

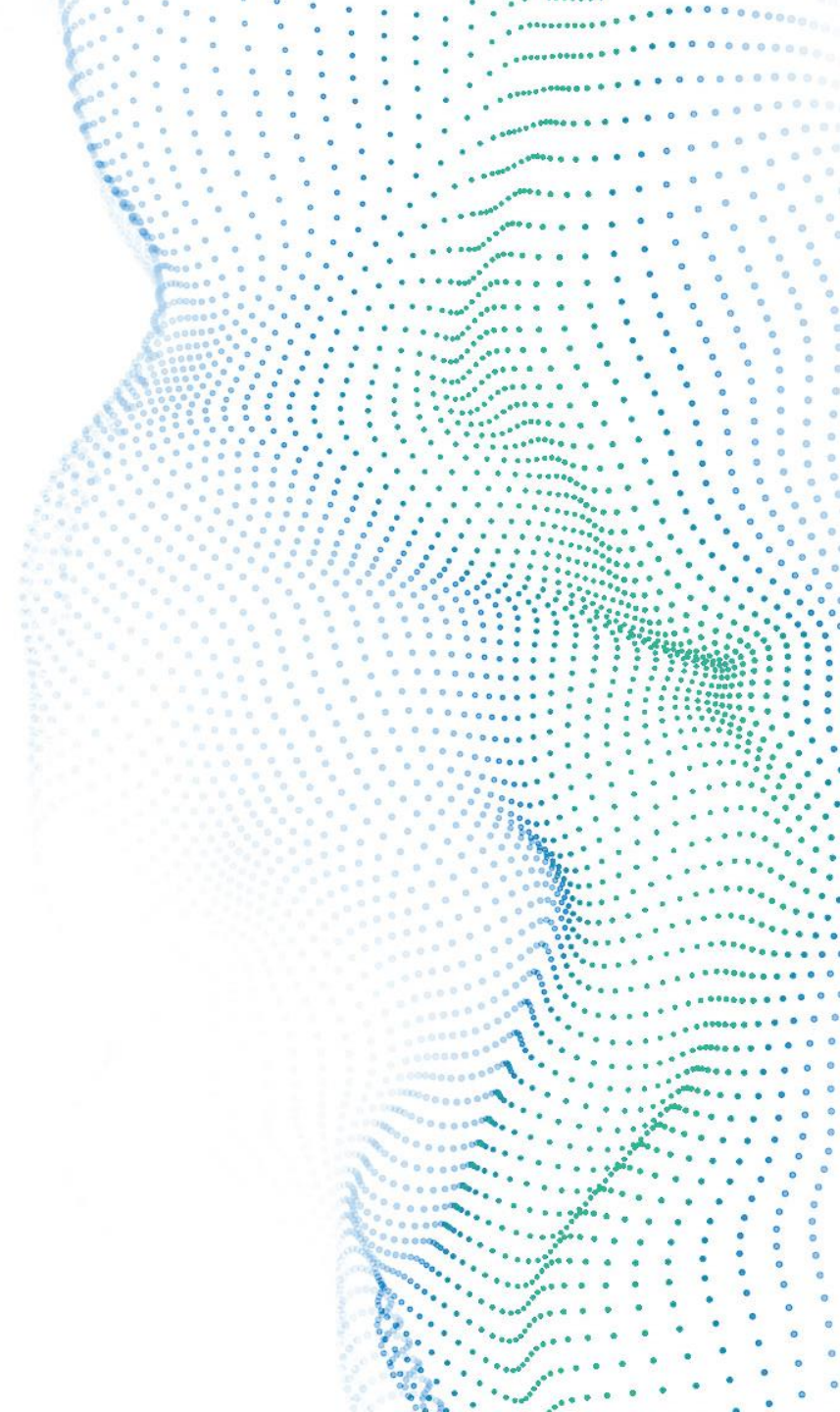


Democratizing Analytics

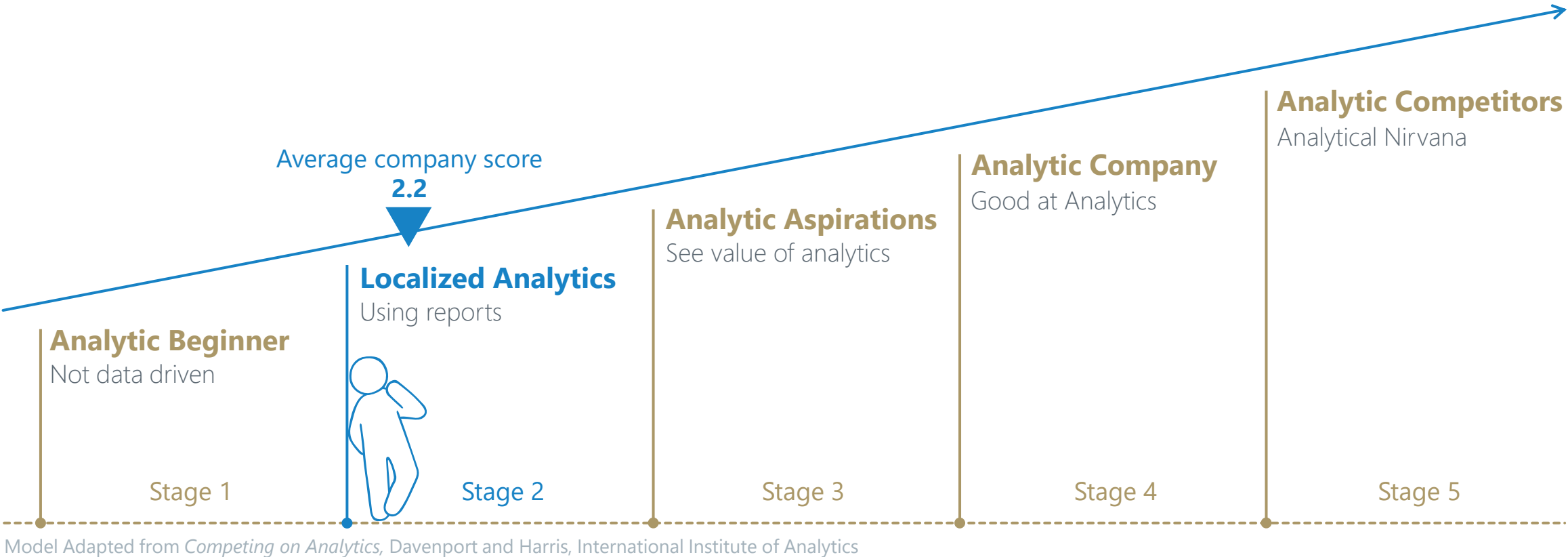
**Enabling leaders to accelerate analytics innovation,
drive growth and create a competitive advantage in
their organizations**

Heidi Badgery

November 2022

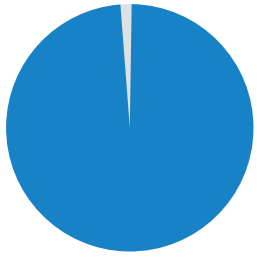


Stages of Analytic Maturity



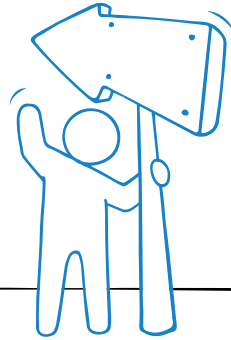
Percentage of knowledge workers analytically capable:	1%	10%	25%	50%	
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Companies Are Investing Significantly to Digitally Transform



99%

Companies investing
in Big Data & AI

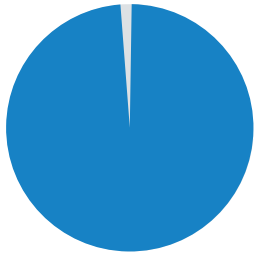


Common Approaches

- Build out functional data science teams
- Re-write governance charter
- Build the data lake
- Digital transformation efforts
- Automation efforts

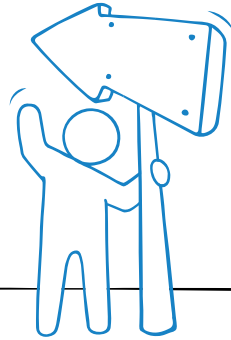
<https://www.forbes.com/sites/gilpress/2020/01/13/ai-stats-news-only-146-of-firms-have-deployed-ai-capabilities-in-production/?sh=6cde42c52650>

Companies Are Investing Significantly to Digitally Transform



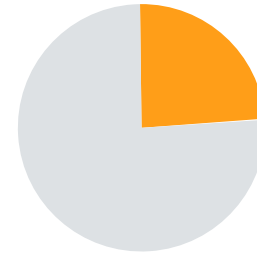
99%

Companies investing
in Big Data & AI



Common Approaches

- Build out functional data science teams
- Re-write governance charter
- Build the data lake
- Digital transformation efforts
- Automation efforts



