AIBLE

6 POWER MOVES

For the Data Analyst 2.0

CONTENTS

SECTION 1

OVERVIEW

Elevate the Analyst Role

Big Data. Enterprise Analytics. Business Intelligence. Data Visualization. Data Discovery. Data Mining. Predictions. Machine Learning. Whether these terms get branded as just buzzwords or not, the truth is enterprises today need advanced analytics tools and a strong handle on their data in order to fuel sustained growth. No points for guessing who in the organization is that ring master when it comes to data and business acumen.

Enter the operations analyst

Analysts or business operations teams are in a prime position today since they hold the reins to growing the business. For the last decade, the analyst role had centered around the dashboard. But as numerous sources confirm, we're in an era where "dashboards are dead." While certainly not in the literal sense, from an analytics toolkit standpoint, dashboards simply cannot single-handedly help businesses grow. While great at providing a static snapshot of the business with rear-facing data and getting an overview of day-to-day operations, that's where the value ends. It doesn't help business teams gauge what to do next and react quickly to change.

Analysts are perfectly poised to elevate their roles to become insight and prescriptive engines for their organizations, discovering additional revenue and profitability and de-risking decisions for management. So how do analysts pivot to be in a position to react to constant change and uncertainty, and help their businesses seize every opportunity?

The key to business impact

Read on to see how analysts can leverage innovations in predictive analytics and AI, and how they can deliver measurable impact, despite evolving business conditions, by enabling stronger decision making and actions - both strategic and day-to-day tactical - for everyone in the organization.

Are you ready to help grow the business in ways that have never been possible before? Learn what operational analysts can do with the skills they possess to take the next leap forward - both for themselves and for their businesses.

68%

of analysts say they have ideas to make their company more profitable but don't have the time to implement them.

https://get.fivetran.com/rs/353-UTB-444/images/Dimensional%20Research%20Data%20Analyst%20Survey%20Report%206.5.20.pdf

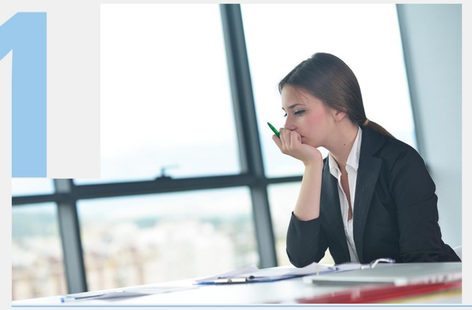
"Artificial intelligence has become a tangible strategy applied to our business. Now I couldn't work on any important projects without the support of data intelligence."

– Aible Customer: Alicia Brocal, CRM and Data Team, Lengow

SECTION 2

6 POWER MOVES For the Data Analyst 2.0

1



Launch prescriptive dashboards

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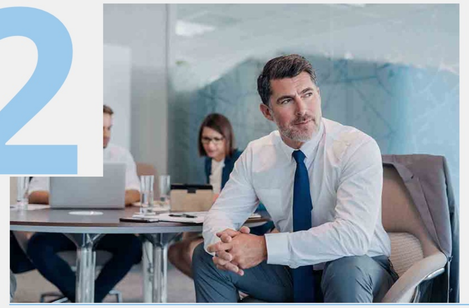
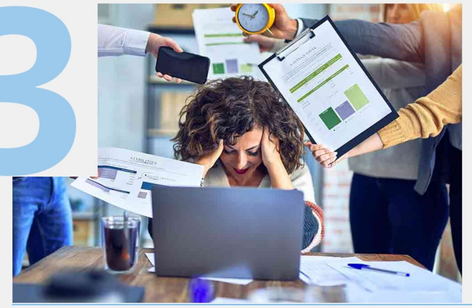


Automate to enable data science democratization

3



Start with the data you have

4

Perform simulation testing

5

Prove your value at every step

6

Build a 30-day plan for results

“My dashboard shows me what to do next”

Said no one ever.

1 POWER MOVE #1
Launch Prescriptive Dashboards

The biggest analytics vendors – as well as most of the Internet – are in agreement: "Dashboards are dead." A common scenario in many companies: multiple dashboards are created, and then all but quickly ignored.

Why dashboards fall short

No one denies that dashboards are helpful to monitor and understand multiple aspects of the business. But if dashboards are the central and sole focus of your analytics strategy, you're not helping the company grow and move forward. Dashboards are backward-facing, and you can't drive a car forward by looking in the rear-view mirror.

Most people, in any organization, aren't math whizzes. While summary scorecards and exec views are helpful, the moment you think you're adding value with multi-dimensional filters and complex drill downs, you've lost a big share of your audience. In the end, dashboards are an attempt to force a data-driven culture on people who don't particularly want it. No wonder that adoption rates for dashboards never went higher than 30%.

Source: https://www.gartner.com/doc/3753469

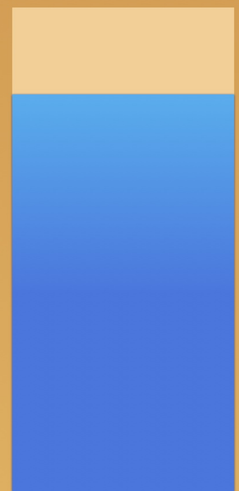
To add to that, dashboards often take several months to build and launch and then have a relatively short life span. Then there's the disconnect with business impact measurement and attribution. To quote a Gartner study, over half of marketing leaders are disappointed in their analytics results.

It's time to wipe the slate clean, or in this case, the dashboard

The next stage is to make dashboards forward-looking, by extending their scope with predictive insights and recommendations. As an analyst, this will help you go from being purely reactive to proactive. You won't just be telling the business where it is. You'll be telling it where to go.

The world of predictive and prescriptive analytics via automation is more accessible to analysts today. Automated Machine Learning (AutoML) and other one-click options allow non-experts to easily bring in predictions and recommendations into existing analytics dashboards (like Tableau, Power BI and Qlik) as well directly into operational applications (like Salesforce, HubSpot, Oracle Netsuite and more).

