



# Best Practices for GCC Analytics

Cheatsheet for GCC  
Analytics KPIs  
included

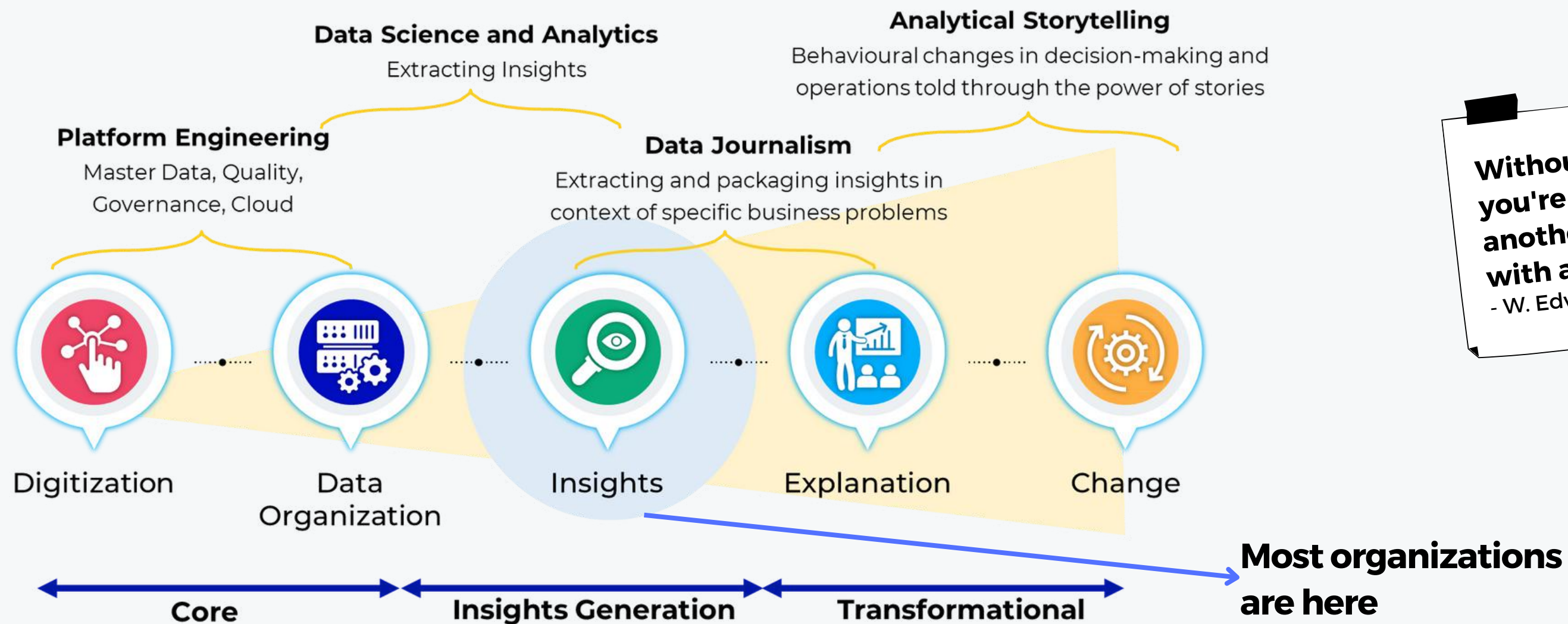


# Where do GCCs stand?

Before we go into what the best practices are let's take a look at where GCCs stand and where they want to be?



How much value do you want to provide?

