

Schema >> n-formation™

Analytics Roadmap

Overview

n-formation™ delivers a strategic blueprint for utilizing analytics to power your marketing decision making. Our collaborative process considers the impact on business outcomes and the effort required for each need, starting with a current state assessment, preparing a gap analysis evaluating required technical resources and personnel skill sets, and ensuring alignment on prioritization and timelines. And if you're looking to enhance internal analytics capabilities, our structured approach will help you develop a related plan around that as well, including rent/build/buy recos and resource implications.

Measurable Outcomes

- Improved Return on Marketing Investment

Listed outcomes are representative only, and specific outcomes this Schema™ will address may vary depending on your industry, target audience, and business goals. However, by implementing **n-formation** you can expect to see significant gains in analytics outputs leading to improved return on marketing investment.

Derived Benefits

- **Aligned Analytics Strategy:** That aligns with organizational goals.
- **Optimized Resource Allocation:** Prioritized investment in tools, technologies, and personnel to maximize return on investment.
- **Enhanced Data Governance:** Improved data quality, accessibility, and security through effective data management practices.
- **Increased Analytical Maturity:** Enhanced ability to leverage advanced analytics techniques and tools to drive business growth.
- **Faster Decision-Making Speed:** More informed decision-making through readily available and actionable insights.

Foundational Approach

1. **Inventory:** Catalog Existing Analyses/Reports, Assess and Benchmark Internal Capabilities.
2. **Ideation:** Potential Analyses/Tool Development, Define Desired Enhanced Analytic Capabilities.
3. **Alignment & Prioritization:** Business Impact, Budgetary Guidelines, Skill Set and Tool Gaps.
4. **Build Plan:** Rent/Buy/Build Recommendations, Timeline & Resourcing.

To learn more about our comprehensive suite of solutions, visit nventiv.ai/contact-us