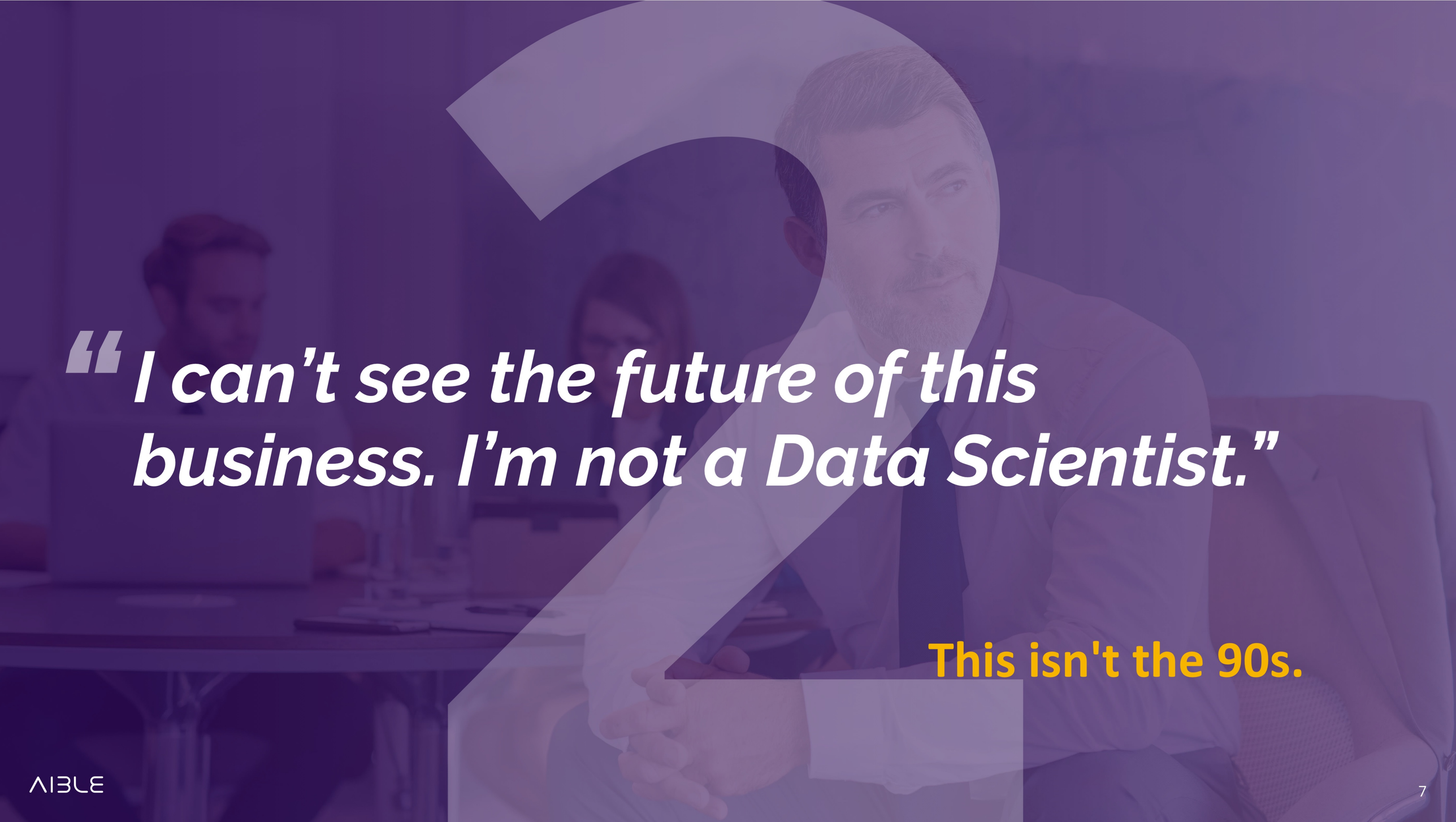
> *"Though CMOs understand the importance of applying analytics throughout the marketing organization, many struggle to quantify the relationship between insights gathered and their company's bottom line. In fact, nearly half of respondents in this year's survey say they're unable to measure marketing ROI. This inability to measure ROI tarnishes the perceived value of the analytics team."*
>
> - Lizzy Foo Kune, Senior Director Analyst, Gartner Marketing practice



84%

of frontline workers report poor analytics experiences and difficulty accessing insights, with 86% saying they need better insights technology.

https://tdwi.org/whitepapers/2021/05/bi-all-thoughtspot-dashboards-are-dead.aspx



“I can’t see the future of this business. I’m not a Data Scientist.”

This isn't the 90s.

POWER MOVE #2

2 Automate to Enable Data Science Democratization

Looking at the historic evolution of the analytics market, dashboards took time to evolve from static numerical snapshots driven by IT teams to enable rich self-service oriented data visualizations for business team. Similarly, predictive analytics, machine learning, and AI have become more accessible to a broader user base in recent times. Predictive analytics can now be completely automated – from start to finish. Automated Machine Learning – or AutoML – automates most of the grunt work that previously required expert skills and consumed months if not years worth of time.

Automated from Start to Finish

Today, analysts can rely on turnkey solutions that support end-to-end automation for predictive analytics that dramatically increase the speed to value for machine learning and AI projects. This covers everything from defining business cases and goals, to data collection and preparation, feature engineering, model creation and training, and even integration and deployment of predictions or recommendations into business applications so that it drives adoption.

Automated Machine Learning is a way to enhance the overall productivity and effectiveness of not just analysts, but data scientists as well. While data scientists are critical to launching complex data science and AI projects, the real benefit of automation has to do with broadening the people who have access to the bulk of data science-led analyses, which can now be completed at a faster rate.

Data Scientists are typically not easy to hire and that scarcity leads to roadblocks in organizational insights and ultimately growth. Analysts, who come with necessary quant skills, are the perfect stop gap for this deficit. They also possess the business and customer intelligence that's critical to creating business impact with data science projects.

Business Analyst + Automation = The Data Scientist You Need

It's essential for every organization to take maximum advantage of this opportunity to elevate the role of the business analyst. The analyst possesses the right mix of curiosity and domain knowledge to increase performance and help drive the competitive advantage forward. More importantly, with the support of automation, analysts are freed up to consider the organization under different scenarios and conditions, greatly improving discussions with business owners about appropriate resourcing to drive KPI improvements.

> *"Analysts are also the key to driving overall business adoption. Automated AI platforms enable analysts to inject important business insights directly into enterprise applications and they are familiar with how and where it's being used. Surfacing predictions and recommendations within the natural habitat and processes of business users is critical to maximizing adoption.*
>
> – Read Gartner's ranking of top AutoML providers here

250,000

According to QuantHub, there are 250,000 more job openings for data scientists in the U.S. than there are data scientists to fill them. The data science shortage is leading many businesses to rely more heavily on business analysts to drive predictive analytics.

https://quanthub.com/data-scientist-shortage-2020/

“I don’t have the right data to get started.”

News Flash:
No such thing as perfect data.

3 POWER MOVE #3
Start with the Data You Have

There are two common scenarios when considering data-readiness for AI initiatives. In Scenario 1, there's too little data to start with – not enough variables or rows of data. Scenario 2 is just the opposite – there's too much information and complexity in multiple sources and that data is just not "clean enough."

The fact is, there's no such thing as perfect data and there never will be, no matter how much time you spend cleaning and enriching data. Even until fairly recently, with only a few businesses that had actually gone end-to-end on an AI project, data cleansing was seen as the most complex and problematic step because that was the chore that businesses experienced over and over again.

As more organizations have gone through AI initiatives and with the few that have actually deployed and adopted models, they've come to appreciate what's really important in the end-to-end AI process – unlocking value from the data you already have in its current state.

Your Data May Already Be AI-Ready

Predictive analytics and AI have evolved to the point that analysts can automatically identify if their data is "good-enough" to train models and provide insights that deliver value to the business. AI has matured and can automatically analyze outcome variables and identify the acceptable columns for training, which makes it easy to get started quickly. Once you have clearly articulated the problem you want to solve, or the business process you want to improve, AI can automatically evaluate data readiness and even provide recommendations to further improve your data.

