



Advance  
Your  
Analytics

# Contents

- 06 Smarter data analysis leads to better business intelligence (BI) and sharper product strategy
- 08 Prepare to unlock insights by going back to basics
- 13 Take business intelligence to the next level with human-centric design thinking
- 14 Turn every team into a data team with Looker
- 16 Productize – and monetize – your data with embedded analytics and Looker
- 19 The time to gain your competitive advantage is right now

Full of data,  
starved  
for impact

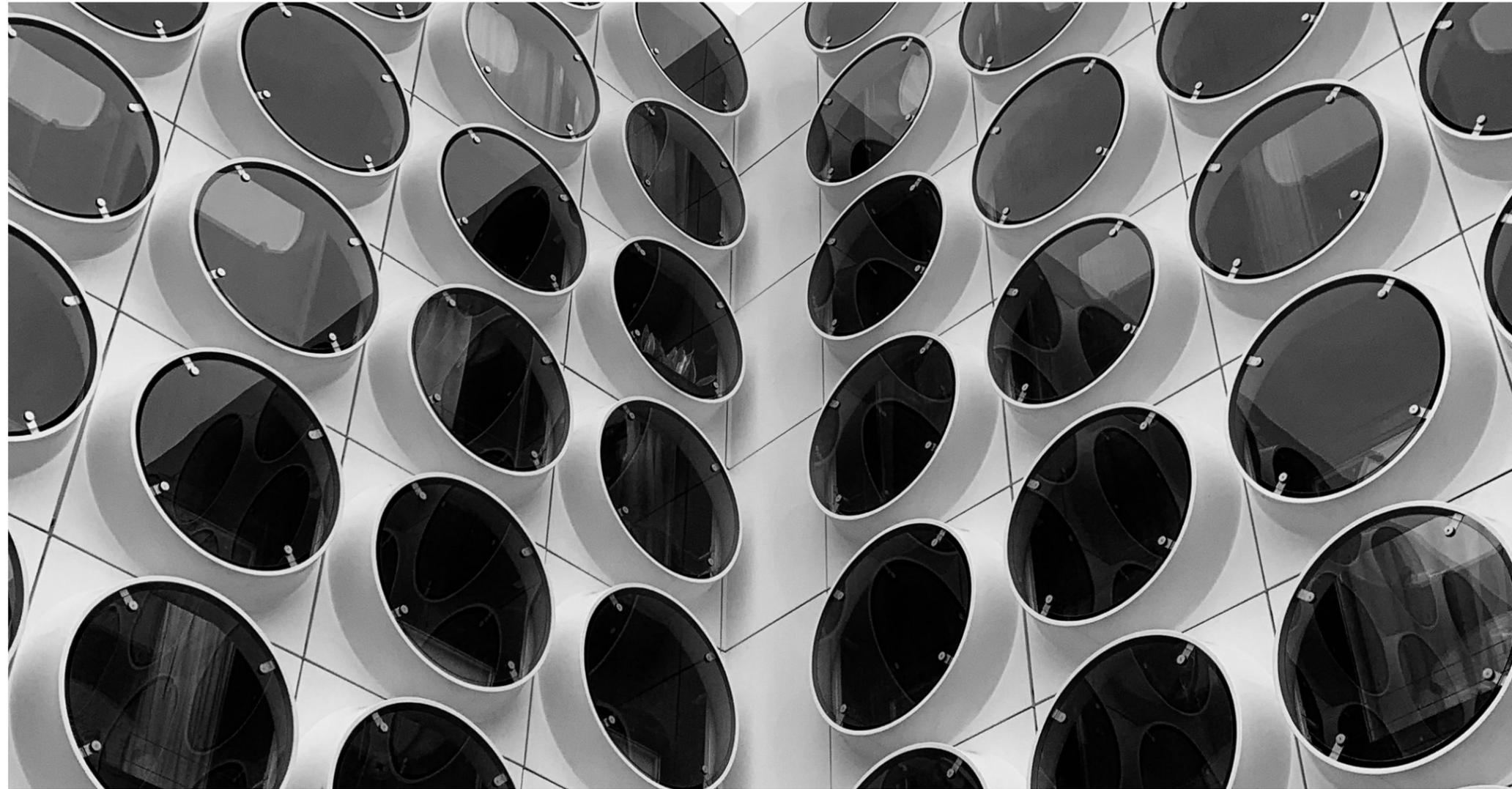


## Smarter data analysis leads to better business intelligence (BI) and sharper product strategy

Data has the ability to impact every aspect of your business – and its influence is growing every day. Ultimately, you should know what data does for your bottom line and be able to effectively prove it. A robust analytics platform can democratize your data, unlock insights, and – best of all – deliver it when and where your teams or customers need it most.

Different people need different data elements, broken down to them in easily digestible ways with the immediate insights that help them make more informed decisions. Most dashboards merely surface vast amounts of raw or mildly finessed data – what’s missing is the human lens of experience design to ensure the folks who see the data can act on it with speed and accuracy.

