



Data Opportunity Workshop

*Tangible outcomes for both the **organization** and the **participants***

Data opportunity workshop key outcomes

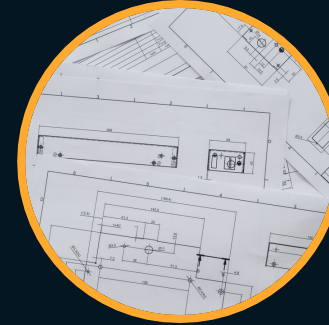
Tangible outcomes for both the **organization** and the **participants**



Create a backlog of data and analytics use cases



Evaluate and prioritize the use cases for development



Learn how to use proven frameworks to describe your data opportunities



Learn how to evaluate opportunities from a value/effort and strategic fit perspective

Data opportunity workshop overview (example structure)

Introduction

Introduction
+
Inspiration
+
Frameworks

Ideation

Top-down and bottom-up use case sourcing

Documenting the most promising ideas

Describe

Realize

Measure

Evaluation

Value/effort analysis and strategic fit scoring

Closing

Discussion, next steps, and feedback

Data opportunity workshop approach

We leverage a comprehensive repository of **robust yet straightforward frameworks and methodologies**, all of which have demonstrated success in both **virtual and in-person workshop settings**. These tools serve as the foundation of our approach, ensuring we deliver **consistent, effective, and engaging sessions** that drive **meaningful outcomes**.

Our consultants bring a **wealth of experience** in conducting data opportunity workshops, engaging with stakeholders across **various organizational levels**, and catering to a **diverse range of industries and geographic locations**.

It starts with a systematic, impact driven sourcing of business opportunities addressing clear pain points

Analytics Playbook

- 1 Sourcing
- 2 Initialization
- 3 MVP (use case development)
- 4 Operationalization (post MVP)
- 5 Tracking & Monitoring
- 6 Evolution

The Data Opportunity Canvas consolidates all relevant information to develop solutions to solve the identified pain point

EXPLORE	IDEATE	EVALUATE AND SCALE
Pain Point <ul style="list-style-type: none">What is the problem we want to address?Why is it a problem?How do experts describe the problem?Why previous solutions didn't matter?	Idea/solution <ul style="list-style-type: none">How does it solve the pain point described?	Measuring the impact <ul style="list-style-type: none">How will we know if solution/idea works?

Additional tools to think use case value flow

Value-tree

Thinking through what is the flow from analytics to the quantifiable value elements

Value flow illustration example

Value hypothesis

With the MVP, the hypothesis is that we are able to be more contextually relevant for customers by leveraging analysis in predicting which sales opportunities would have the highest propensity on converting into actual sales. Hence we would improve hit rate and business line revenue with medium impact.

Value flow

Better targeting leveraging analytical predictions → Better customer experience → Better sales effectiveness and time usage → Better hit rate → Increased revenue

Improvement estimate on enabling KPIs
Estimate the improvements/increments on impacted value elements/KPIs

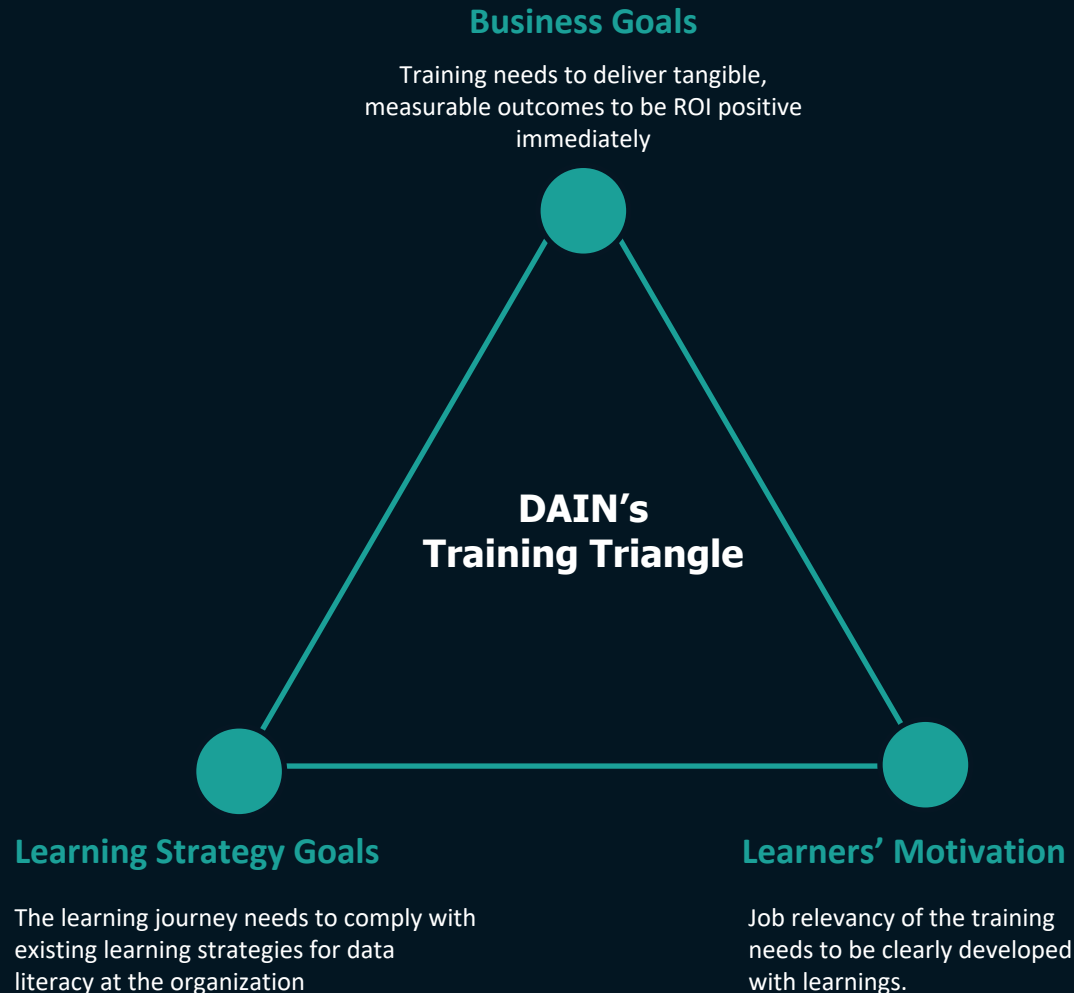
Concrete value estimates (€)
Estimate the incremental € impact on targeted value elements/KPIs

Value hypothesis testing

Proposal: Selected sales teams will test the predictions, with test-control group approach to demonstrate the model lift and assure other sales teams of the model benefit.

Test & control group setting: Select sales teams (A, B and C), split salespeople into 2 groups one using model prediction scores in contacting opportunities, one proceeding as per usual. Compare the results after decided timeframe (depending on the lead-time from contact to order).

The corporate learning triangle



Our training principles

1st Principle

Focus on a change in behavior.

- Knowledge transfer is only a minor element of the learning journey
- Training for a new behavior that supports business goals

3rd Principle

Make it measurable and tangible.

- Focus on tangible business outcomes (e.g. new dashboards, use case backlog, platform usage)
- Augmentation with traditional training evaluations (e.g. surveys, self-assessment)

2nd Principle

Focus on job-aids solving real business challenges.

- Focus on methodologies and tools needed for the job
- Solving real business challenges with data, based on their business challenges (e.g. data visualizations, use case identification.)

