



TAMPEREEN TEKNILLINEN YLIOPISTO



SATAKUNTALIITTO

Data-analytiikan kyvykkyystasot

Työpaja, Rauma 23.11.2016

Vipuvoimaa
EU:lta
2014–2020



Euroopan unioni
Euroopan aluekehitysrahasto

Erilaisia analytiikan kyvykkyyden arviointimalleja

- Adobe AMM
- Informs AMM
- IBM's Big Data & AMM

AMM = Analytics Maturity Models

Työpajan materiaaliin linkit sivustolla:

<http://www.datatiede.fi/rauma2311/>

Kohta	Aika (min)
Alustus	10
Adobe ja Informs	15
IBM	10
Keskustelua ja pohdintaa	20

Adobe AMM

<http://myanalyticscore.com/>

Adobe Analytics
Capability-Maturity Self-Assessment Tool

English (USA)
English (UK)
Français
Deutsch
Español
Русский
Português
Brasileiro
简体字
繁體字

START

ADOBE ANALYTICS Self Assessment

1/7 - Collection

Think about your organization's analytics practice with respect to Collection and rate the degree to which the statements below describe how your organization functions.

Collection
Collection refers to data gathered from various sources specifically for the purpose of performing analytics.

Not Applicable or Don't Know

Our analytics systems incorporate data we collect from all of our owned web properties. **38 %** (Somewhat Disagree)

Our analytics systems incorporate data we collect from our owned digital properties, including mobile channels. (Mobile or desktop applications, mobile web properties, digital publications, etc.) **63 %** (Somewhat Disagree)

Done Next

ADOBE ANALYTICS Self Assessment

1.0 ATTRIBUTION
1.5 APPLICATION
0.8 AUTOMATION
1.3 EXECUTION
1.4 STRATEGY
1.6 COLLECTION
1.2 ANALYSIS

Benchmark Comparison
Compare your results with industry benchmark data by entering your information below.

What is your organization's PRIMARY industry?

- All Industries
- All Industries
- Professional Services
- Financial Services
- Travel & Hospitality
- Retail
- Media/Entertainment
- B2B High Tech
- Government

Next

ADOBE ANALYTICS Self Assessment

7/7 - Strategy

Think about your organization's analytics practice with respect to Strategy and rate the degree to which the statements below describe how your organization functions.

Strategy
Strategy describes the combined level of talent, culture, executive sponsorship, technological capabilities, processes, and credibility of the organizations analytics practice (i.e., the collective result of people, process, and technology an organization invests in analytics).

Our analytics practice has sufficient funding to utilize industry-leading technologies. **22 %** (Somewhat Disagree)

In our organization we seek the truth regardless of whether the data is flattering or damning. **20 %** (Strongly Disagree)

Done Previous Next

ADOBE ANALYTICS Self Assessment

1.0 ATTRIBUTION
1.5 APPLICATION
0.8 AUTOMATION
1.3 EXECUTION
1.4 STRATEGY
1.6 COLLECTION
1.3 ANALYSIS

1.3

Best in Class
Industry Avg.
Laggards

— 5.0 Prescriptive
— 4.0 Predictive
— 3.0 Advanced Diagnostic
— 2.0 Diagnostic
— 1.0 Descriptive

Media/Entertainment

Previous Done

Adobe AMM

ADOBE ANALYTICS Self Assessment

Collection 1.6

Analysis 1.2

Execution 1.3

Automation 0.8

Application 1.5

Attribution 1.0

Overall Score: 1.3 Current Level / 0.0 Goal

Done

Collection 1.6

Data collection is a critical part of any holistic analytics strategy, because the more data you have, the more accurately you can spot trends that will guide your decisions. In order to improve collection, consider additional data sources such as data from digital properties, including applications; paid advertising services and platforms, external marketing systems, CRM or master customer databases and offline systems or 3rd party data providers.

ADOBE ANALYTICS Self Assessment

There's more! Enjoy the benefits of your full assessment report! Complete your request on the right.

OVERALL ANALYTICS SCORE

1.3

LEVEL DIAGNOSTIC

RESULTS SUMMARY

Your next step is to review this report with your colleagues to develop a game plan for how you will improve your Analytics practice. Of course, Adobe's Analytics experts would be happy to help. Regardless of whether you're world-class, or just getting started with your analytics practice, we wish you the best of luck as you continue to advance your use of metrics to make your marketing count.

COMPARED WITH INDUSTRY: MEDIA-ENTERTAINMENT

SUB-DIMENSION OVERVIEW

Current State Score Distribution: 17 (red), 18 (orange), 19 (green)

Goal State Score Distribution: 17 (red), 18 (orange), 19 (green)

Legend: Laggards, Healthy Range, Best in Class

Submit your answers

To submit your answers to the team assessment, please complete the form below. You will also receive a copy of your assessment via email.

First Name, Last Name, Email, Organization Name, Website, Country, State

Access with your team

After submitting your information, you'll be able to create a group assessment to see if your team is on the same page.

Submit results

To receive your full assessment report, including a comparison of your scores to our benchmark data and detailed explanations of how to improve in the dimensions where you are behind, please complete the form to the right. A PDF report will

Informs AMM

<https://analyticsmaturity.informs.org/>

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HOME

ORGANIZATION

Beginning	Developing	Advanced
Isolated. C-level individuals or committees make ad hoc decisions.	Multiple C-level and business unit executives make decisions using analytics. Impacts measured and reported by multiple managers.	All C-level and business units make decisions using analytics. Impacts measured and reported broadly throughout the business.