With today's AI, there's a very simple definition for "clean" data: If models trained on your current data generate higher business impact than your current state, then the data is clean enough and you should proceed working with the model. The key is to get started with the data you have and get to recommendations based on that.

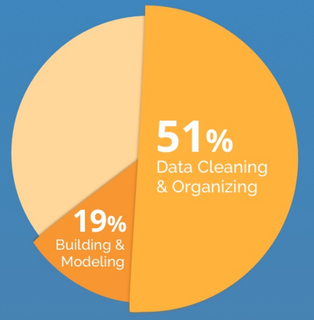
Data engineers often spend months getting data clean enough for traditional analytics and business intelligence, which makes achieving value a very long-term effort. But with AI, the rules have changed. Getting data clean enough for AI means getting it quickly to a point where AI models can be trained, adopted, and monitored. The focus needs to be on iteration to create value and spur growth.

What's really important is getting business adoption of AI, getting value out of models and getting timely feedback from end users in order to improve the models. In a world where market conditions are changing rapidly and unpredictably, your data is likely to be out of date sooner rather than later.

That being the case, you need to get AI models into production as quickly as possible and iterate as market conditions change. This empowers business teams to adopt AI recommendations, draw value quickly, and provide feedback in order to further improve the AI.

What makes this great for data analysts today, is that they can get started on model building with the data they have -- a critical advantage at a time when companies can't afford to wait for months-long data cleansing projects. When you move into a rapid iteration process, the quality of the data set becomes less important. Data cleansing and preparation is only a means to get to the important stuff: getting business value from AI through flexibility and iteration.

Don't wait. Leverage automation and start now to see if your data is AI-ready. There are often hidden patterns in the data that are hard to see at first, and you'll likely be surprised by what you discover.



According to Crowdflower, data cleaning and organizing takes up **51%** of data scientists' time, compared to just **19%** of their time spent building and modeling data.

https://www.forbes.com/sites/gilpress/2016/03/23/data-preparation-most-time-consuming-least-enjoyable-data-science-task-survey-says/?sh=5d182e156f63

“I want to be the smartest person in the room.”

What-if you could?

POWER MOVE #4

4 Harness the Power of "what-if" with Simulation Testing

It took a pandemic to remind us how quickly business conditions can change. As businesses move to recovery and growth, more than ever they need to anticipate change and help the business adjust quickly. The data analyst holds the key to help teams prepare for the unexpected by asking and answering the crucial business question: “What-if?”

In the past, What-If analysis remained a rigid tool that occurred in spreadsheets, but AI has become the essential technology to support advanced scenario and simulation thinking. AI enables analysts to try out dozens or even hundreds of scenarios to see how different assumptions would impact the business and gives them the optimal recommendations to maximize business impact. Taking that further, AI has the ability to assign custom models to accommodate rapidly changing circumstances, down to individual business sub-groups, which introduces heightened levels of personalized targeting - all of which was previously impossible.

Learn the “Why” Behind the “What”

It’s crucial that businesses know the “why” behind the “what” of changing business conditions and customer behavior. Scenario planning and What-if analysis enables analysts to understand key drivers of change so that every action is calculated and delivers impact to the business, as opposed to gut-based guesswork about the next best action.

All strategic business decisions require human judgment and domain experience. By merging human insights with AI-driven What-if capabilities, organizations can use advanced scenario testing for more dynamic, long-term strategic planning.

AI paired with What-If functionality and integrated recommendations enables analysts to understand which action would best impact their KPIs. Using What-if tools, you can test performance in hypothetical situations, analyze the importance of different data features, and look at model behavior across multiple models and subsets. Now that this powerful toolset is available to organizations, business operations and data analyst teams can test the known drivers of change.

Anticipate Change, Manage Disruption

What-if analysis is proving to be especially important in areas experiencing rapidly evolving disruption, such as in supply chains, claims management, hiring processes, and more. Supply chain planners for instance can get ahead of disruptions, enabling them to run simulations based on demand forecasts and projected supply bottlenecks. What-if capabilities can help businesses minimize lost sales by proactively identifying potential stockouts. As market conditions, production levels, and transport restrictions change across regions, predictive analytics can show businesses exactly how they should change their safety stock and expedite thresholds to compensate. It proves to be valuable when the focus is on creating hypotheses about the future as opposed to linear projections.

Ultimately, being able to answer “What if?” and “How can we respond?” enables analysts to identify both risks and opportunities associated with disruptive or constantly evolving events. Scenario planning can make the top drivers of impactful future events visible and recognizable, challenging existing biases and assumptions.

The key to succeeding starts with dipping your toes in the water. With the power of What-if, operational analysts can quickly enable teams to take calculated and tested actions. To become an action-oriented analyst – and the smartest person in the room – you must constantly be prepared to ask and answer What-if.

Check out Gartner’s report on the importance of What-if

A survey by PWC found that **43%** of surveyed companies used AI for scenario planning to guide them through the pandemic and **65%** found positive impact.

Responses from **183** corporations showed scenario planning to be the most popular of eight different tools including SWOT analysis, Delphi polling, Michael Porter's five forces of competitive position, and other such well-known planning methods. – Corporate Strategy Board Survey

“Can I map financial gains to predictions?

There's an app for that.

5 POWER MOVE #5
Prove Your Value at Every Step

The proof is in the pudding, and we all want that pudding. When it comes to determining the value of predictive analytics and recommendations, businesses want verification if not guarantees. Even if a solution has worked for your peers, how can you be sure that the same will be true for you? Is there a way to prove your value to the organization – not with opinion, but with hard data?

Welcome to the world of evidence-based monitoring and attribution.

Operational analysts can not only create and deploy AI-powered recommendations to business teams, executives, and front-line users, but also have the ability to quickly gauge what's working and what's not. More significantly, by correctly attributing success to the right levers, it's possible to assess both the value and cost of actions that abide by the AI recommendations versus those that ignore them. It's akin to any other form of A/B testing that compares two scenarios, and with attribution combined it's a more powerful tool for analysts.

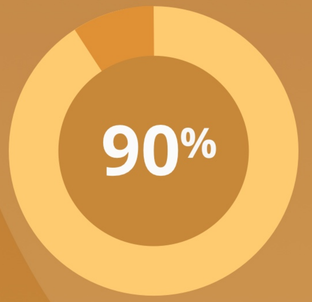
Prove Your Value with Data

Take a simple business scenario in which a call center agent wants to promote a targeted offer to a specific customer. An A/B test with two sets of agents, one that follows the recommendations of who and when to call with what offer and another set that doesn't follow the recommendations will reveal whether the predictions are helping to meet the desired goal.

Data gives you objective verification about whether the AI recommendations are the reason for success or failure. It brings scientific rigor to the evaluation of the performance of AI and the value it created, or the value lost if the recommendations were ignored. You can apply the same A/B testing to prioritizing accounts or contacts, making marketing campaign decisions, modifying channel budgets, up-selling and cross-selling, intervention activities for churn prevention, and many other scenarios.

Uncover User Patterns to Mold Your Strategy

User engagement monitoring enables analysts to not only see whether end users are accepting the AI recommendations, but also to understand the implications to the business.



