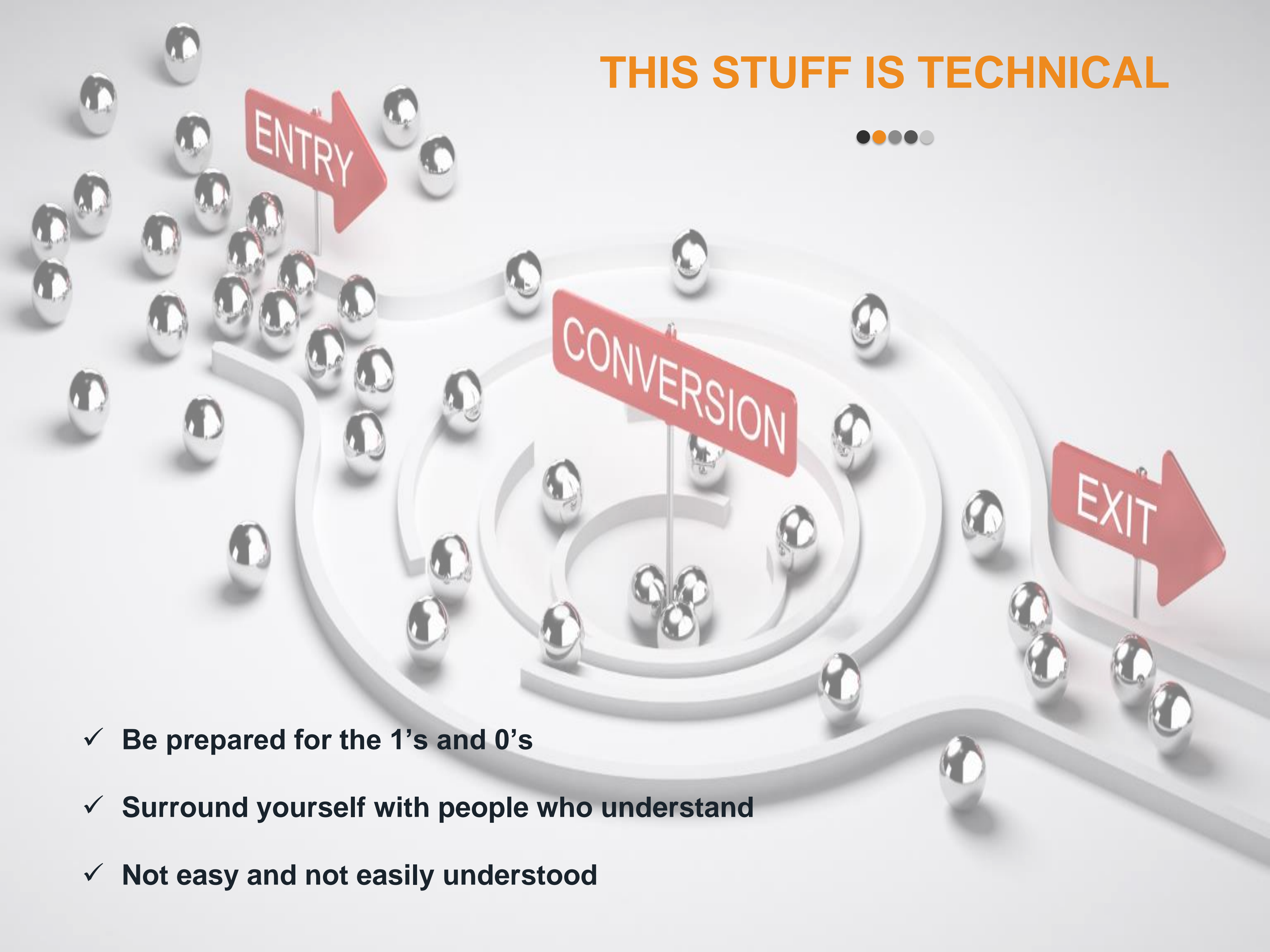


LOOK AHEAD!



EVALUATE RESOURCES

THIS STUFF IS TECHNICAL



- ✓ Be prepared for the 1's and 0's
- ✓ Surround yourself with people who understand
- ✓ Not easy and not easily understood

FIND YOUR DATA CHAMPIONS



- ✓ **Identify key stakeholders**
- ✓ **Educate, educate, educate!**
- ✓ **Constantly engage – never one and done**

DON'T UNDERSTIMATE DATA INTEGRITY



- ✓ You probably are already
- ✓ Data is the foundation of your customer experience
- ✓ Your emerging practice will live or die by the credibility of your data



LOOK AHEAD



- ✓ **Know where you are headed before jumping in and committing to projects**
- ✓ **Look beyond the immediate problem; ensure you have a strategy and roadmap**
- ✓ **Determine if this is aligned with your organization's overall data strategy**



EVALUATE RESOURCES



- ✓ **Conduct dispassionate evaluation of your resources and resource needs**
- ✓ **Analytics is like introducing a new language to the company**
- ✓ **Bodies don't equal experience – you can't simply take technical resources or existing bodies mix in a couple hours of training and be on your way**



BONUS! PARTING THOUGHT



Analytics is a journey not a destination.

Treat it accordingly.





THANKS
FOR
COMING!
