| **Priority** | **Priority Description** | **Priority Category** | **Supports Organization Priority** |
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| * Obj 1: Business Value Driven Drive key strategic business initiatives through advanced data science | * Deployment of PromoFIT for HPV Consumer Activation in both US and AP. Deploy 3 to 5 such PromoFIT projects for Ex-US market. * Enablement of Impact Assment & Investment Optimization  COE to adopt SOPs and scale key capabilities beyond US * Support and transition key US IA&IO Business Value driven projects to the broader team | * Focus on What Matters | * C. Drive innovation and productivity, enabled by digital and data |
| * Obj 2: Premier Capabilities Advance the maturity of analytics delivery along speed, consistency, efficiency, quality, and customer experience dimensions. | * Contribute to reusable asset repository (CARE) to democratize access to analytics assets * Continued travel and collaboration across US, EU and India teams * Deployment of India / US resources / Prague resources * Academic partnerships model refinement and scaling and IP strategy | * Act with urgency * Experiment, learn and adapt * Focus on What Matters | * C. Drive innovation and productivity, enabled by digital and data |
| * Obj 3: Data an Digital Transformation Establish Impact Evaluation and Investment Optimization CoE across Ex-US and support smooth fuctioning of US IA&IO projects | * Clear articulation of ROI for internal analytics initiatives and systematization of ROI methodologies at a global scale through better use of accelerators and  products. * Implement and Scale established SOPs for data science delivery throughout the org * Frame all foundational work against major initiatives and establish common KPIs to track value * Be intentional about value story telling of the impact of our foundational and capabilities work in external and internal forums * Multiple use-cases delivered through reusable components * Scale best practices in analytics ops: vendor tracking, PO management, capacity planning, delivery management to CAS * Scale upskilling programs to all tracks and all teams with L&D | * Act with urgency * Experiment, learn and adapt * Focus on What Matters * Win as one team | * C. Drive innovation and productivity, enabled by digital and data |