24%

Companies report
being data-driven

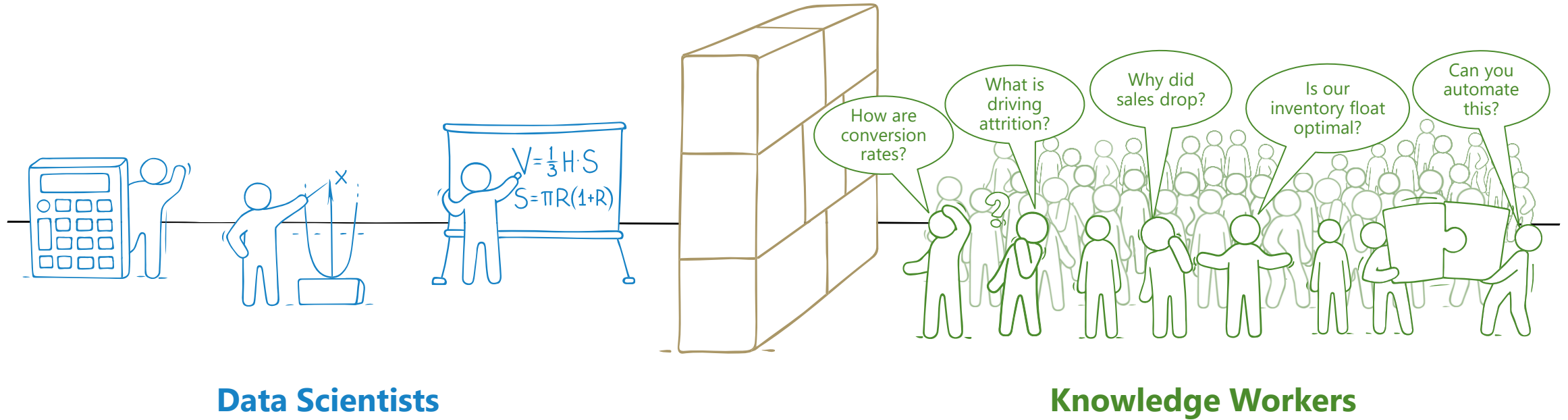


Common Pain Points

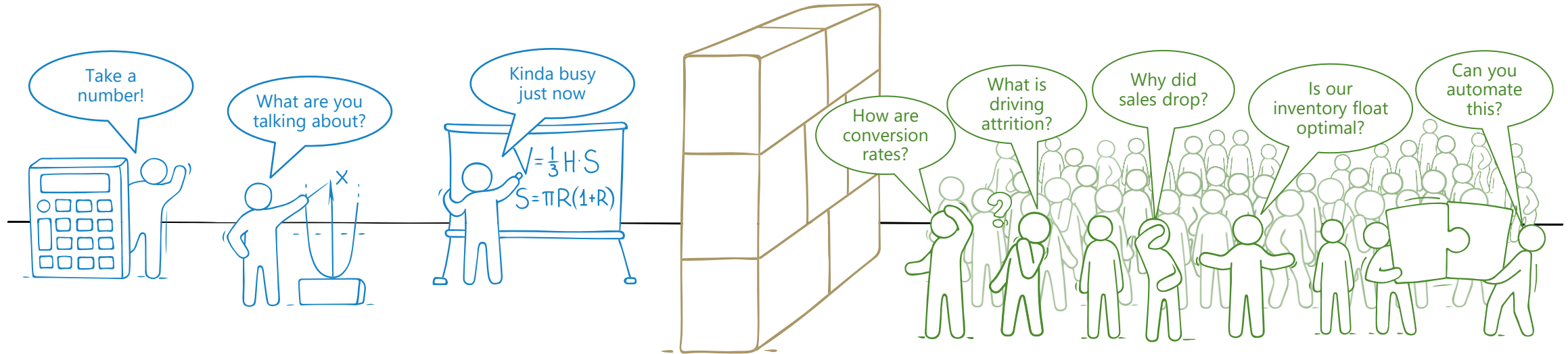
- Results are too slow
- Long time to value
- DS teams consumed with low level tasks

<https://www.forbes.com/sites/gilpress/2020/01/13/ai-stats-news-only-146-of-firms-have-deployed-ai-capabilities-in-production/?sh=6cde42c52650>

