

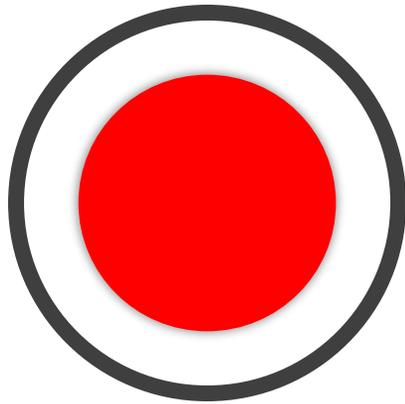
# ASK ME (ALMOST) ANYTHING! TEASING OUT CLIENT NEEDS FOR ANALYTICS

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Msight Analytics

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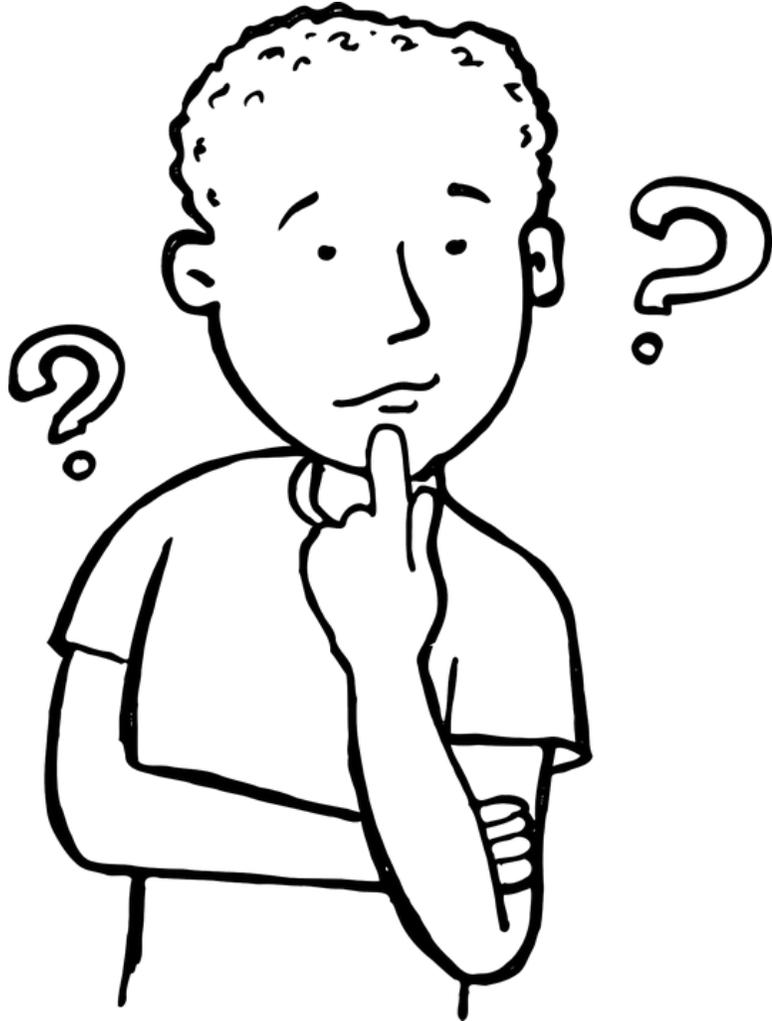