A study from MIT Sloan and the Boston Consulting Group found that **90%** of organizations were not achieving significant financial benefits with AI. User engagement monitoring enables analysts to find out exactly what is and isn't working with their AI, enabling them to systematically prove their value to the organization.

https://www.bcg.com/en-us/press/20october2020-study-finds-significant-financial-benefits-with-ai

You'll quickly find out which recommendations users like and don't like, which AI recommendations they follow and which they ignore, and why. Significantly, analysts will also be able to assess and attribute the financial impact to these actions, which will help teams adjust goals and processes that will help you grow the business.

With evidence-based monitoring, analysts see how AI alignment and impact compares across the team, and end users get insights into how their impact compares with their peers. This brings a level of transparency and trust to AI projects that helps the entire team collaborate towards guaranteeing impact for the business and driving overall engagement. Most importantly, monitoring and attribution provides direction to align strategic and tactical efforts, enabling analysts to prove their value to the organization in a single pane. Your worth to the business will no longer be your opinion. It will be a fact.

6

“I don’t know where to start”

Hold my beer.

6 POWER MOVE #6
Launch a 30-day Plan to Show Results

Let's face it. Adopting a new technology, process, or skill isn't easy. While predictive analytics, machine learning, and AI have matured and have helped business teams show massive upside within short periods of time, there's a cloud of doubt over the heads of some who have yet to explore this innovation. But that's OK, because any new solution comes with a learning curve. However, there's a path with varying degrees of investment and speed for different teams looking to dabble with predictive analytics and AI.

Teams that have seen success are the ones that designated a business sponsor and worked with a predefined scope to prove short-term and repeatable success. Finding a business sponsor, narrowing the scenario, identifying an urgent use case with design for testing, validation, and scaling are essential to guaranteeing value from AI projects.

Leading the charge

To champion this initiative, there's no one better than the operations team analyst. Sales operations, marketing ops, financial ops, revenue ops, and call center ops are all perfectly equipped for this endeavor. They are the gatekeepers of data and have a deep understanding of business goals and priorities.

While securing the champion is crucial to being successful with predictive and AI projects, it's also vitally important to scope out the project with tight guardrails for KPIs and value measurement.

Predictive and AI solutions have delivered significant value for many forward-looking organizations and are the key to sustained business growth. Get started quickly and build a 30-day plan for results.

TO SUM UP

THINK **BIG**

START SMALL

Move fast

A Checklist to Launch Your First AI Project

- ☑ Pick the right metrics or KPIs around a very targeted challenge or use case
- ☑ Nominate a business sponsor to articulate the business goals
- ☑ Set a measurable goal with timelines and benchmarks
- ☑ Identify a business expert to review progress
- ☑ Iteratively work week over week to measure outcomes against baselines, perform A/B tests, and track progress towards goals

SECTION 3

TAKE IT UP A NOTCH

The essential analytic tool to elevate your role

AIBLE

The Only Enterprise AI Solution
That Guarantees Impact in One Month

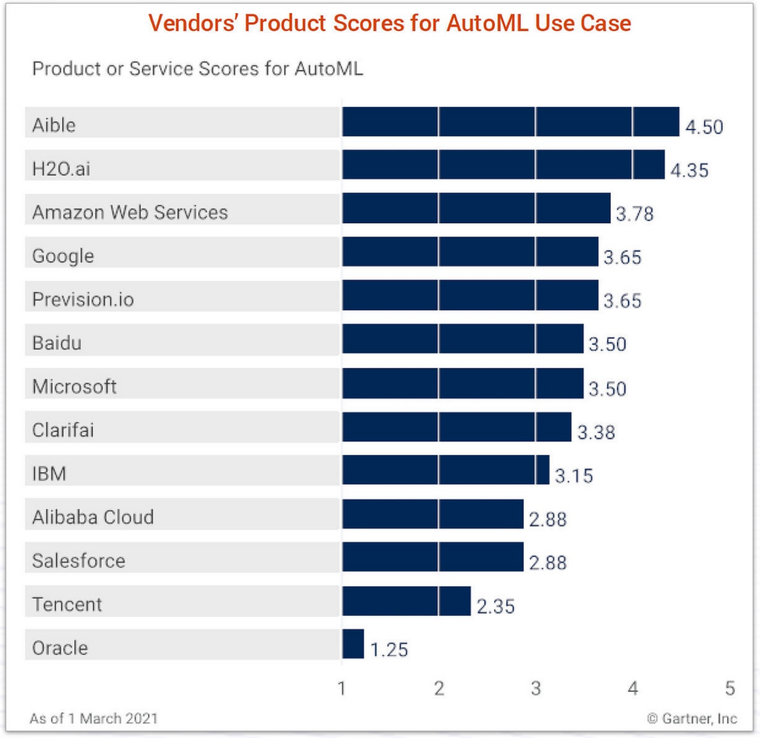
There Can Only Be ONE #1

Aible Scored Highest (4.5/5) for the Automated Machine Learning Use Case in the 2021 Gartner Critical Capabilities Report for Cloud AI Developer Services

Aible scored the highest for the Automated Machine Learning Use Case over 12 vendors in the 2021 Gartner Critical Capabilities report for Cloud AI Developer Services. Read the full report to see why we believe Aible is the right choice for your next AI project.

Major Takeaways from the Report:

- Automated Machine Learning has become a competitive advantage for companies across key use cases that can drive impact
- Enterprises can use AI and ML with the talent currently at their disposal, at a time when data scientists are in short supply
- Demand grows for cloud AI developer services (CAIDS) as development teams incorporate these services directly within business applications



Gartner

Gartner -Critical Capabilities for Cloud AI Developer Services
Published 1 March 2021 -ID G00733902 -By Analysts Van Baker, Bern Elliot, Svetlana Sicular, Anthony Mullen, Erick Brethenoux