Advanced analytic capabilities that power BI is the next step in unlocking insights within your organization and embedding analytics into your products. It gives your teams access to fine-tuned data results that are relevant to them and available wherever they are. As part of a product offering, you can give your customers improved insights from the data within your product and enable other data sources for additional context. Ultimately, it empowers each individual with the right analytics to contribute toward collective business growth.



# Prepare to unlock insights by going back to basics

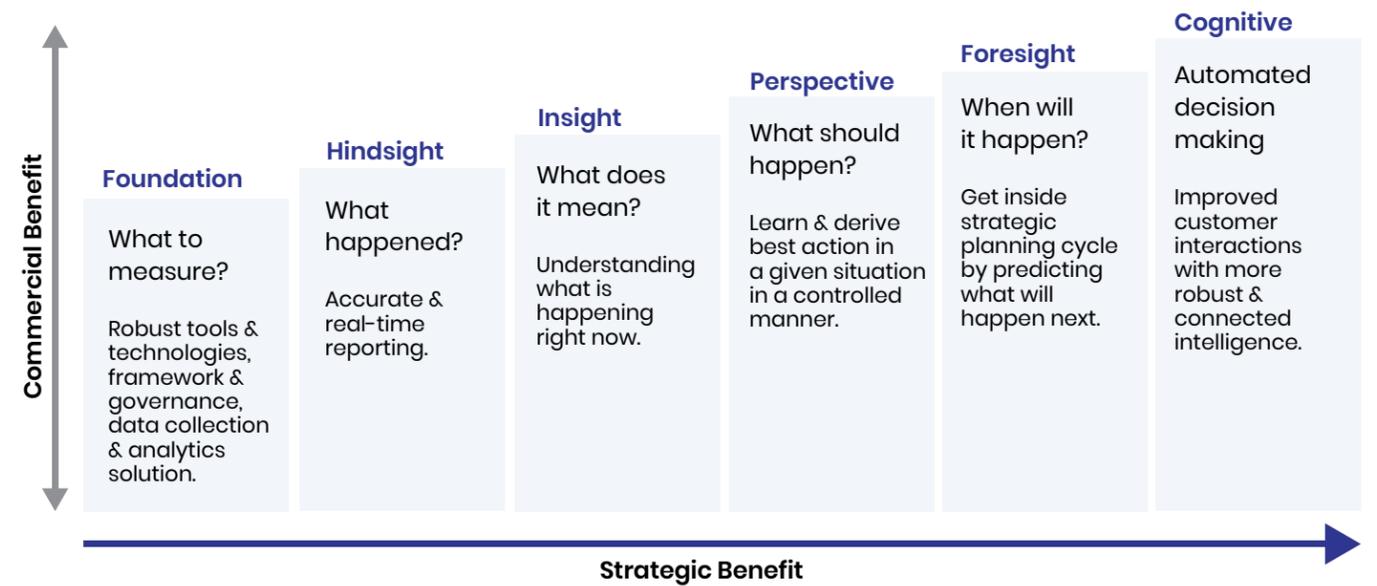
Like any journey, you need to know where you are before you can determine where you're going.

Most companies are too focused on the bells and whistles of buzzwords and futuristic trends without having laid the foundational data practices necessary to use them.

"A majority of companies think their peers and competitors are further along with data analytics than they are. Without the basics in place, there's no way you can reasonably evolve into advanced practices like machine learning," states Ashley Fitzgerald, Senior Director, Data Science & Analytics at Appnovation.

To gauge a brand's current performance and capabilities to then build a strategic roadmap for the future, Appnovation uses a Data Maturity Curve Framework.