# AGENDA

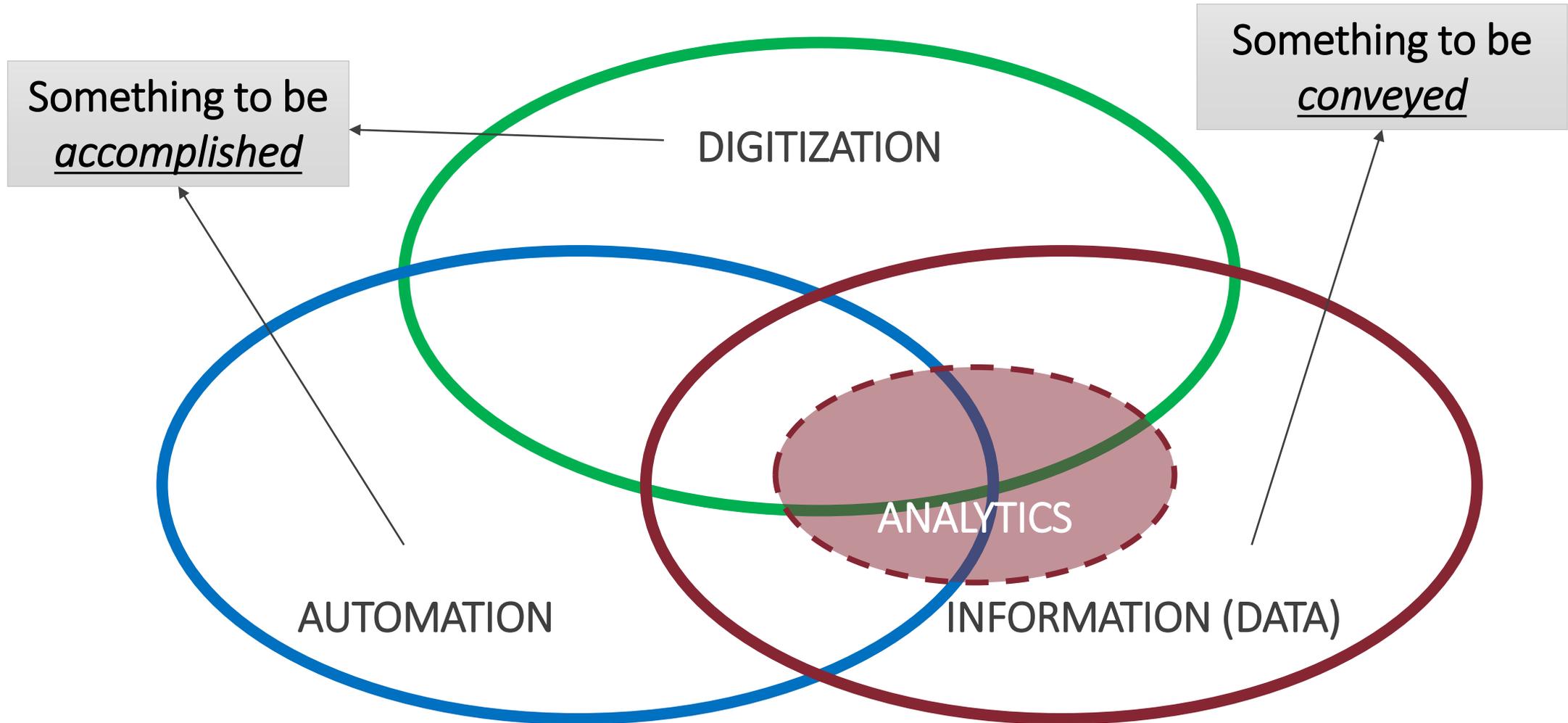
- 1 The problem statement
- 2 Straightening out some concepts
- 3 Common gaps in problem definition for analytics
- 4 Steps for articulating the REAL business/research problem for analytics
- 5 Open Q&A: Please use the chat panel to submit your questions throughout

# THE CHALLENGE: WHAT IS THE REAL ANALYTICS PROBLEM?

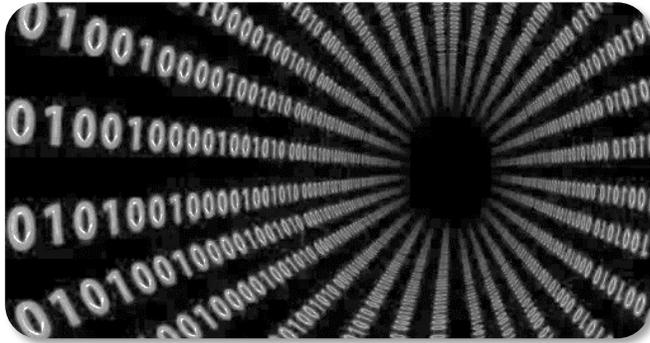


- Clients think they have an analytics problem, but it is not.
- Clients come with a specific analytics problem, but the real need turns out to be different.
- Clients come with the specific idea of how they want analytics applied (methodology, techniques, etc.), but that does not solve what turns out to be the problem.

# DIGITIZATION, AUTOMATION, OR ANALYTICS?



# WHAT IS THE NEED?



Need for  
Digitization

*(i.e., making it  
not physical or  
analog)*



Need for  
Automation

*(i.e., making it  
not manual)*



Need for  
Information

*(i.e., informing  
decisions)*

# THE FIRST RULES OF DATA

The first rule of data: you do not talk about data.