A Growing Divide... People vs. Technology



A Growing Divide... People vs. Technology

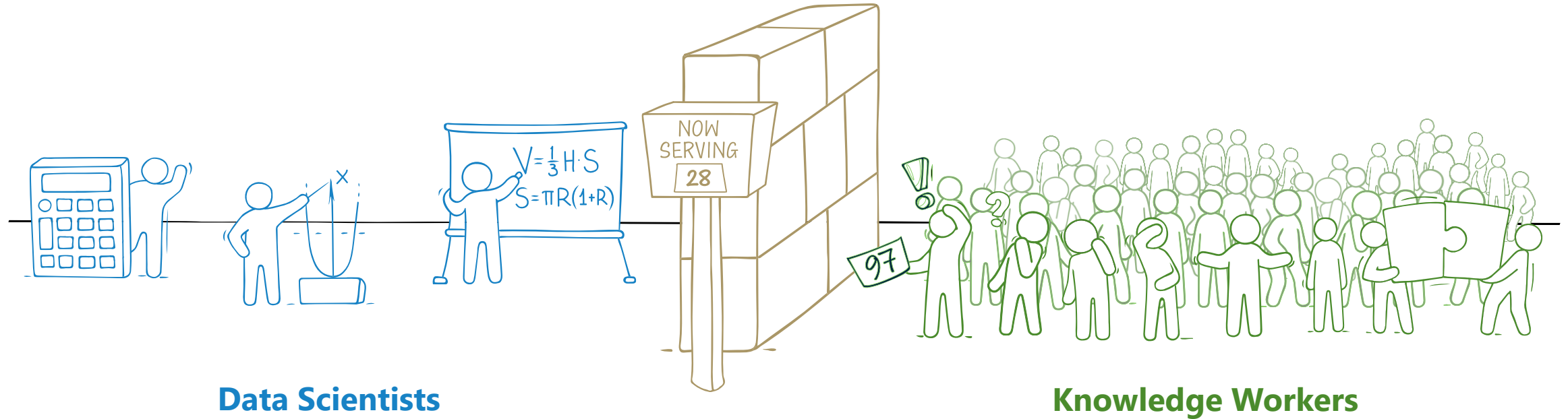


Data Science Teams Frequently Struggle

- Too few data scientists
- Missing key domain knowledge
- Many projects not implemented as line of business isn't comfortable
- Desire better questions/projects (data janitors, dashboard builders, etc.)

Knowledge Workers

Highly Centralized CoEs Have Challenges. . .

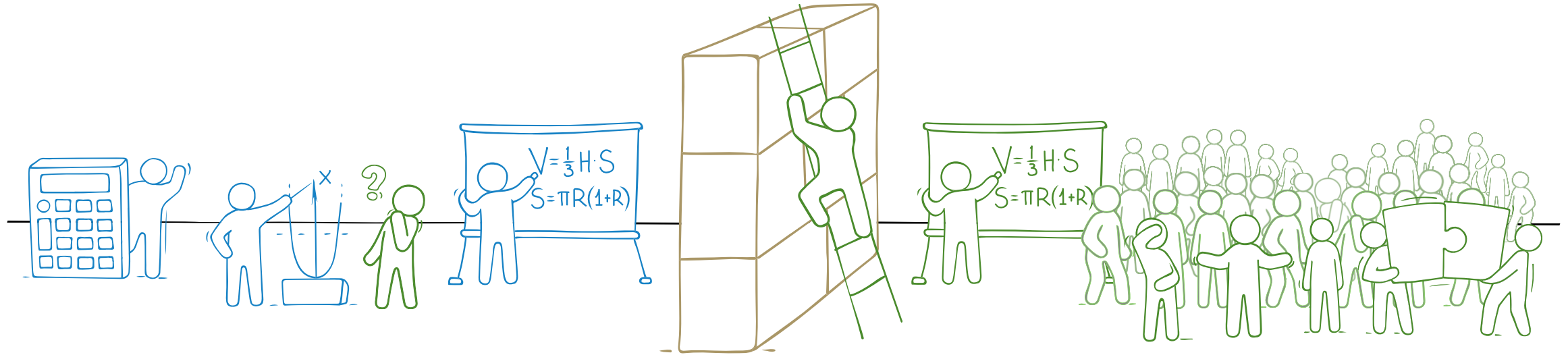


0%

Companies satisfied that rely on centralized IT/analytic teams for data analysis

Sources: "Digital Pulse Survey", Harvard Business Review
<https://www.alteryx.com/sites/default/files/2020-01/hbr-report-scaling-analytics-across-the-org.pdf>

Convert Your Knowledge Workers to Data Scientists



Data Scientists

Approaches with Limited Success

1. Train Analysts to be Data Scientists
2. Assume Analysts can use the tools Data Scientists use

Are You Investing Most of Your Money on the Few?

