



How to Get Started With Data Analytics

November 2021

The material appearing in this presentation is for informational purposes only and should not be construed as advice of any kind, including, without limitation, legal, accounting, or investment advice. This information is not intended to create, and receipt does not constitute, a legal relationship, including, but not limited to, an accountant-client relationship. Although this information may have been prepared by professionals, it should not be used as a substitute for professional services. If legal, accounting, investment, or other professional advice is required, the services of a professional should be sought.

Assurance, tax, and consulting offered through Moss Adams LLP. ISO/IEC 27001 services offered through Cadence Assurance LLC, a Moss Adams company. Investment advisory offered through Moss Adams Wealth Advisors LLC.

Presenters



Loren Den Herder
Managing Director

(425) 961-7019

loren.denherder@mossadams.com



K.C. Fike
Senior Manager

(801) 907-4335

kc.fike@mossadams.com





Agenda

01 Value of Data Driven Decision Making

02 How to Make Progress

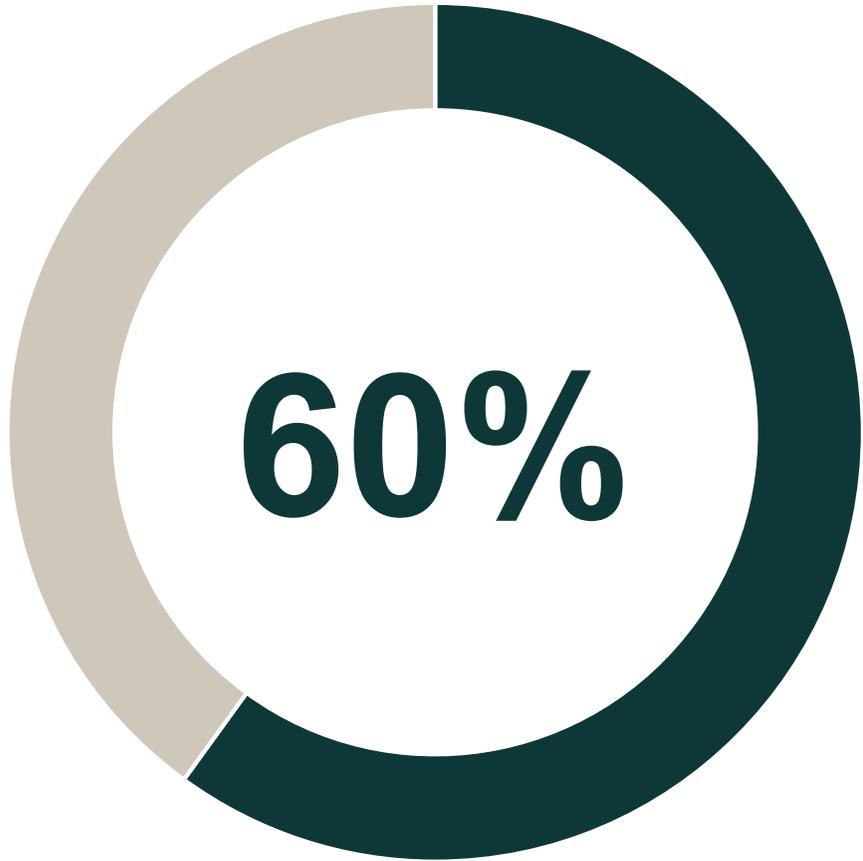
03 Key Considerations

04 Next Steps to Get Started



Value of Data Driven Decision Making





“Nearly 60% of small to medium sized businesses rarely or never look at their data”

- Statistic Brain Research Institute

Reasons for Lack of Data Analytics

- Difficulty building the business case
- Cost seems out of reach
- Do not have the needed IT Resources
- Not sure where to begin
- Not sure how to build organizational interest



POLLING QUESTION #1

Where are you in the data analytics process?