Get the 2021 Gartner Critical Capabilities Report

Learn More →

Aible delivers automated solutions for teams at every stage of the AI journey

Aible Sense

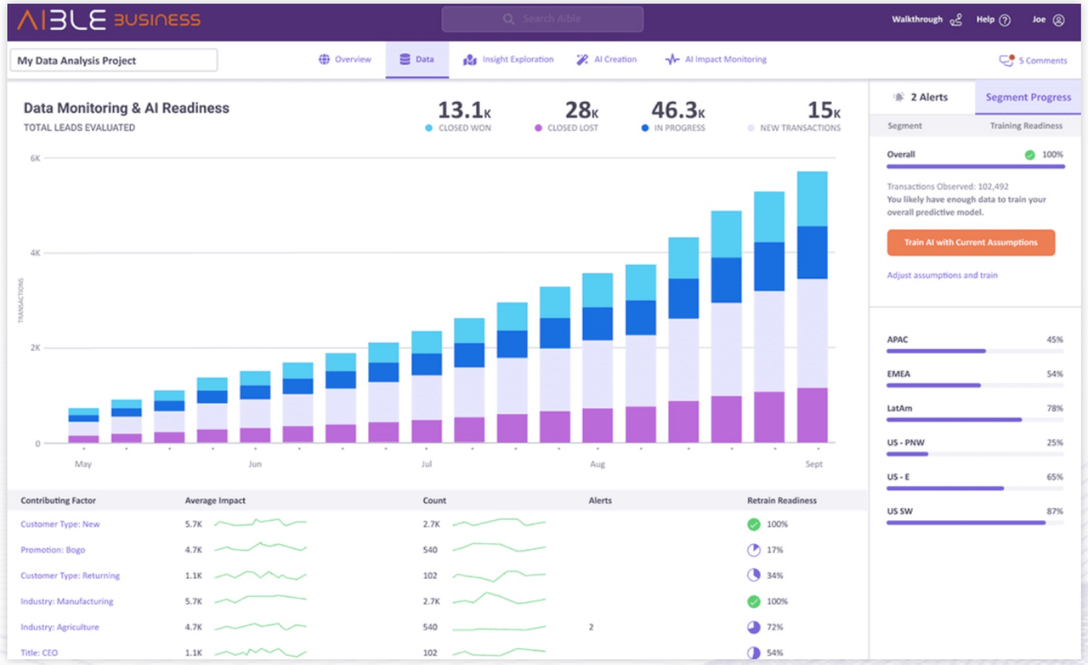
Sense the Power Of Your Data

Most organizations are throwing away valuable data every day because existing data collection processes are not designed with AI training in mind. Take sales data for example, which evolves over time. At some point the expected deal size may increase and at another point the close date may be pushed out. In such cases, the CRM system only stores the final state of the opportunity, and that is all an AI trains on if the data is extracted from the CRM.

If the life of the sales opportunity was a movie, the AI looks at a single screenshot right before the credits. If a data warehouse takes weekly or monthly snapshots of the CRM data for analytics purposes, things are only slightly better - the AI will now train on a handful of screenshots of the movie.

The answer is not taking data snapshots every minute as that would result in an overwhelming amount of redundant data. Aible Sense collects only the changes in data that would be relevant to AI training and stores the information securely in the customer's own cloud account.

With no upfront effort, Aible Sense collects data securely in customers' cloud accounts, automatically structures the data for AI training, performs data prep, cleansing and enrichment activities, and evaluates data for AI-readiness.



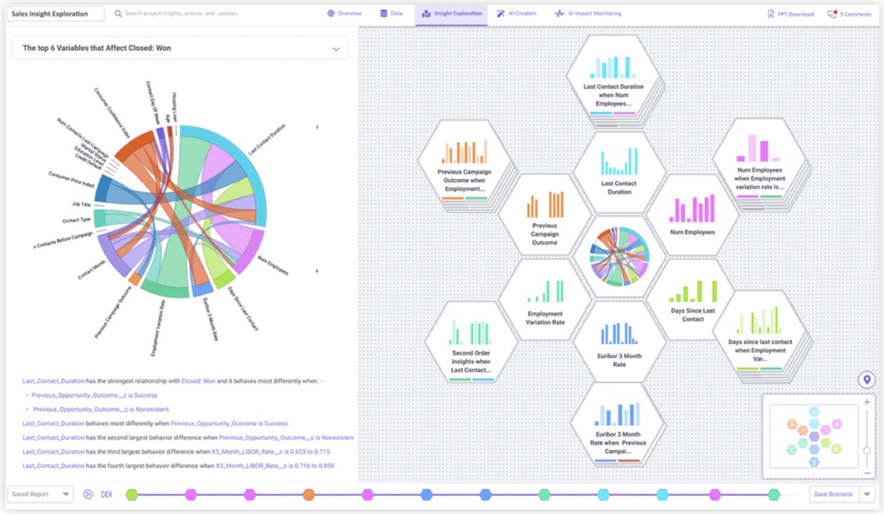
Aible Explore

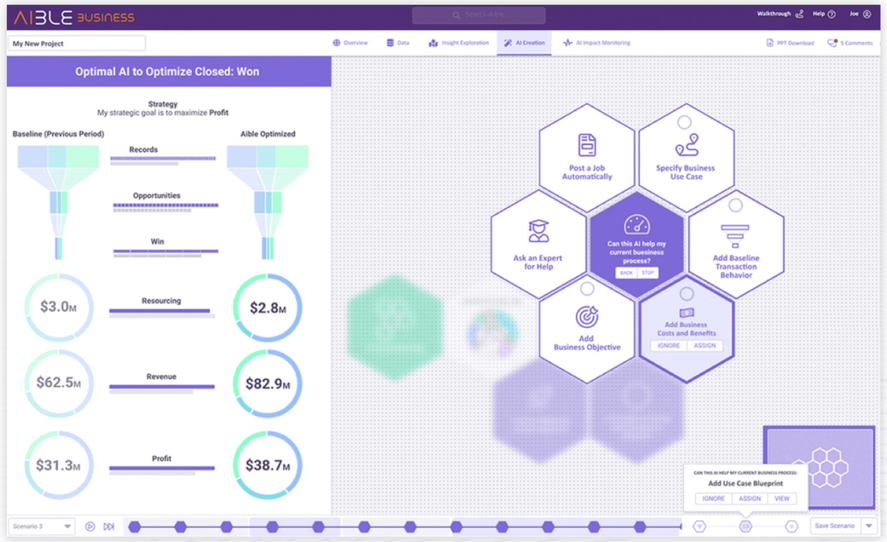
Explore What Drives Your Business

Manual business intelligence forced users to know the right questions to ask. Then, augmented intelligence and smart data discovery solutions started automatically asking all the relevant questions and showing key insights. However, the pendulum swung too far, and the analyst was disempowered from exploring the data in their own way based on their unique knowledge of the data and business.

Aible Explore – the next generation solution from the team that created the leading augmented analytics solution of the last generation – achieves the perfect balance of automated exploration, guidance, and augmentation to deliver analytic experiences that are truly unique to each user.

With guided data exploration and augmented analytics, Aible Explore helps business users visually understand business drivers, uncover root causes, and identify contextual insights in minutes.





