The Insight Economy: Making Analytics Work for You

Priority areas

1. Establish analytical technology requirement
2. Engage and develop the right analytical talent
3. Organize a sound reporting structure for data analysts
4. Monitor and understand security risks, privacy concerns, and regulatory issues
5. Identify analytics opportunities and how they compare to existing data conditions

Data maturity levels

- Siloed: Data and analytics are used in isolation within business units
- Simplified: Limited data is shared across the organization
- Scaled: Data sharing is efficient with distributed use of analytics
- Synergized: Data from internal sources, business partners, and the broader ecosystem is incorporated
- Self-optimized: Automated analytics makes the most of the expanding ecosystem of data