- A. Not started and trying to build organizational interest
- B. Not started, yet organizationally there is keen interest
- C. Started a data analytics function, but lack organizational engagement
- D. Have an effective data analytics function and looking to fine tune



Stages to Becoming a Data-Driven Organization

	Heavy Lifting Stage	Emergent Stage	Optimized Stage
State	Heavy reliance on spreadsheets. May include some graphic dashboard functions in business applications.	Easy Access to Key Information Key Metrics in Centralized Solution Secured Access Integrated Data Collection	Self Service Analytics Predictive Analytics Forecasting Augmented Forecast Modelling
Impact/ Result	Inefficient Error Prone Opportunity Cost High Risk	Growing Solution Adoption Expanding Data Availability Data Gaining High Credibility Enable Data-Driven Decisions	What-if Scenarios People Management Resource Management Enhanced Return on Investment
Steps Forward	Define a point of business value: Key Operating Metric Forward Looking Projections Scalable Turn-Key Solutions Cost Effective Increments	Data mining for business value: Find uses that leverage the solution Heavily Promote the Value Mobile Information Availability Self-serve Analytics	Continuous Improvement: Iterative Update Loops Ability to Exclude Noise



Business Value Comes From Informed Decisions

Strategic

BUSINESS INSIGHTS ANALYSIS

Drives better decision making

FINANCIAL REPORTING AND CONTROL

FINANCIAL OPERATIONS

Tactical

Current State

20%

30%

50%

Desired State

50%

30%

20%

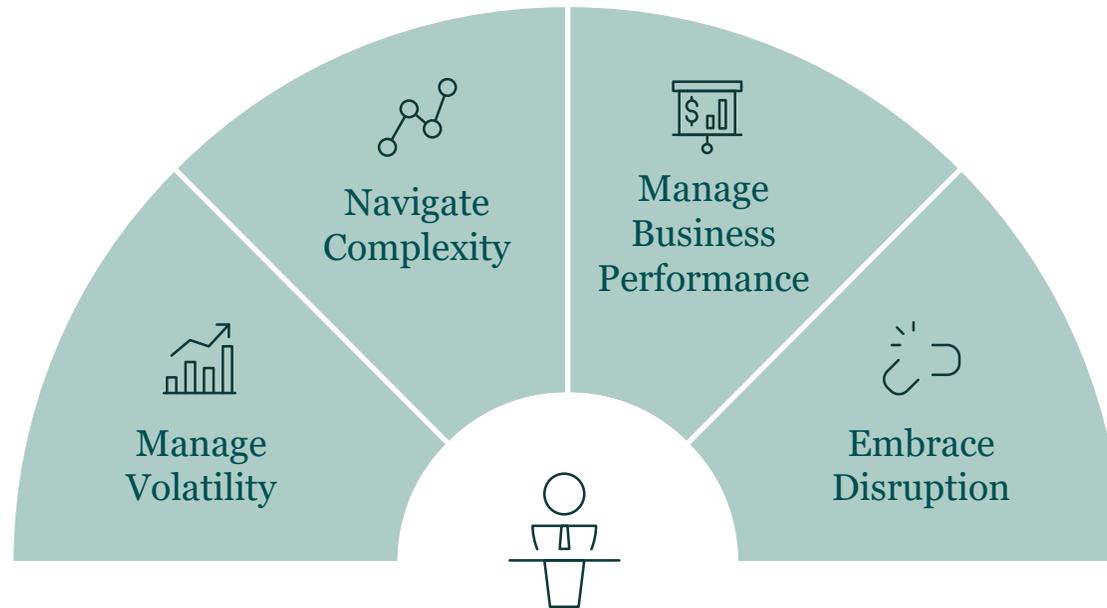


Timely Insights Are Critical to Business Value

	SPREADSHEET	DATA ANALYTICS
SPEED OF ACTIONABLE INSIGHTS Increase business agility and responsiveness	-	+
DATA MANAGEMENT More analytical time and less data wrangling	-	+
DRILL DOWN INSIGHTS Fast insights for “analytical flow”	-	+
ORGANIZATIONAL ALIGNMENT Single source of truth	-	+