Aible Optimize

Optimize Every Action for Impact

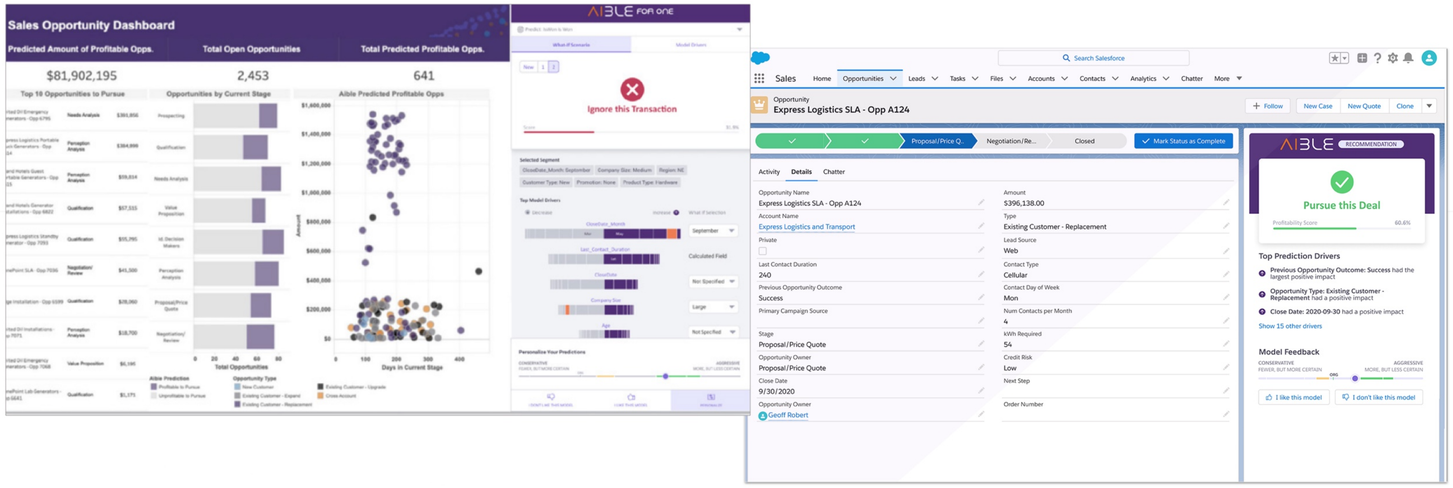
AI projects take too long and too much money to get into production and then there is significant pressure on end users to adopt the technology - or else. This top down approach has not worked well, with 90% of AI projects failing to achieve economic value according to MIT/BCG.

Aible Optimize changes the equation, going from raw data to deployed models in an hour, and guaranteeing results in one month. Aible Optimize drives impact by aligning your strategy with tactical decisions at all levels via optimal recommendations and predictions embedded in popular business applications, with guaranteed value within 30 days.

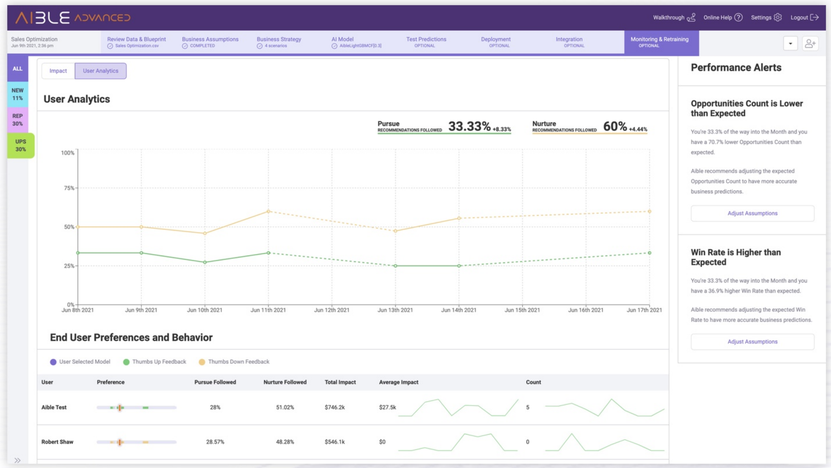
Recommendations directly in your favorite applications.

Embed predictions and recommendations directly into business applications including Tableau and Salesforce to drive mass adoption. Use Aible to conduct robust scenario analysis and simulation testing with the ability to personalize and adjust AI based on specific business conditions and preferences.

Enable frontline users to provide direct feedback on the AI recommendations quickly to ensure business user engagement at scale.



Aible User Engagement Monitoring

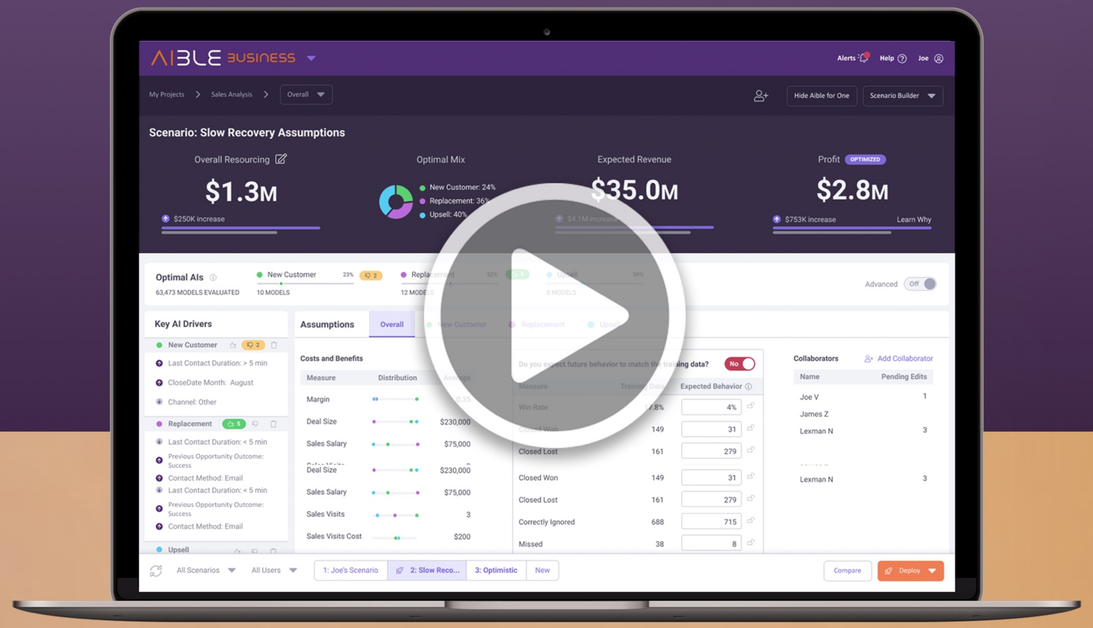


Aible enables business teams to see whether end users are accepting the AI recommendations of the AI, and understand the patterns to systematically improve engagement. Managers can see how AI alignment and business impact compare across the team and end users can see how their impact compares with peers. This brings transparency that helps the entire team collaborate towards guaranteeing impact for the business and driving overall user engagement.