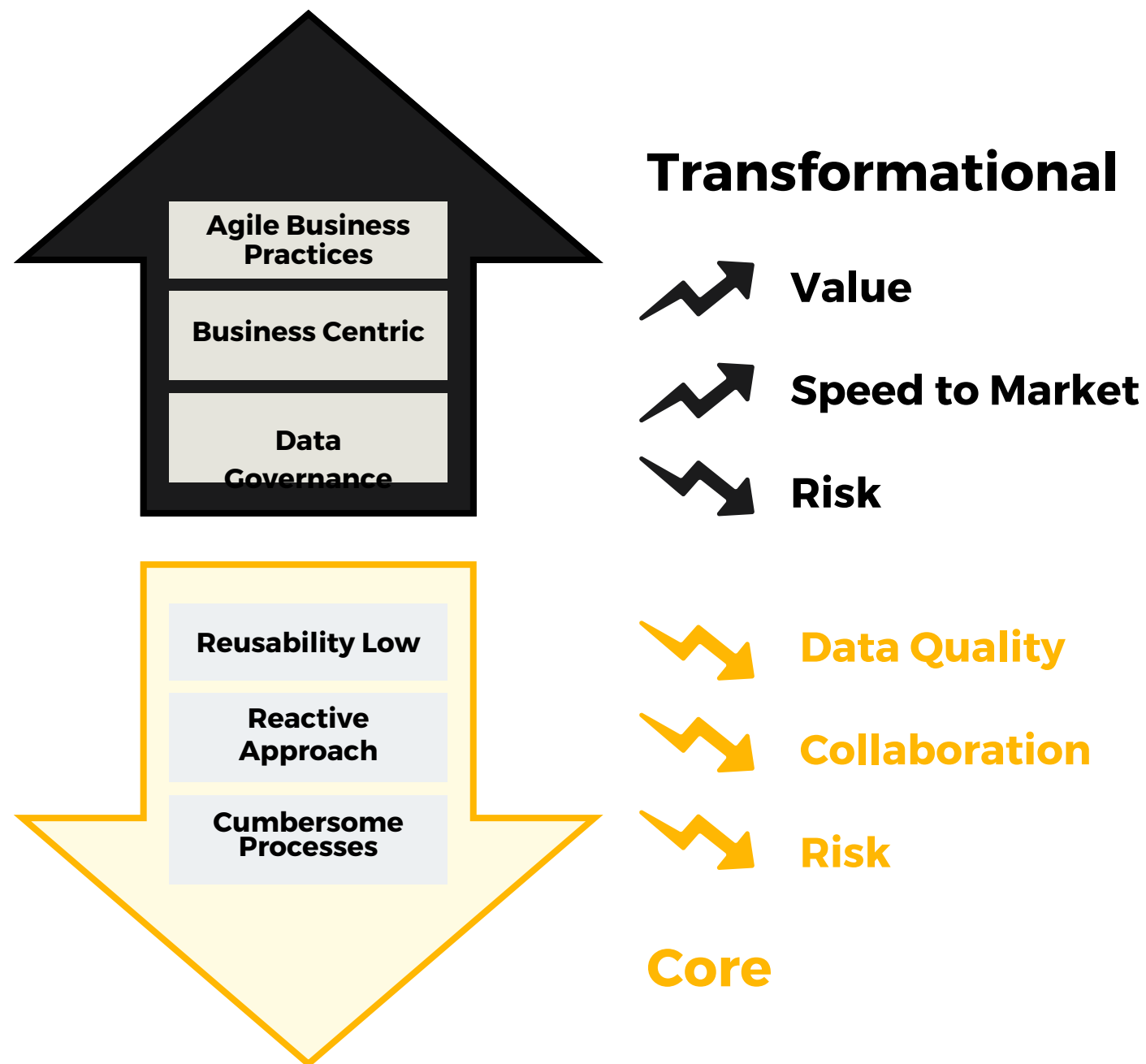


**Without data, you're just another person with an opinion.**  
- W. Edwards Deming



# How should you transform?

Though the adoption of analytics has been on the rise, some organizations are still unaware of how to transform it into their desired state and its advantages. Here are a few **key action points** needed for successful implementation.



## Action 1

### Executive Sponsorship

This is one of the main reasons analytics in GCC setup fails. The time and effort needed to let the data practice flourish and grow needs strong backing

## Action 2

### Establishing KPIs

Measuring the impact can help understand the effectiveness of activities. Parameters can be measured across phases.

Check the cheatsheet to know about KPIs to track



## Action 3

### Establishing stakeholders

As a part of governance, this can help keep plans afloat and alive in a continuous cycle with effective feedback.

Up to **85%** of big data projects fail to meet expectations

**Gartner**

# Analytics Transformation Checklist

Achieving your analytics potential does not happen overnight. It's the totality of small, individual milestones added up together.

This transformation begins with understanding the current state of your analytics and the best practices you are following. Then about understanding where the gaps are between the current and the desired state. Then you can start working on bridging the gap.

Though this sounds easy, when broken down into multiple steps, the problems can be pinpointed.



- Clearistic vision with short and long term goals
- Develop an introductory document with high-level vision, project scope, and timeline
- Identify the key workflows, stakeholders, technology, and systems
- List of desired future state requirements that map to the vision
- Identify the processes and applications that are missing or hindering the organization from succeeding.
- Identify a single role or individual to own the roadmap (e.g., CIO, data officer)
- Clear, straightforward, and well communicated Data standards

# GCC Analytics KPI Cheatsheet

## What should you track?

These statistics underscore the importance of understanding the **factors that contribute to the failure of analytics projects**, and of developing strategies to measure the effectiveness and impact of analytics initiatives

01

### Speed to Market

Enables organizations to quickly derive insights from their data

Reusability quotient

Releases per month

Objectives achieved on schedule

Time to decision

02

### Innovation and Skill

Enable organizations to stay ahead of the competition by developing new solutions, insights, and capabilities

Training Hours

Skill assessments

Innovation Pipeline

Number of citizen data scientists

Number of brainstorming sessions

03

### Customer Centricity

Ensures that the insights generated from analytics are aligned with the needs and goals of the organization

Customer Satisfaction

Net Promoter Score (NPS)

Sales Growth

Customer acquisition cost (CAC)

Lifetime value (LTV) of customers

04

### Security and compliance

Identify potential exposure to sensitive data to unauthorized access, misuse, or theft

Data security breaches

Compliance violations

Data access controls

Audit trails

Incident response time

Penetration testing

05

### Analytics Democratization and Adoption

For making data and insights accessible to all stakeholders in an organization, regardless of their technical background or job function.

User adoption rate

Time to insights

Self-service analytics usage

Business impact

Data Quality

06

### Business Insights and Data Culture

For measuring the impact of analytics in enterprises and to foster a culture that prioritizes data-driven decision-making

ROI of insights

Data literacy rate

Insights adoption rate

Number of insights generated

Actionable insights generated

**"The most important thing in analytics is not data; it's the question."**

**W. Edwards Deming,**  
Statistician, and  
Management consultant