Recognize Trends Quickly to Stay Ahead



Executives Need an Engaged Organization

Focus on solutions that are strategic to the business



Spend less time
on low value-
added tasks



Improve the confidence
and ownership of the
numbers



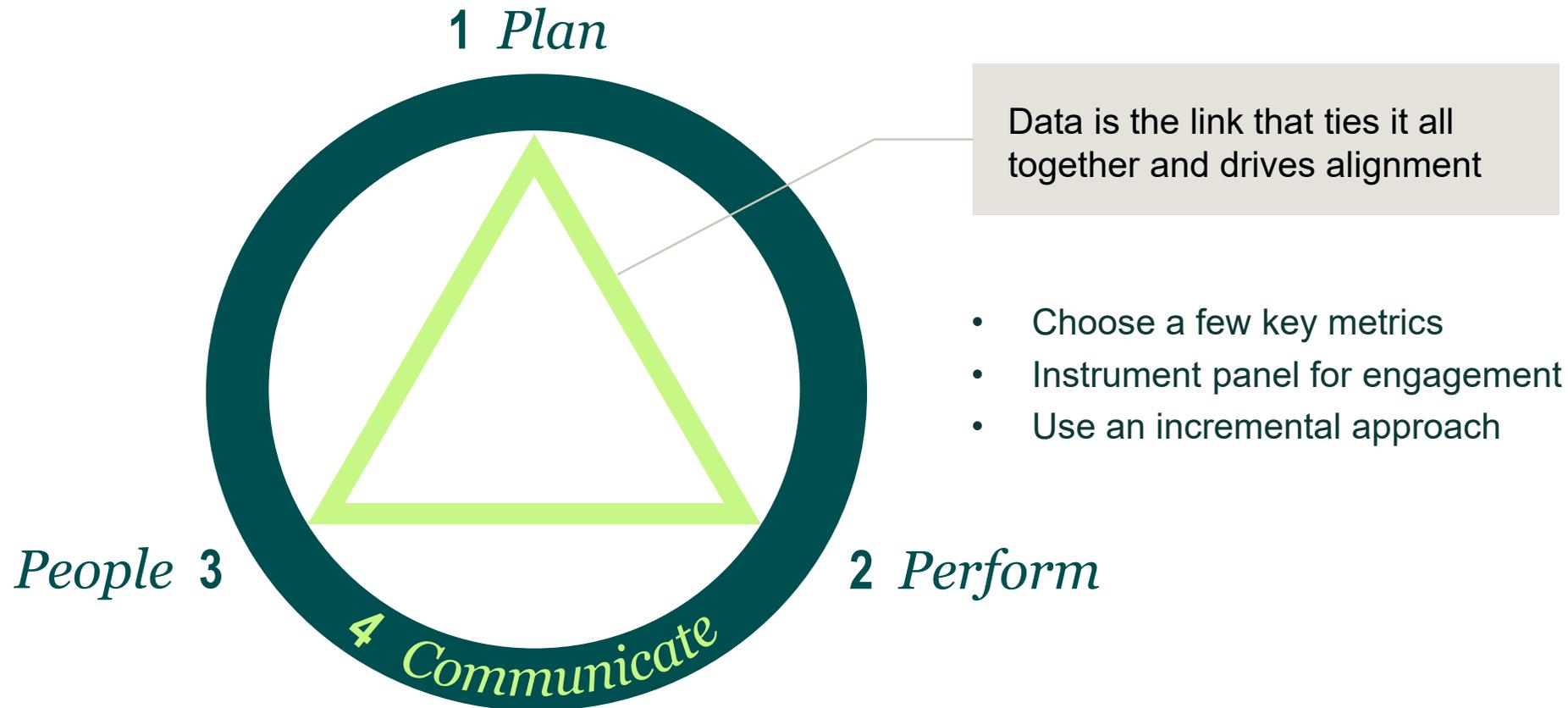
Deliver insights
and analysis with
a single click