CASE STUDY 1

Strive Group Sees 20% Increase in Weekly Sales Within 21 Days

See Video →



Customer Service

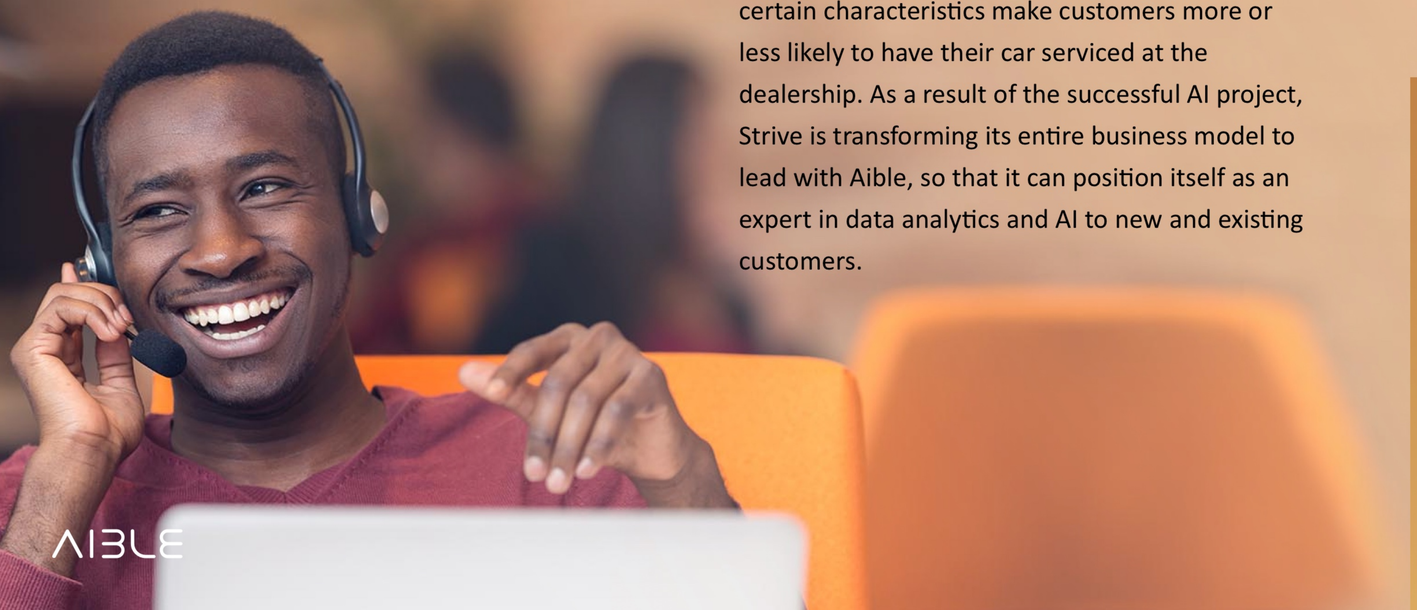
Strive Group

Client Profile

Strive Group, a customer experience contact center, fields a team that calls Audi, Volvo, Jaguar, and Honda customers and is looking to optimize its customer contact operations.

Goal

Identify customers more likely to purchase while lowering the call rate from 125 calls to 100 per day.



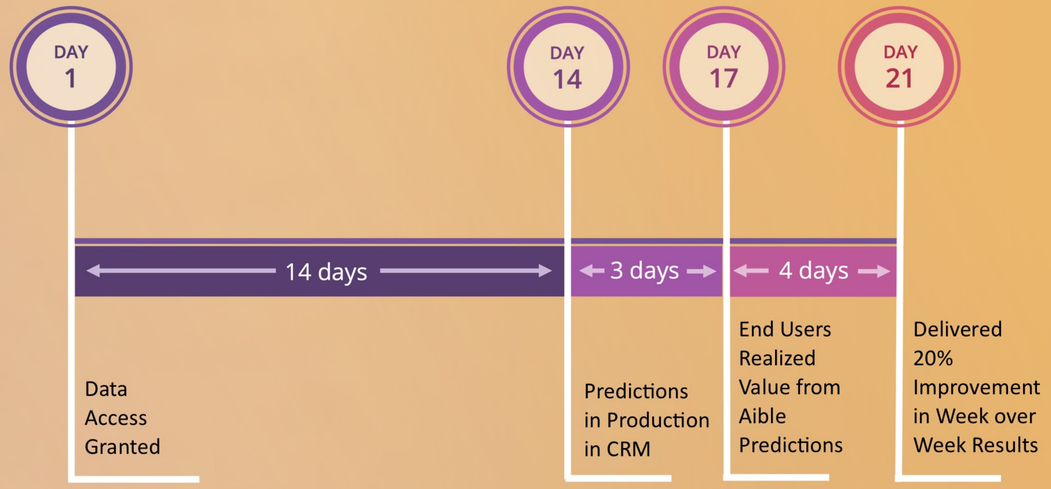
Aible Solution

Strive turned to Aible to help predict which car owners were more likely to make a booking.

In two weeks, Aible delivered a scored list of customers, and the predictions were embedded in their CRM system. In 3 days after production, end-users realized the value of AI predictions. Finally, within a week from production, Aible helped Strive achieve a 20% improvement in positive outcomes and identify £130,000 in annual savings.

Aible uncovered key drivers of customer behavior so that Strive Group can better understand how certain characteristics make customers more or less likely to have their car serviced at the dealership. As a result of the successful AI project, Strive is transforming its entire business model to lead with Aible, so that it can position itself as an expert in data analytics and AI to new and existing customers.

Timeline

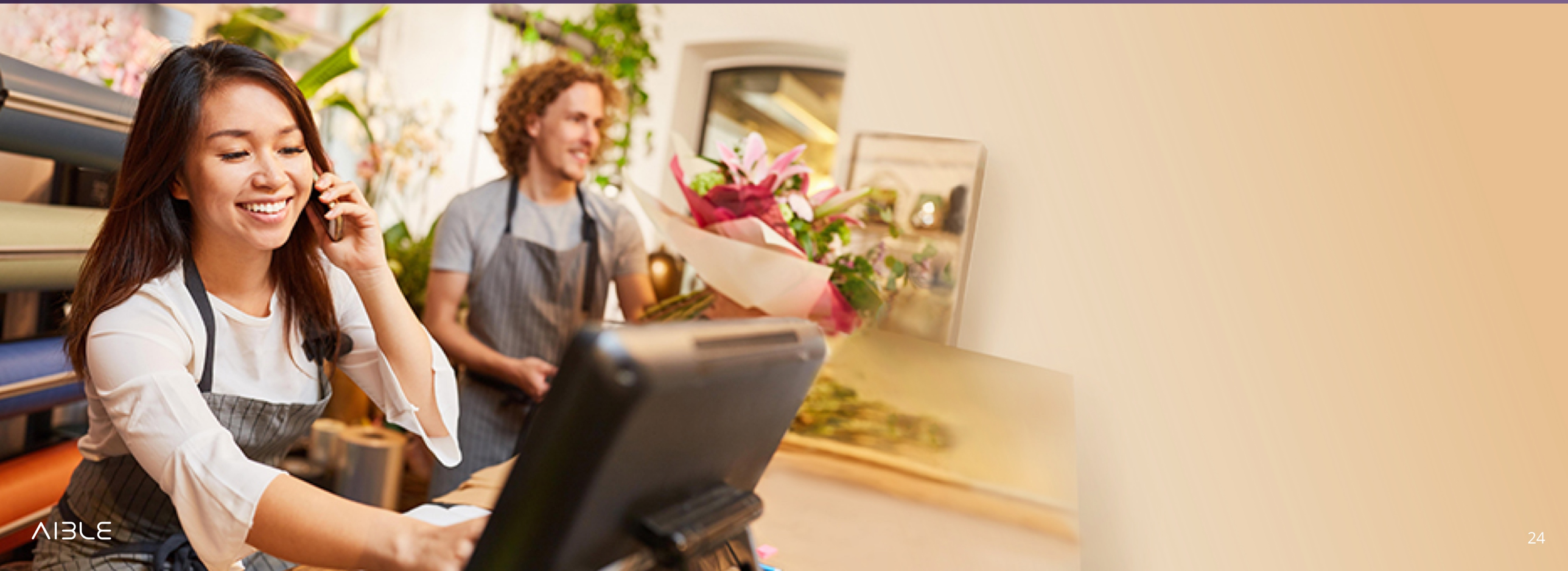


Read full case study →

> *"Aible gives us a real unique selling proposition and could be a massive revenue generator. We inserted the Aible lead scoring into our CRM system and within two days there were rumors going around our company that accounts with higher Aible scoring were getting higher bookings. Within a week, Aible recommendations produced a 20% improvement over the previous week in positive outcomes."*
>
> – Alistair Grant, Co-Founder and CEO, Strive Group

CASE STUDY 2

Lengow increases revenue by 50X by identifying upsell opportunities with AI from Aible



E-Commerce

LENGOW

Client Profile

Lengow is an e-commerce company that wanted to understand their ideal customer profile (ICP).