Used By Few – Significant Investment

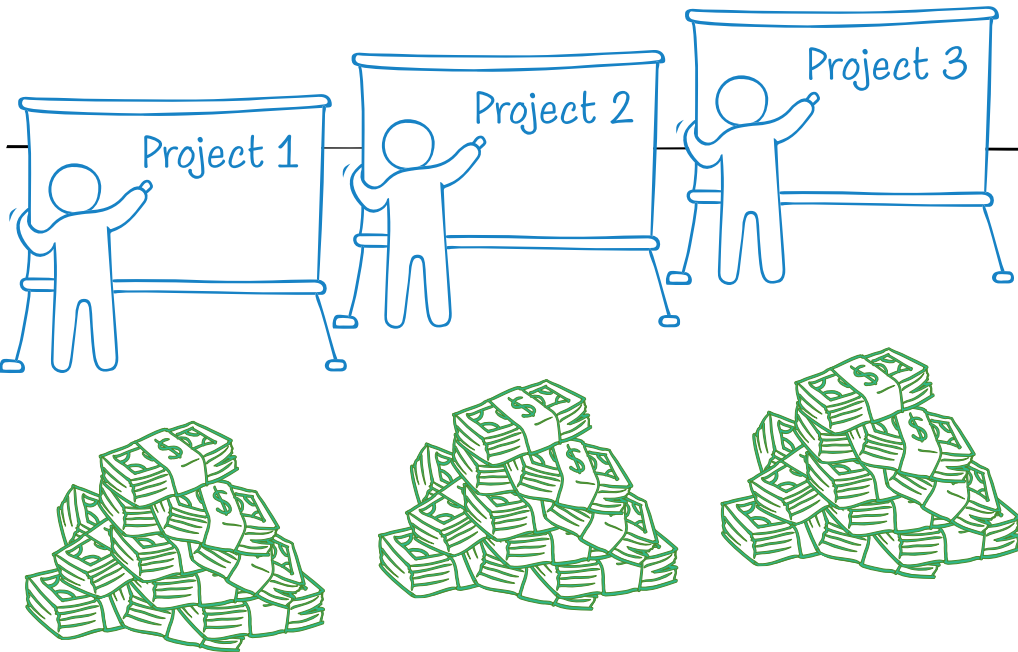
Used By Most – Small Investment



Significant investment in the few vs. the leverage of upskilling 75%+ of your workforce