How to Make Progress



High Performing Organizations are Data Driven



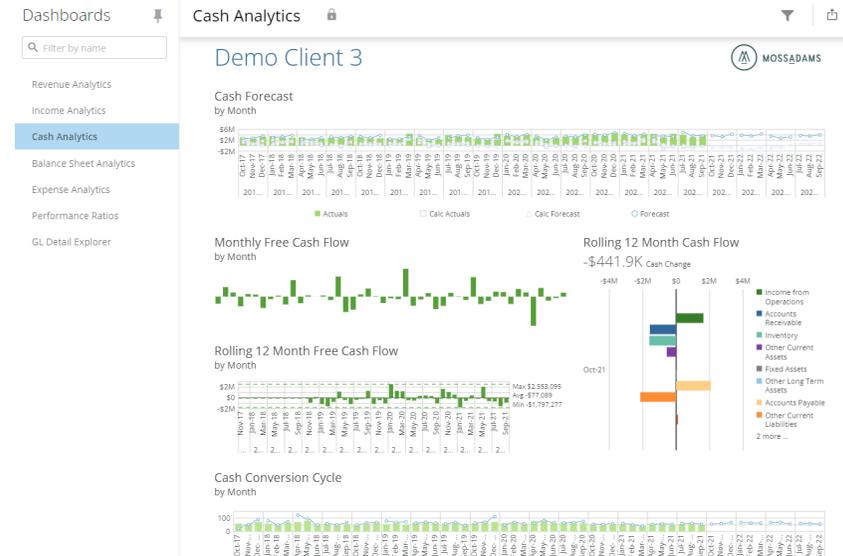
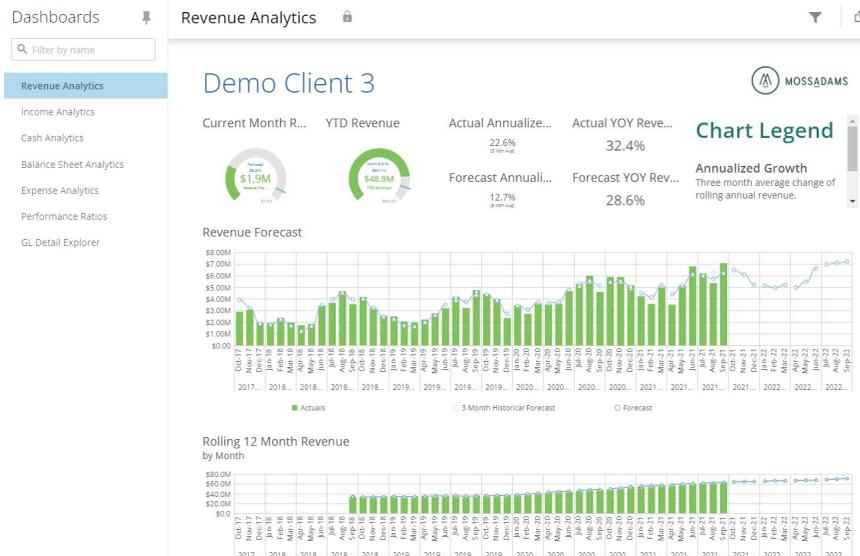
Use An Incremental Approach

- Get started with a pre-built solution
- Identify a couple of high value metrics
- Prioritize business value over cool features
- Use a scalable solution with incremental cost structure
- Implement departmental security from the start
- Automated data collection – Do not let data get stale



Turn-Key Solutions – Moss Adams Example

- Moss Adams offers a financial metric solution
- Powered by comprehensive capability platform
- Can be extended incrementally and cost-effectively



Key Considerations



Comprehensive Core Capability Platform

- Collect data with modern connectors
- Store data for high accessibility
- Powerful security with groups and roles
- Process data analytics
- Reports and dashboards
- Facilitate communication

