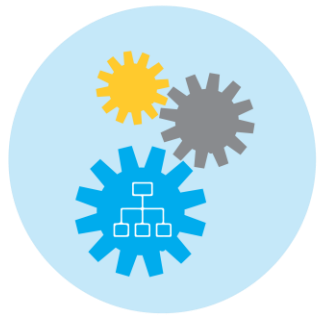


The People Side of Analytics Success (B)

**Dr Todd Nicholson
Nicholson Consulting**

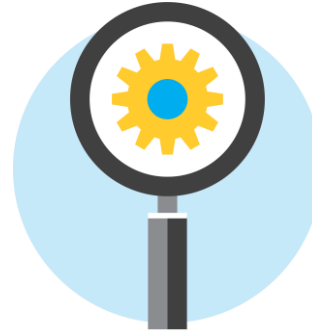
Elements of successful analytics



**Business
Problem**



Data



Tools



Staff



Rebranding instead of real
change



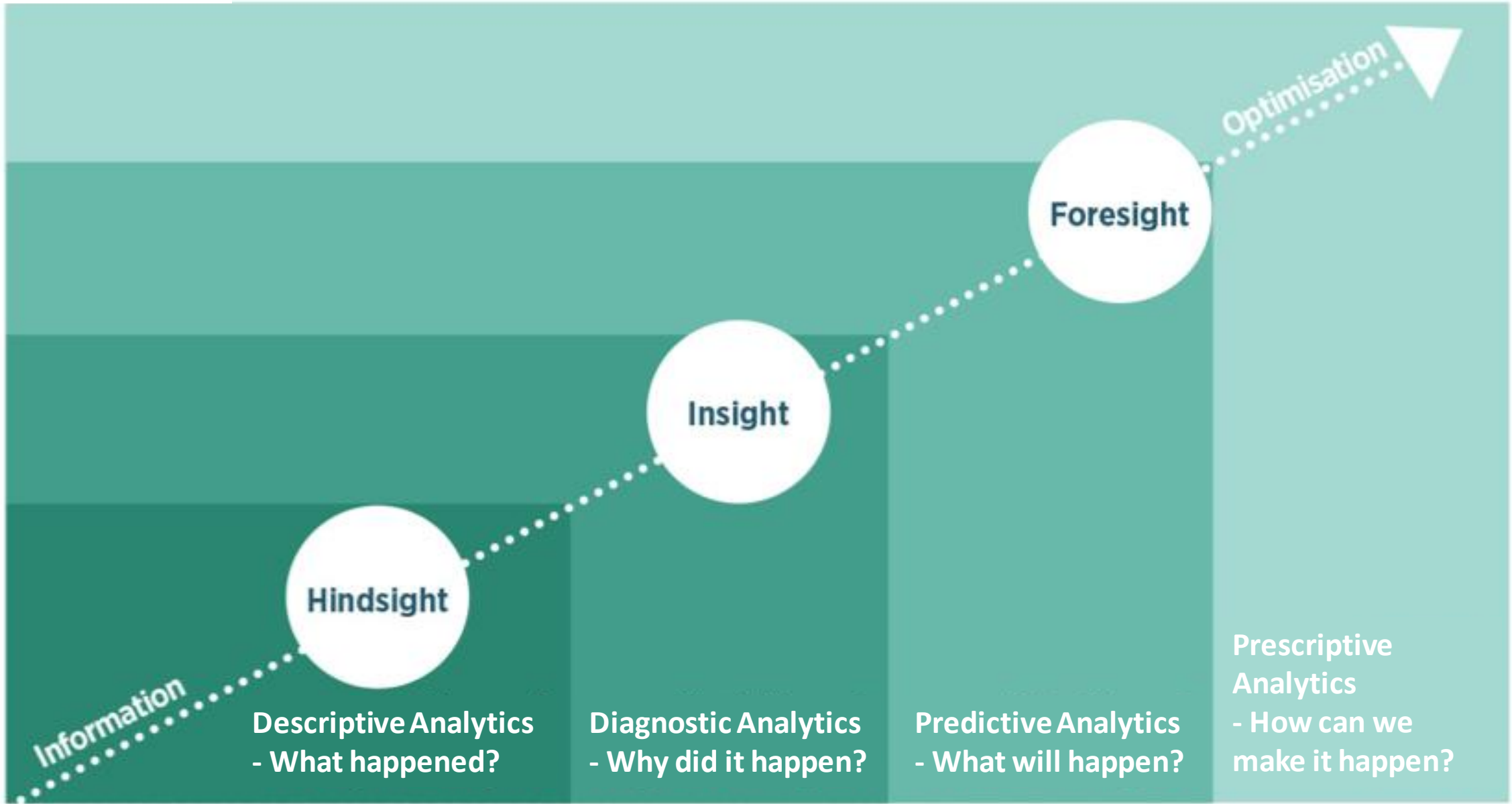


**The biggest real change is
mobility**

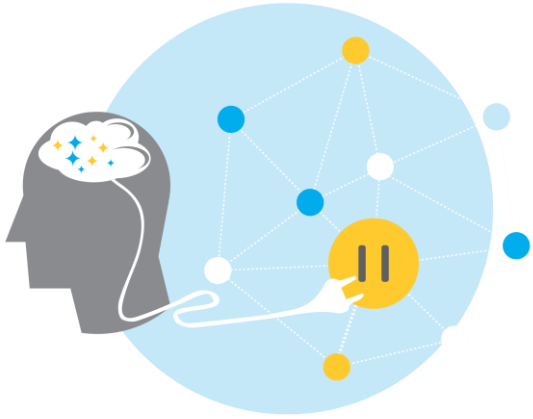




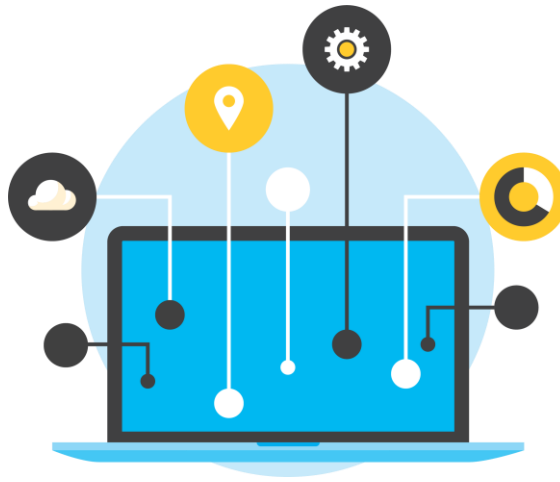
So how can organisations build a successful and sustainable analytics function?