ANALYTICS CAPABILITY

DATA AND INFRASTRUCTURE

Upgrade to: SKIP FACTOR

Full Assessment

Explanation for Score:

File a comment below the score you chose (500 character limit).

Additional comments:

Additional notes that you may find useful (500 character limit).

Your feedback to INFORMS and the AMM Committee regarding this Factor: (500 character limit).

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ORGANIZATION

ANALYTICS CAPABILITY

DATA AND INFRASTRUCTURE

Upgrade to: SKIP FACTOR

Full Assessment

Section Rating

How mature is your Data and Infrastructure?

FACTOR	SCORE	MATURITY
HEALTH	4 <input type="button" value="EDIT"/>	Developing
ACCESS	3 <input type="button" value="EDIT"/>	Beginning
TRACEABILITY	3 <input type="button" value="EDIT"/>	Beginning
ANALYTICS ARCHITECTURE	4 <input type="button" value="EDIT"/>	Developing

Current Status: Your Data and Infrastructure

Health: 4, Access: 3, Traceability: 3, Analytics Architecture: 4

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Assessment Summary

Your overall score is **3.3**

Scroll down to review factor summaries and finalize your assessment.

Warning: Saving your assessment enables you to submit and review assessments over time, set and modify goals, and see your progress.

How mature is your organization?

FACTOR	SCORE	MATURITY
PEOPLE	5 <input type="button" value="EDIT"/>	Developing
LEADERSHIP IMPACT	3 <input type="button" value="EDIT"/>	Beginning
MEASURES	2 <input type="button" value="EDIT"/>	Beginning
PROCESSES	3 <input type="button" value="EDIT"/>	Beginning

Your Organization

People: 5, Leadership Impact: 3, Measures: 2, Processes: 3

How mature is your analytics capability?

FACTOR	SCORE	MATURITY
ANALYTIC FRAMEWORK	3 <input type="button" value="EDIT"/>	Beginning
ROLES AND SKILLS	4 <input type="button" value="EDIT"/>	Developing
ANALYTIC SERVICES	4 <input type="button" value="EDIT"/>	Developing
ANALYTIC PROCESSES	2 <input type="button" value="EDIT"/>	Beginning

Your Analytics Capability

Analytics Framework: 3, Roles And Skills: 4, Analytics Services: 4, Analytics Processes: 2

IBM's Big Data & AMM

https://www.ibm.com/developerworks/community/blogs/bigdataanalytics/entry/A_maturity_model_for_big_data_and_analytics?lang=en

	Ad hoc	Foundational	Competitive	Differentiating	Breakaway
Business strategy	Big data is discussed but not reflected in business strategy in which use of data extends simply to financial and regulatory reporting.	The business strategy recognizes that data can be used to generate business value and return on investment (ROI) though realization that is largely experimental.	The business strategy encourages the use of insight from data within business processes.	The business strategy realizes competitive advantage using client-centric insight.	Data drives continuous business model innovation.
Information	The organization uses its historical structured data to observe its business.	Information is used to effectively manage the business.	Information is applied to improve operational processes and client engagement	Relevant information in context is used as a differentiator.	Information is used as a strategic asset.
Analytics	Analytics is limited to describing what has happened.	Analytics is used to inform decision makers why something in the business has happened.	Analytical insight is used to predict the likelihood of what will happen to some current business activity.	Predictive analytics is used to help optimize an organization's decision making so that the best actions are taken to maximize business value.	Analytical insight optimizes business processes and is automated where possible.
Culture and operational execution	The application of analytical insight is the choice of the individual and has little effect on how the organization operates.	The organization understands the causes behind observations in business processes, but its culture is largely resistant to adaptation that takes advantage of the insight.	The organization makes limited business decisions using analytical insight to improve operational efficiency and generate additional value.	Decision makers are well informed with insight from analytics, and the organization is capable of acting to maximize resulting business value.	The organization and its business processes continuously adapt and improve, using analytical insight in line with strategic business objectives.
Architecture	The organization does not have a single, coherent information architecture.	An information architecture framework exists but does not extend to new data sources or advanced analytics capabilities.	Best-practice information architectural patterns for big data and analytics are defined and have been applied in certain areas.	Information architecture and associated standards are well defined and cover most of the volume, variety, velocity and veracity capabilities and structured and unstructured data consumption needed for differentiation.	Information architecture fully underpins business strategies to enable complete market disruption with volume, variety velocity and veracity specifications applied.
Governance	Information governance is largely manual and barely sufficient to stand up to legal, audit and other regulatory scrutiny.	Understanding of data and its ownership are defined and managed in a piecemeal fashion.	Policies and procedures are implemented to manage and protect core information through its life in the organization.	The degree of confidence in information and resulting insights is reflected in madding decisions.	Information governance is integrated into all aspects of the business processes.

Kyvykkyystasot

Kehitysalueet

IBM's Big Data & AMM

Nykytilanne

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IBM's Big Data & AMM

Nykytilanne

Tavoitetaso ja kehitystoimet

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Pohdittavaa...

- Oletko käyttänyt vastaavia malleja kyvykkyyden arviointiin aiemmin?
- Ovatko mallien kysymykset ymmärrettäviä?
- Vastaavatko mallien antamat tulokset omaa käsitystäsi kyvykkyydestä?
- Syntyikö tuloksen perusteella tarve kehittää toimintaa? Tiedätkö, mistä pitää aloittaa?
- Millaista tukea jatkossa tarvittaisiin?

