

Does your organisation struggle with understanding how to use analytics? These days it is not uncommon that doing 'Analytics' means different things to different people. The 'Pentagon of Principles' clarifies the potential and best practice uses of analytics across an organisation.

1

ANALYTICS IS AWESOME

(but show me the money!)

Analytics can be used in so many areas, but it needs a focus – it simply *has* to be linked to business outcomes showing return on investment.



2

Don't ignore your 'gut', just make sure to test it

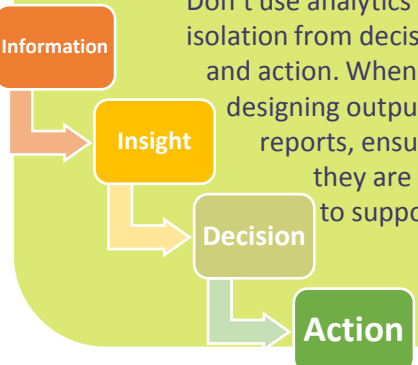
Judgement and experience are not the opposite of analytics. Use them together to get the best results. Where necessary, test your assumptions with small, safe bets and experiment.



5

Zero the distance

Don't use analytics in isolation from decisions and action. When designing outputs and reports, ensure that they are designed to support action.



3

Analytics helps to simplify not to over-complicate

It may sometimes involve complex algorithms, but organisations should use analytics to simplify the decision making process and take action based on reliable data driven insights.



4

Numerous Incremental Projects = Radical overall benefit

Analytics should be approached at an enterprise level, with several initiatives in place across the business. An incremental effect across each of the multiple business areas results in a radical overall business benefit.