CHOOSE A TURN-KEY SOLUTION THAT PROVIDES THESE ITEMS



Non-Technical Aspects are the Most Important

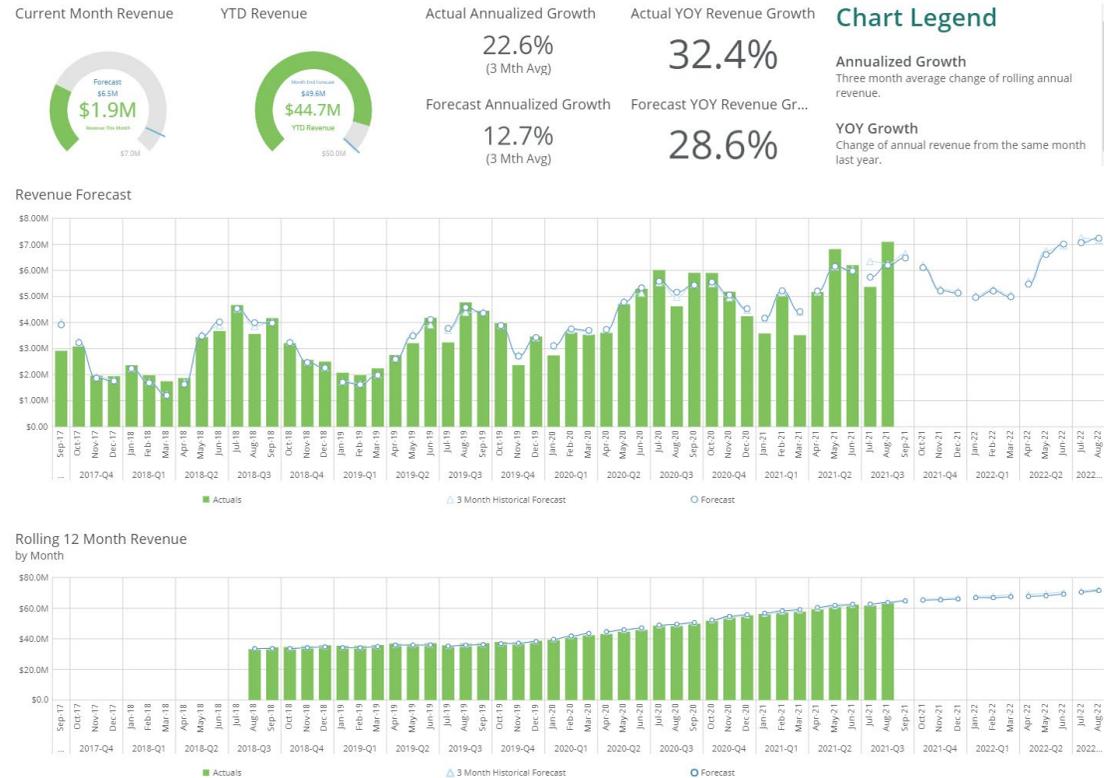
- Crisply define business value – What really matters?
- Ask what people need to know to deliver value
- Keep the “K” in KPI
- Give immediate results with a scalable turn-key solution
- Focus on data credibility and timeliness

