

Analytics Roadmap

A Strategic Blueprint for Data-Driven Success

1. Define Business Vision & Priorities

Translate enterprise goals into analytics-aligned objectives. Use design-thinking workshops to generate stakeholder-aligned ideas.

2. Ideation & Prioritization

Facilitate collaborative ideation. Rank use cases using a value vs. complexity matrix to prioritize for feasibility and impact.

3. Value & Complexity Assessment

Build business cases, estimate benefits, and align implementation effort using structured frameworks for ROI-driven decisions.

4. Capability & Organizational Blueprint

- Map analytics capabilities (e.g., pricing, churn prediction).
- Assess maturity, skills, governance, and CoE models.
- Plan in-house vs. outsourcing strategies.

5. Technical Roadmap & Platform Strategy

- Audit current infrastructure and evaluate tech options.
- Plan platform sequencing and implementation milestones.
- Select cloud, AI platforms, and tools aligned with capabilities.

6. Delivery Planning & Execution

Conduct planning workshops to align teams and finalize the roadmap. Assign ownership and set timelines for execution.

7. Early Wins & Fast Feedback

Pilot early use cases to demonstrate value quickly. Refine based on real-time feedback and build momentum.

Sample 3-Week Focus Sprint:

| Week | Activities |
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| Week 1–2 | Stakeholder interviews, data/process assessments, ideation workshops |
| Week 2 | Use case prioritization, metric definition, business case sketching |
| Week 3 | Roadmap finalization, platform strategy, governance planning, pilot kickoff |

What You Get

- Business-aligned analytics vision
- Prioritized use-case backlog
- Organization & talent model
- Technology and platform roadmap
- Governance and value realization plan