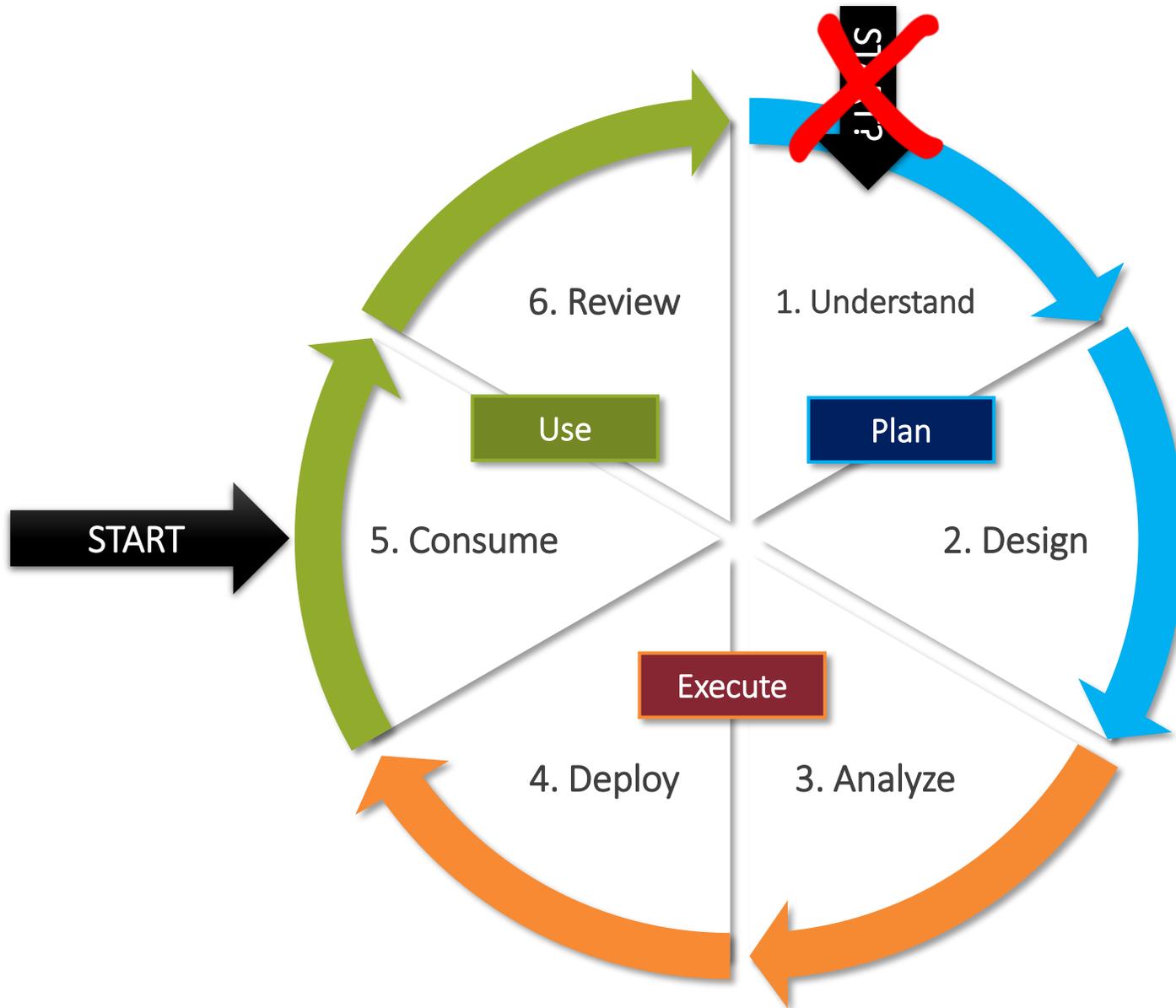
The second rule of data:  
You DO NOT talk about data.

# THE THIRD RULE OF DATA

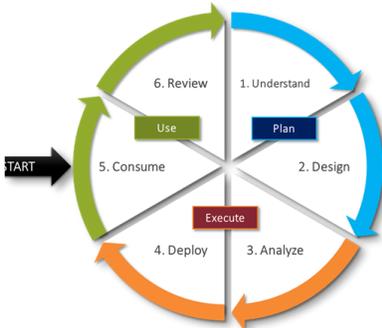
ARTICULATE THE BUSINESS/RESEARCH DECISION TO BE INFORMED BY ANALYTICS



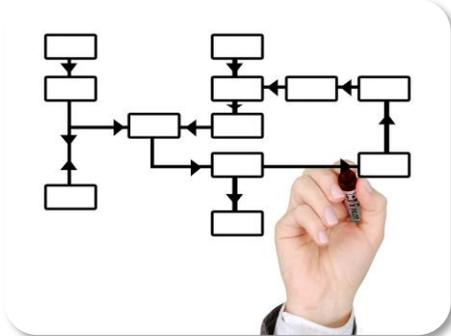
Need for information to make an informed business/research decision, not just to address a broad business/research problem.