SUCCESSFUL DATA ANALYTICS REQUIRES GOOD COMMUNICATION



Tell Full Story About a Key Metric – Revenue Example

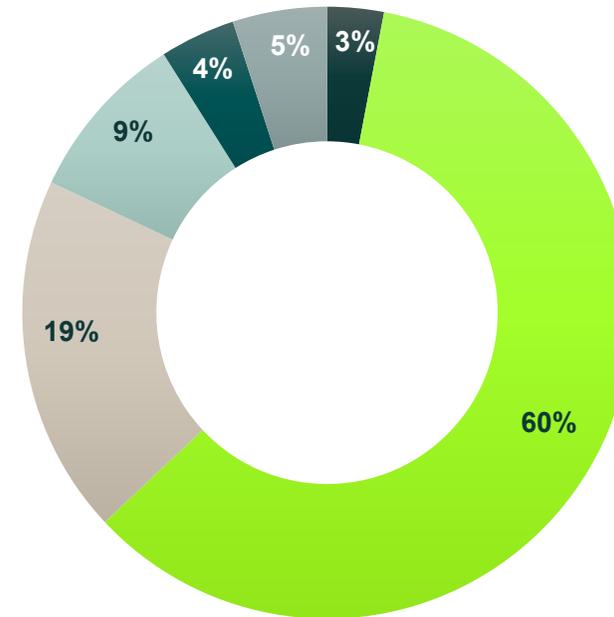
- A key metric can require multiple charts
- Go beyond just showing history and show forward looking expectations
- Anticipate the questions that the business will ask about a key metric



Manual Processes Breakdown

Automating data acquisition and data cleansing adds significant business value. It is key to solution credibility and ongoing organizational engagement.

What data scientists spend the most time doing



- Building training sets
- Cleaning and organizing data
- Collecting data sets
- Mining data for patterns
- Refining algorithms
- Other

Forbes: Cleaning Big Data: Most Time-Consuming, Least Enjoyable Data Science Task, Survey Says