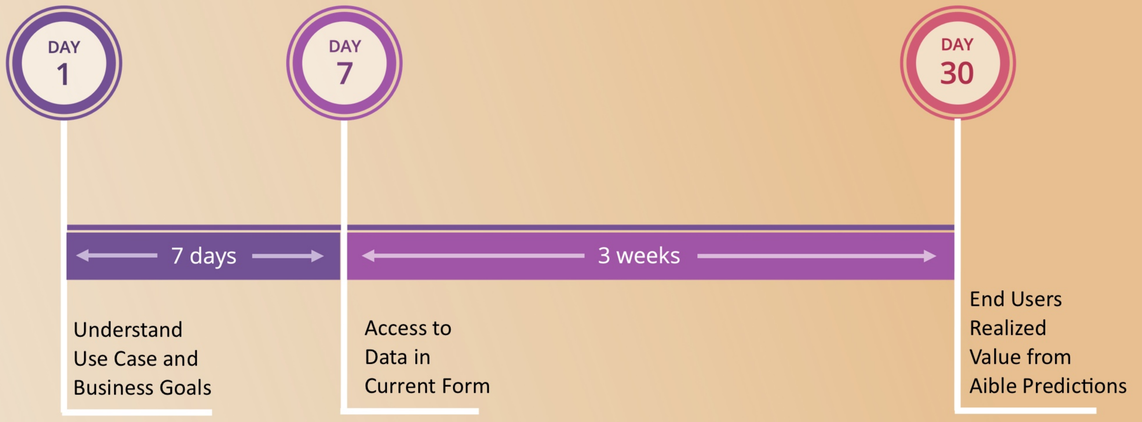
Goal

Identify customers, currently paying a monthly subscription, who would move to a premium level.

Aible Solution

Aible helped Lengow's marketing and analytics team identify and target their ideal customer profile and provided the specific business drivers to prioritize high-value customers. Within 2 weeks, Aible was able to generate actionable recommendations based on the data so that Lengow now has a clear scoring of customers and its ICP. Aible also helped Lengow identify the specific drivers that make it more or less likely for a customer to move to 50X value.

Timeline

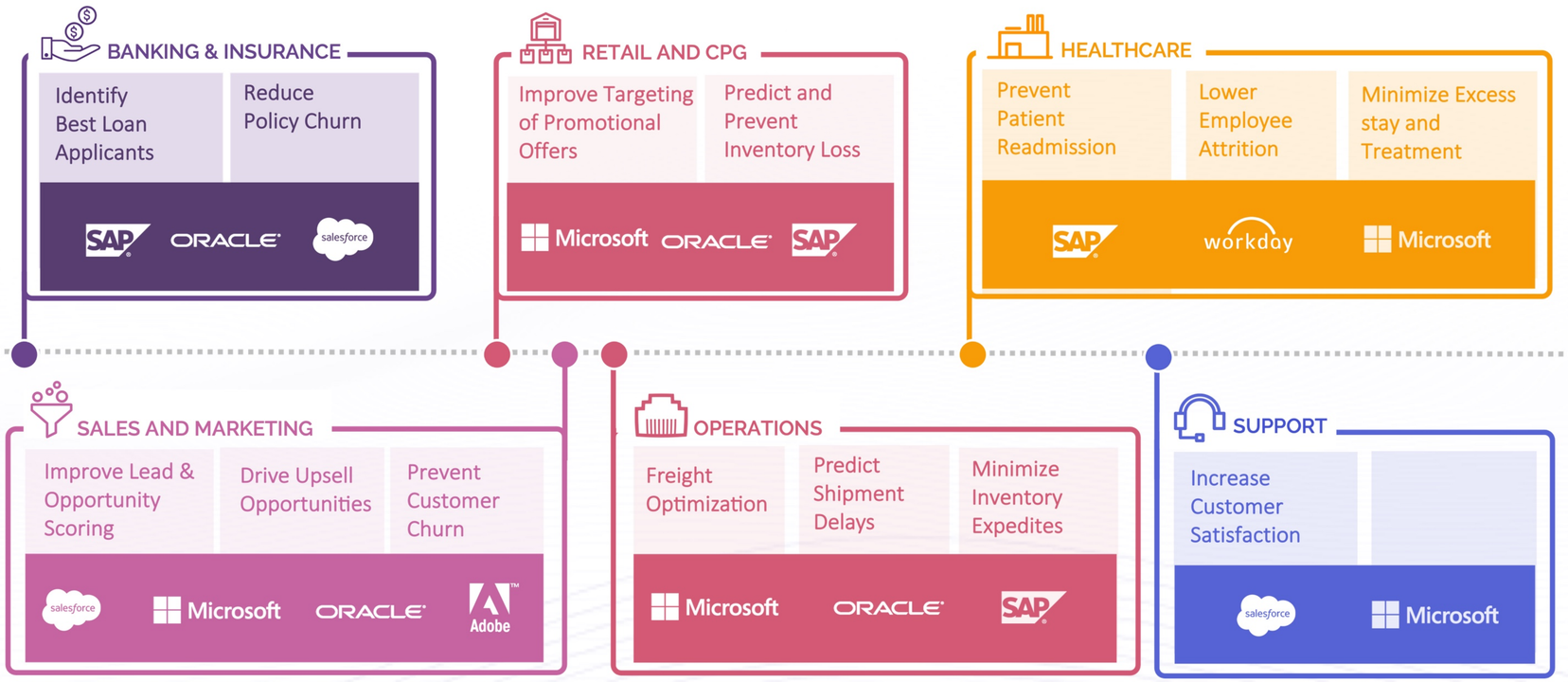


Read full case study →

"Aible has been a game-changer for our marketing, sales, and customer success teams. At first, we were not sure that our data was sufficiently large or clean enough to launch an AI project. Within days, Aible showed us how AI could immediately extract value from our data and showed us real economic impact. We are already pursuing additional use cases around customer churn prevention, lead scoring and marketing spend optimization."

– Frédéric Clement, Chief Marketing Officer, Lengow

Industry and Function Use Cases



Comprehensive list of AI use cases by industry →

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