

# ANALYTICS MATURITY MODEL

HIGH VALUE + LOW RISK

## OPTIMIZING

### ANALYTICS INTEGRATION IN THE ORGANIZATION

Integrated enterprise analytics throughout organization that includes predictive analytics. Strong analytics management and processes are followed.

### FOCUS OF KPI BASED ON TYPES OF ANALYSIS

KPIs focus on future predictions that provide strong confidence levels for taking business actions. Machine learning and AI analysis are used to project KPIs.

## MANAGED

Integrated enterprise analytics throughout organization. Analytics management and processes exist.

KPIs focus on future outcomes by measuring leading indicators that provide prescriptive changes leveraging internal and external data. (e.g. how does changing x, y and z impact outcomes?)

## DEFINED

Partially integrated enterprise reporting throughout the organization. Analytics management roles are defined, but expertise among team members varies.

KPIs focus on present metrics showing real-time, what is happening today and why. Typically will have these defined key metrics within dashboards and scorecards.

## REACTIVE

No formal integrated enterprise reporting throughout the organization. Analytics management is departmentalized and employee analytic competencies varies.

KPIs focus on the past and display metrics related to what happened in the past by measuring lagging indicators.

## AD HOC

No formal analytic structure throughout the organization. Analytics management does not exist or occurs in silos and employee analytic capabilities varies.

KPIs are not defined or based on ad hoc and chaotic metrics, producing low or mixed confidence levels in reports and a lack data-driven decisions.

LOW VALUE + HIGH RISK