Management Insights

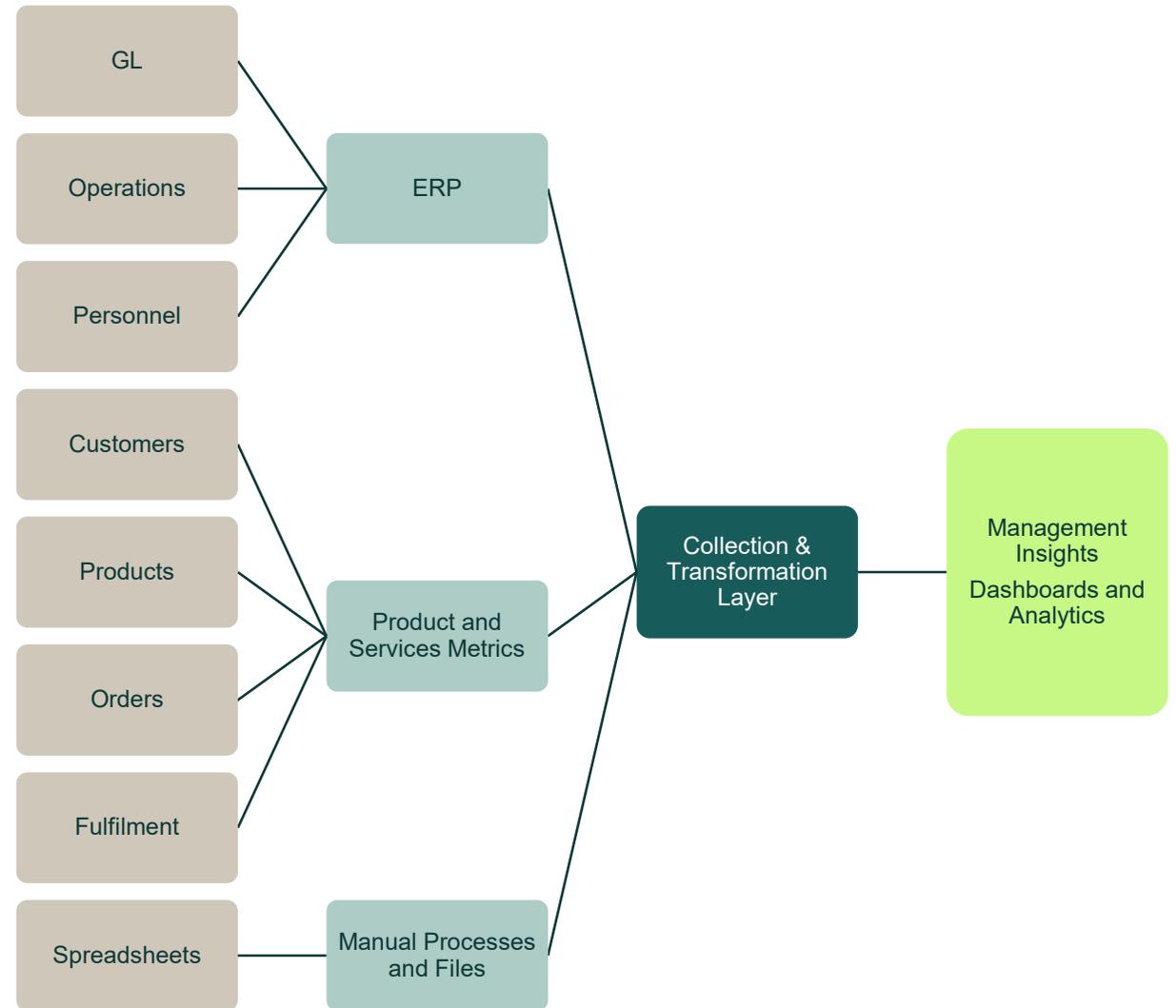
Combining Relevant Data In One Place

- See Changes
- Gain Insights
- Make Decisions

Faster – Clearer – Consistent

Incrementally add insights as the organization learns

Important to begin with a powerful platform



Solution Cost is a Key Consideration

PRE-BUILT SUBSCRIPTION SOLUTIONS (TURN-KEY)

- Overall key financial metrics can be under \$8K annually
- Adding capability for customized business metrics can add \$5K to \$30K annually
- One-time implementation services are scaled to specific business needs

PACKAGED SOLUTION PLATFORMS (BUSINESS CONFIGURABLE)

- Licensed package solution can start at \$40K annually
- One-time implementation service are often 1.4X an annual license cost

CUSTOM BUILT PLATFORMS (IT DRIVEN)

- Custom solutions using a collection of technologies usually requires ongoing IT resources



Next Steps to Get Started



Be Creative to Find Business Value

Just making someone's job easier is valuable. Operational efficiencies compound over time and uncover additional opportunities.

- Consider beginning with a pre-built solution that can scale up when you are ready.
- Emphasize data about your competitive advantage
- Find out what people wish they knew, and what they would do when they know
- Keep increments small and follow the “value path”



“Without data, you’re just another person with an opinion.”

– W. Edwards Deming



Business Analytics Drive Value and High Performance



Be Responsive

**ONGOING INSIGHTS
DRIVE AWARENESS**

To quickly respond to change and innovate fast, you need the ability to plan continuously and in real time.



Be Adaptable

**BUILD A FLUID
ORGANIZATION**

Leading companies build flexible structures and processes and can pivot quickly in the face of change.



Be Collaborative

**CREATE THE
FUTURE TOGETHER**

Developing strong business and financial insights for your leadership teams can allow you to plan with confidence.



Be Empowered

**EQUIP EMPLOYEES
WITH INFORMATION**

Staying agile means giving your people the tools and data they need to take decisive action.



