

Closing Comments:

Analytical Talent & Teams

Monday, September 14, 2009

# Agenda

- ❑ Why Compete on Analytics?
  - ❑ Why is Talent the Key?
  - ❑ Why Invest in Talent?
- ❑ What Does the Talent Look Like?
- ❑ Where Do We Get Analytical Leadership?
  - ❑ How Does it Work?
  - ❑ When Does it End?

# Analytic Teams and Talent

Why compete on Analytics?

A Small  
Investment.  
A Significant  
Impact.

- ❑ Sprint uses **analytics to characterize customers** across a six-stage life cycle.
  - ❑ This information is integrated using 25 models to determine the best ways to **maximize customer loyalty and spending**.
- ❑ Analysis delivered more than **\$1 billion** of enterprise value and **\$500 million** in revenue

# Analytic Teams and Talent

Why is Talent the Key?

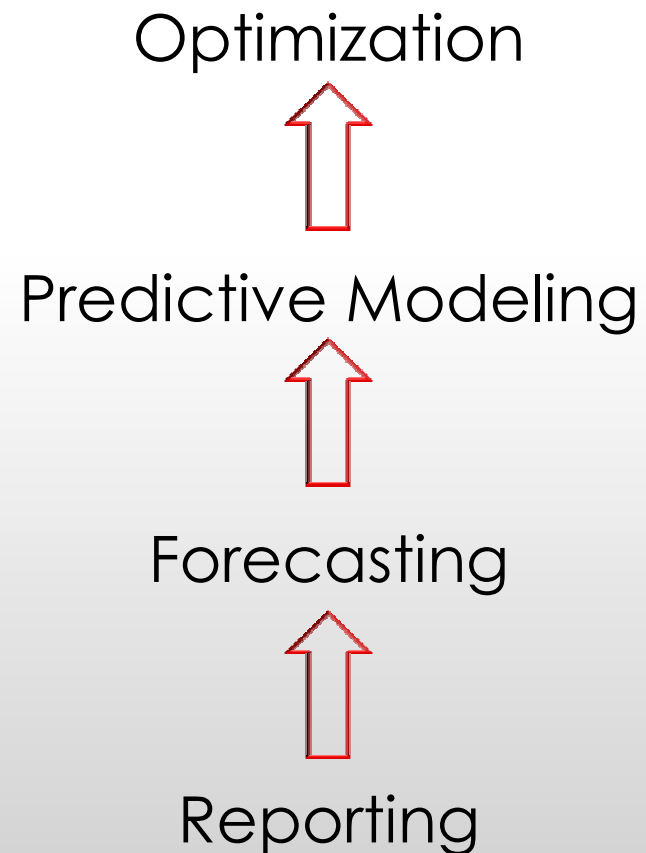
Talent drives all competitive advantage.

- ❑ Connected analytical talent and teams can thrive in the right corporate environment.
- ❑ “Turbo charging” analytical team development can be done with small investments but yield significant impacts.

# Analytic Teams and Talent

Why Invest in Talent?

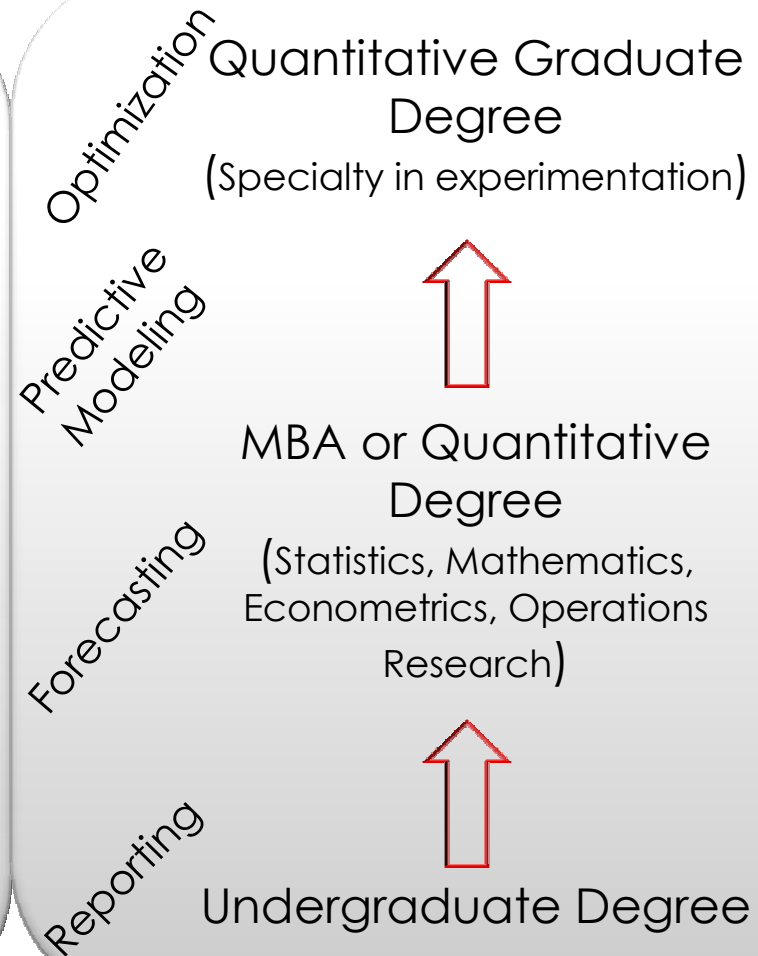
ROA builds as  
analytical  
capability  
increases.



# Analytic Teams and Talent

What Does the Talent Look Like?

Educational background is critical in technical roles.



# Analytic Teams and Talent

Where do we get Analytical Leadership?

Technical  
Leadership is  
education and  
experience.

- ❑ **Drives change** through thoughtful application of analytics to business problems.
- ❑ Generates effective results and **communicates** them in a way the business most easily **understands**.
- ❑ Builds and develops a **collaborative team** of analysts with similar educational backgrounds.



# Analytic Teams and Talent

How Does it Work?



Analytical  
Teams support  
Management.

- ❑ Translating business problems into **analytically solvable structures**.
- ❑ Leveraging data to **support informed decision making**.
- ❑ Determining the **logical structure** and design of data given requirements and usage.

# Analytic Teams and Talent

When Does it End?

*Business Analytics is  
endlessly  
iterative.*

□ New developments in underlying dynamics and trends combined with development of new software and hardware capabilities *creates a cycle of renewal* that consistently offers new opportunities.