# Base Question

**4. Based on your analysis, how would you recommend GG improve the quality of the analyses we can deliver.**

Caveat: I have not had the opportunity to observe how GetGround specifically conducts analysis, the team structure, ways of working, nor quality of output. My recommendations will be on how to build a general analytics function.

# Purpose

The purpose and scope of the analytics team needs to be established.

Is the purpose to drive the business forward as an organisation by providing statistically significant insights on customers/platforms (Growth + Market Share)?

Is the purpose to assist customers in choosing and optimising their investment portfolio (Product Enhancement + Retention)?

What kind of analytic maturity do we want to achieve, according to Bersin’s analytic maturity model? The higher the level, the more support (good products, experienced staff, robust processes) will be needed to achieve it, and the better the data infrastructure.

Diagram

Description automatically generated

# People

What kind of culture does the analytics team have? Do they like asking for help, or do they work quietly in the corner? What formal and informal ways are we investing in the team, personally and professionally?

Do we have OKRs (task specific) as well as PDPs (person specific)? Are reviews often enough that relevant topics get discussed, but not too often that we are giving the same updates?

How autonomous and flexible is the team allowed to work? Are the teams aware of how they work best (e.g. morning/night)?

# Processes

Does the team work in an Agile way? Do we have enough staff to embed an analyst into the team? Or should we be more of a centre of excellence, where each team can support different areas?

What are the active (meetings/121s/boards) and passive (documentation/slides/JIRA boards) communication tools used to engage with our stakeholders?

Do we practice commitment based management?

Does the team document their work thoroughly, so anyone can pick it up at any time?

# Product

Does the team have the tools they need?

* Data infrastructure (ETLs, data lakes, dbt documentation)
* Data quality checks
* Data governance (for different countries’ privacy laws)
* Version control/code repository (Github)
* Programming/analytics platform (Python)
* BI tools (looker/Tableau)
* Wikis for knowledge sharing (Confluence)
* Agile/Project tracker (JIRA)