Be In Control

**CHANGE COURSE
ON THE FLY**

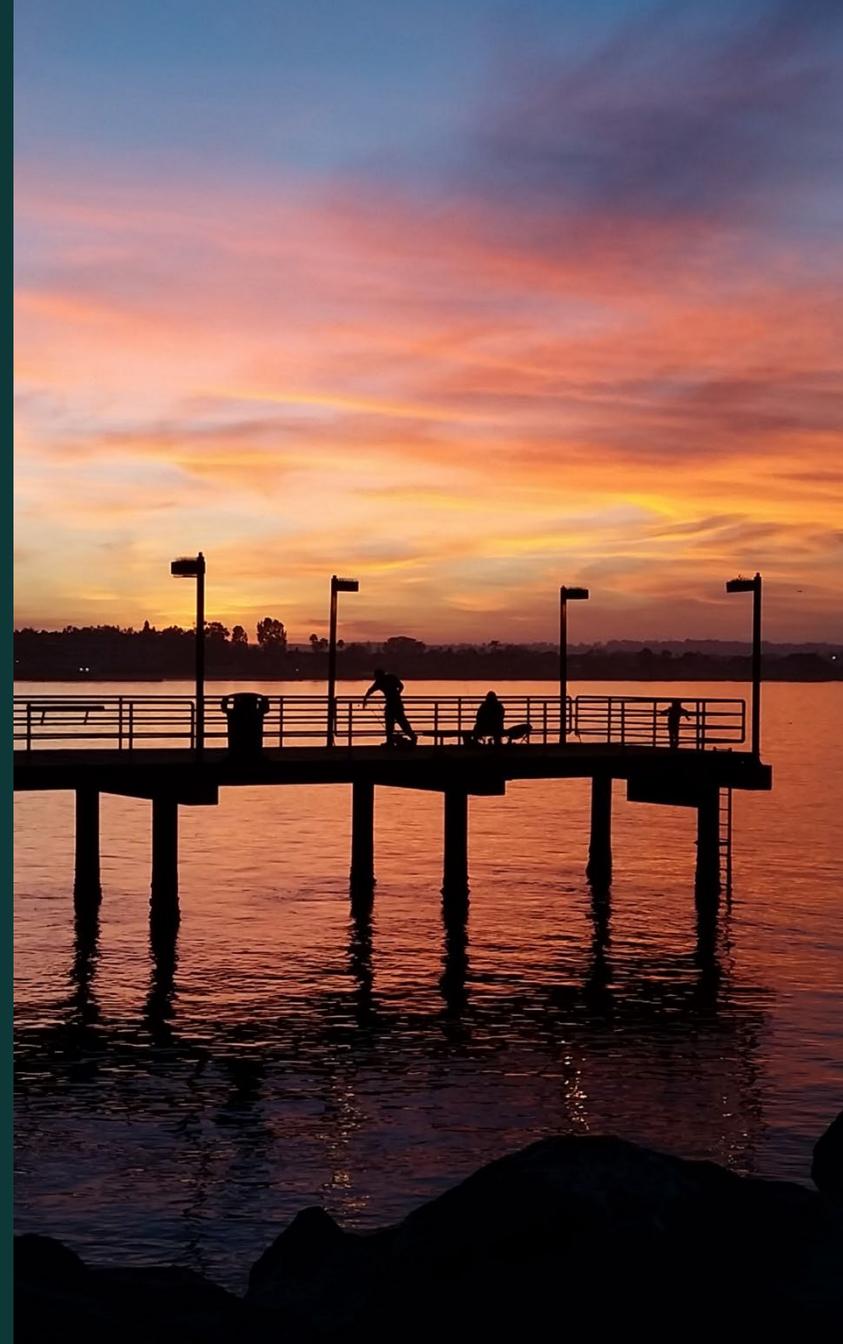
Part of staying agile means accurately measuring performance to drive results, while being able to pivot if necessary.



Let's start a conversation.

loren.denherder@mossadams.com

kc.fike@mossadams.com



The material appearing in this presentation is for informational purposes only and should not be construed as advice of any kind, including, without limitation, legal, accounting, or investment advice. This information is not intended to create, and receipt does not constitute, a legal relationship, including, but not limited to, an accountant-client relationship. Although this information may have been prepared by professionals, it should not be used as a substitute for professional services. If legal, accounting, investment, or other professional advice is required, the services of a professional should be sought.

Assurance, tax, and consulting offered through Moss Adams LLP. ISO/IEC 27001 services offered through Cadence Assurance LLC, a Moss Adams company. Investment advisory offered through Moss Adams Wealth Advisors LLC.

©2021 Moss Adams LLP

