

# Why Should You Invest in Data and Analytics?

Because you experience these common

## Pain Points



Lots of **manual effort** required for reporting such as copying data from data sources and pasting into **Excel**



**Old, outdated reporting system** or database/data warehouse in place which doesn't meet your current business needs



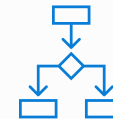
**Infrequent reporting** and/or inability to "run reports" when key people are away



**No "single source of truth"** leading to arguments about whose data is correct instead of making decisions based on accurate data



**Mostly historical analysis** without ability to make future business decisions



**Gut-based decisions** being made without solid data to validate or support them

# Why Should You Invest in Data and Analytics?

Because you want to reap these desirable

## Business Outcomes



Significantly **improve** ability to make more **well-informed business** decisions based on own data



**Increase data accuracy** by eliminating human errors and utilizing data from multiple sources, efficiently and effectively



**Reduce frustration** caused by time-sucking, manual activities such as copying data from various tools and systems and pasting it into Excel



**Utilize automation** and **AI** to update and manage data and reports on an on-going basis



**Increase the overall profitability** of your business