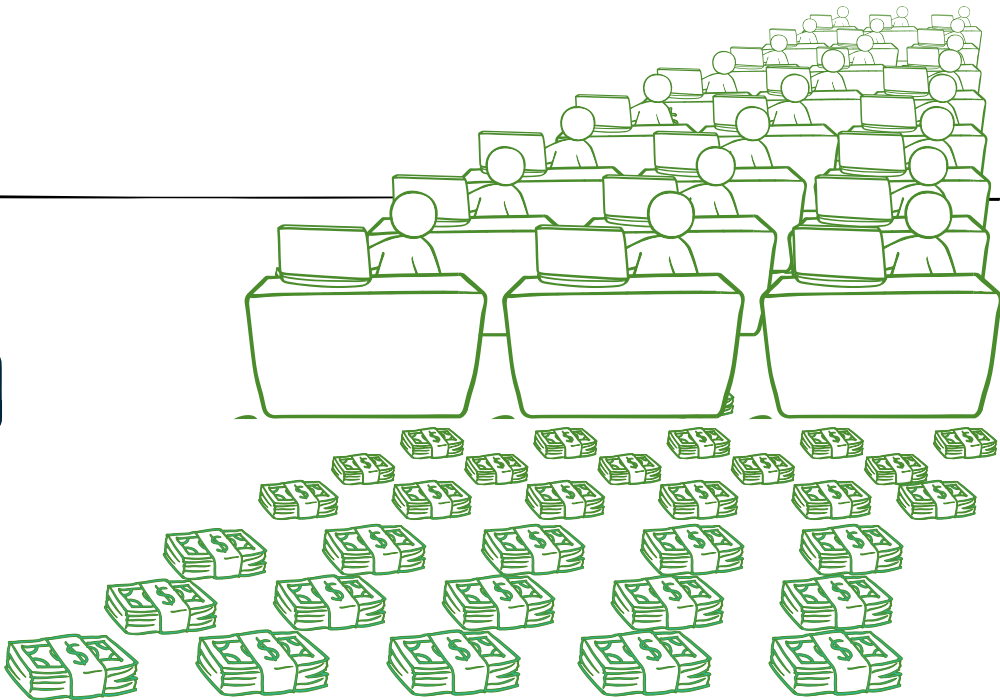
Achieving Analytic Leadership

Data Scientists



ROI

Knowledge Workers



ROI

What Does Success Look Like – Global Consultancy

Financial Results

12.8%
Revenue
Improvement

3.6pts
Margin
Improvement

9.1%
Productivity
Improvement

Employee Impact

+13pts
My colleagues
seek new ways to
use technology

+15pts
Our technology
allows me to do
work effectively

+19pts
My team is
developing
digital skills

6.5m hours estimated saved across lines of service for FY20

Timeline

May 2018

Launched
100+ Alteryx
workflows

EOY 2018

2M+ executions
25k+ installs
4k+ trained



Nov 2018

Launched xLoS
1,000+ Alteryx
workflows

Nov 2020

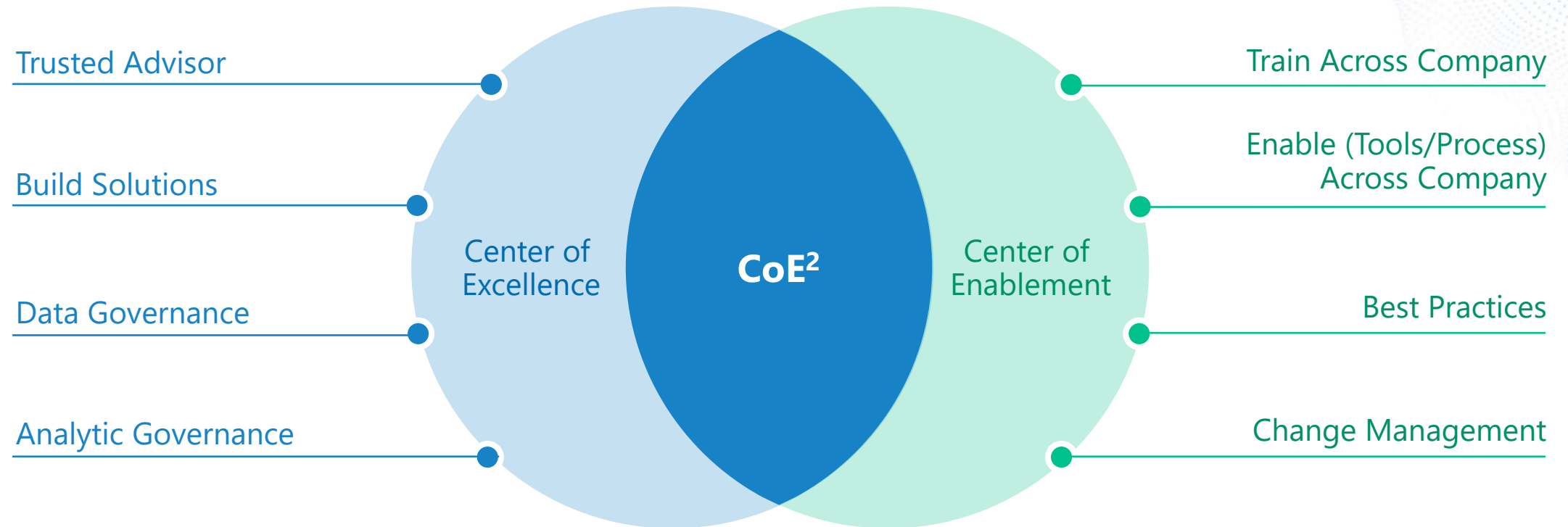
20M+ executions
109k+ installs
80k+ trained

The impact of Digital Transformation can be fast and impactful on many dimensions



The magic is to progress your domain experts through this continuum

Center Of Excellence + Center Of Enablement (COE²)



The Role of the COE is Amplified

Every Department Needs and Wants to Make Data Driven Decisions



Leadership from the Data Team is critical for success



alteryx

Thank you

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alteryx.com