Dependent on a solid base



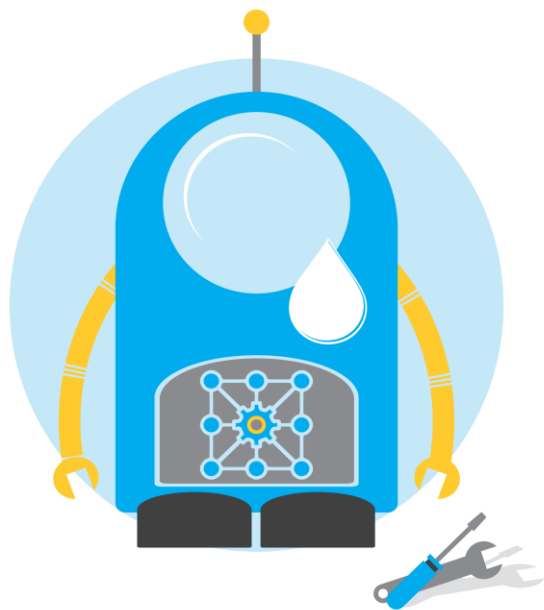
Enablers



Borrow



Different Skills



**Preoccupation with high-end
analytics**

GET THE BASICS RIGHT



The focus should be on



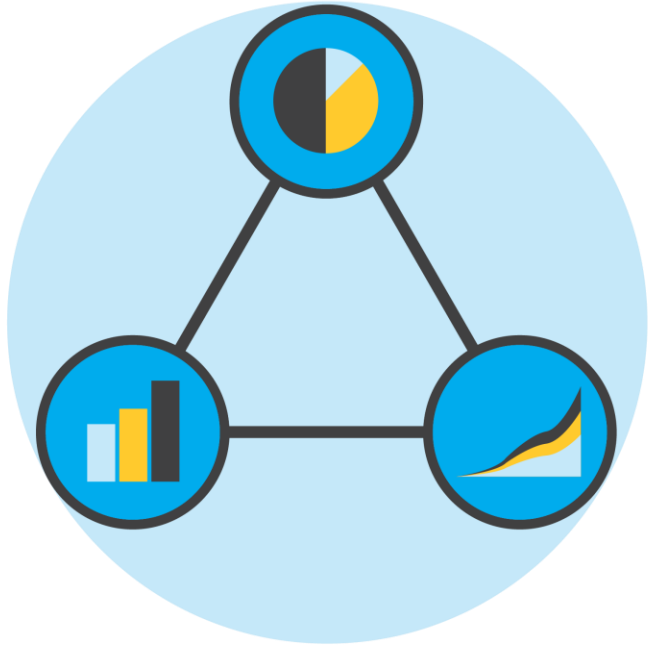
Business needs



Correct data



**What data
means**



An inconvenient truth



What should we do?

FORGET THE TECHNICAL

KEEP IT SOFT



We can be better now

COMMUNICATION

ENERGY

ENTHUSIASM





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The People Side of Analytics Success