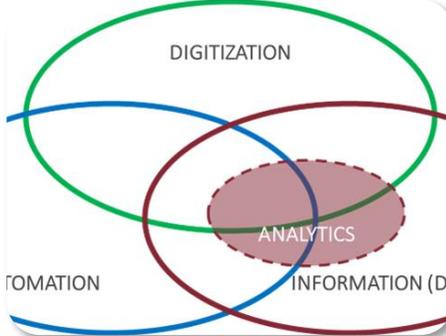
# STEPS FOR ARTICULATING THE NEED FOR ANALYTICS



1. Identify the pain point.



2. Analyze the problem.



3. Determine if the need is to digitize, to automate, or to inform.

What to *digitize*?

What to *automate*?

Articulate the *decision to inform*.

- What is the unit of decisioning?
- To whom does the decision belong?
- What are the alternative responses for the decision?

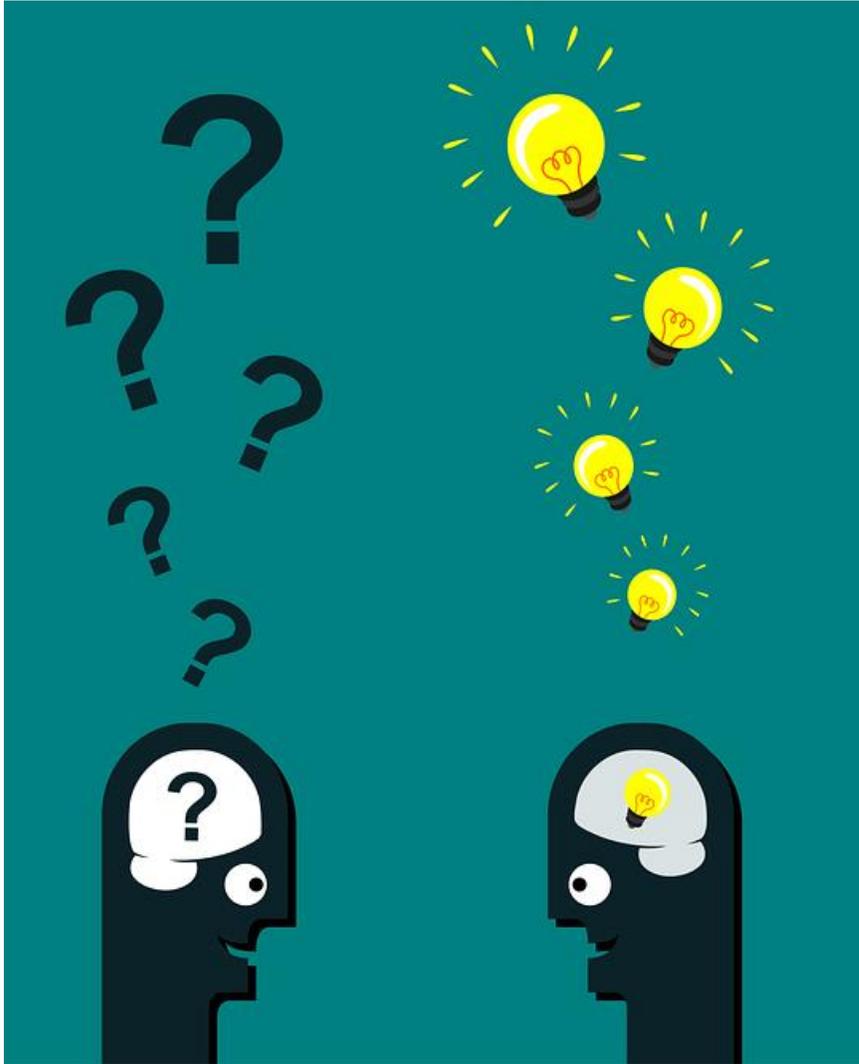
ILLEGAL WORDS  
 Data, Analytics, Statistics, Machine Learning, Algorithm, Model, Score, etc.  
 (and their relatives)

# ADDRESS THE “HOW” ONLY AFTER ARTICULATING THE “WHAT”



Conduct further  
discovery.





More at <https://msightanalytics.com>

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