6-Stage Data Maturity Curve



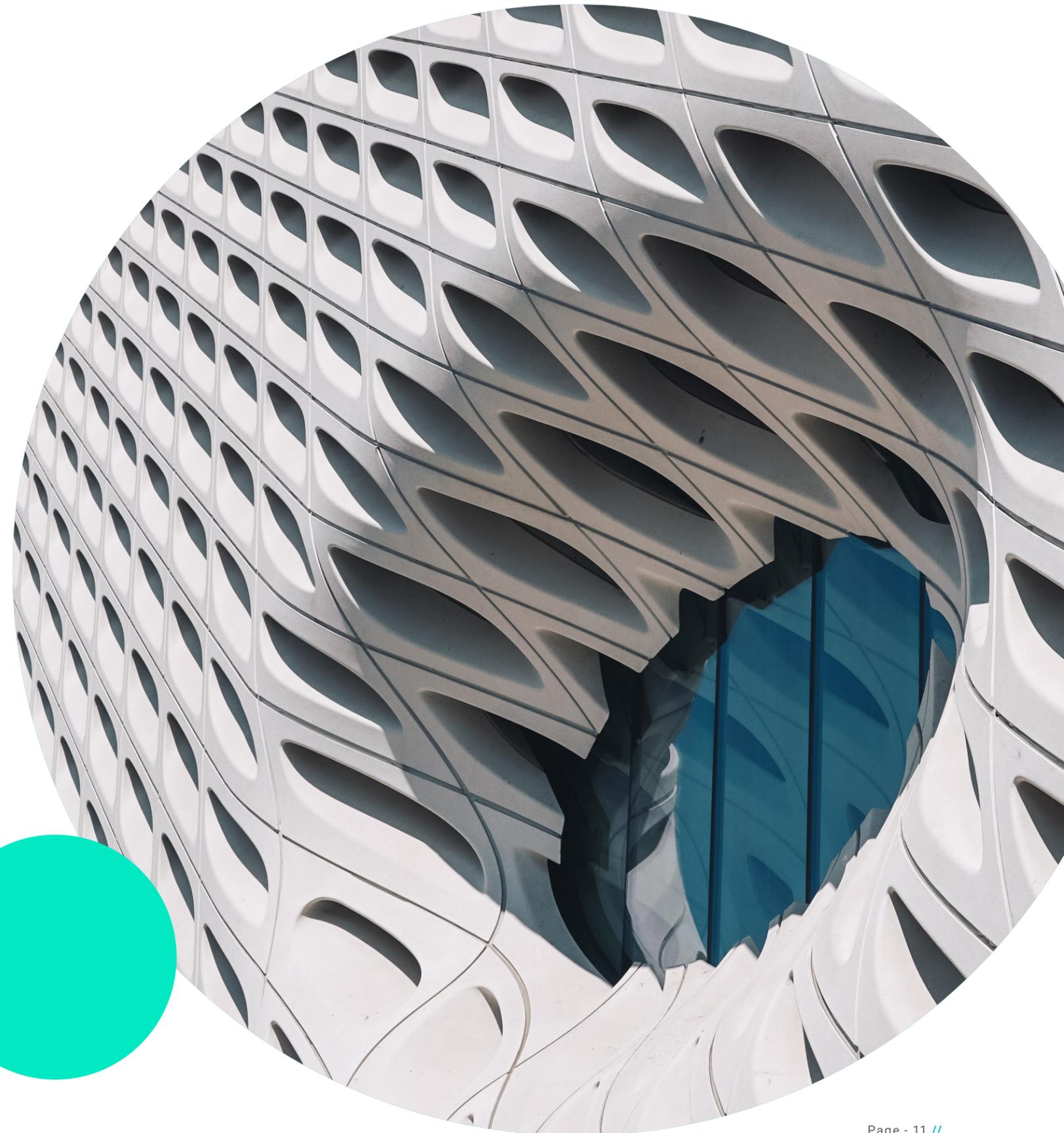
In the earliest stages, data is coming in and being visualized in a relatively easy-to-consume way. However, it's still just basic stats without advanced modeling that can pull accurate insights.

"Developing prescriptive, predictive, and cognitive data capabilities is the next phase in the evolution. Advanced analytics platforms are capable of much more than what's currently standard practice, and most companies aren't truly taking advantage of their potential," continues Fitzgerald. "They translate insights to our clients in a meaningful, actionable way that doesn't just serve up quantifiable data. We create a real competitive advantage that everyone across your business can qualitatively articulate."

**Advanced analytics platforms turn data into intelligence – and ties it directly to business outcomes and helping you prove ROI.**

For example, you can take a marketing organization and analyze how its activities are turning into engagement, and then how those engagements are resulting in sales. Equally important, you can see which engagements are not driving sales and get a clear picture of which marketing activities are impacting your bottom line.

**Ashley Fitzgerald, Senior Director, Data Science & Analytics**



## Delivering Data at the Right Place and the Right Time

morning

Voice search or wearable  
Ex: Last night's sales figures

daytime

Laptop or mobile  
Ex: Current day's performance

evening

SMS or wearable  
Ex: Prep for tomorrow's sales goals

## Take business intelligence to the next level with **human-centric design thinking**

You might already know that data is only as powerful as how it's interpreted. Adding design thinking methodology is the secret sauce to truly unlocking the potential of BI.

By building your data platform around the needs of humans, you can serve it in a way that's not just acknowledged, but fully understood.

"You have data and you have a BI tool, but unless you have user experience and design strategy to underpin both, you just have loads of numbers and no actionable insight," says Anton Morrison, VP, Experience Design at Appnovation. "You need a robust analytics platform that puts all the pieces together and

marries strategy and experience design with insights and data. That's where the magic happens."

Applying design thinking puts humans at the heart of your data and analytics platform. It uses psychology and behavioral science to take data analytics and embed it in your teams' day-to-day workflow.

Set your teams up for success by serving them the right data, on the right devices, and at the right time of day. This allows different users to glean insights relevant to their roles. It also allows larger teams and your organization as a whole to access and work toward common business outcomes.



# Turn every team into a data team with Looker

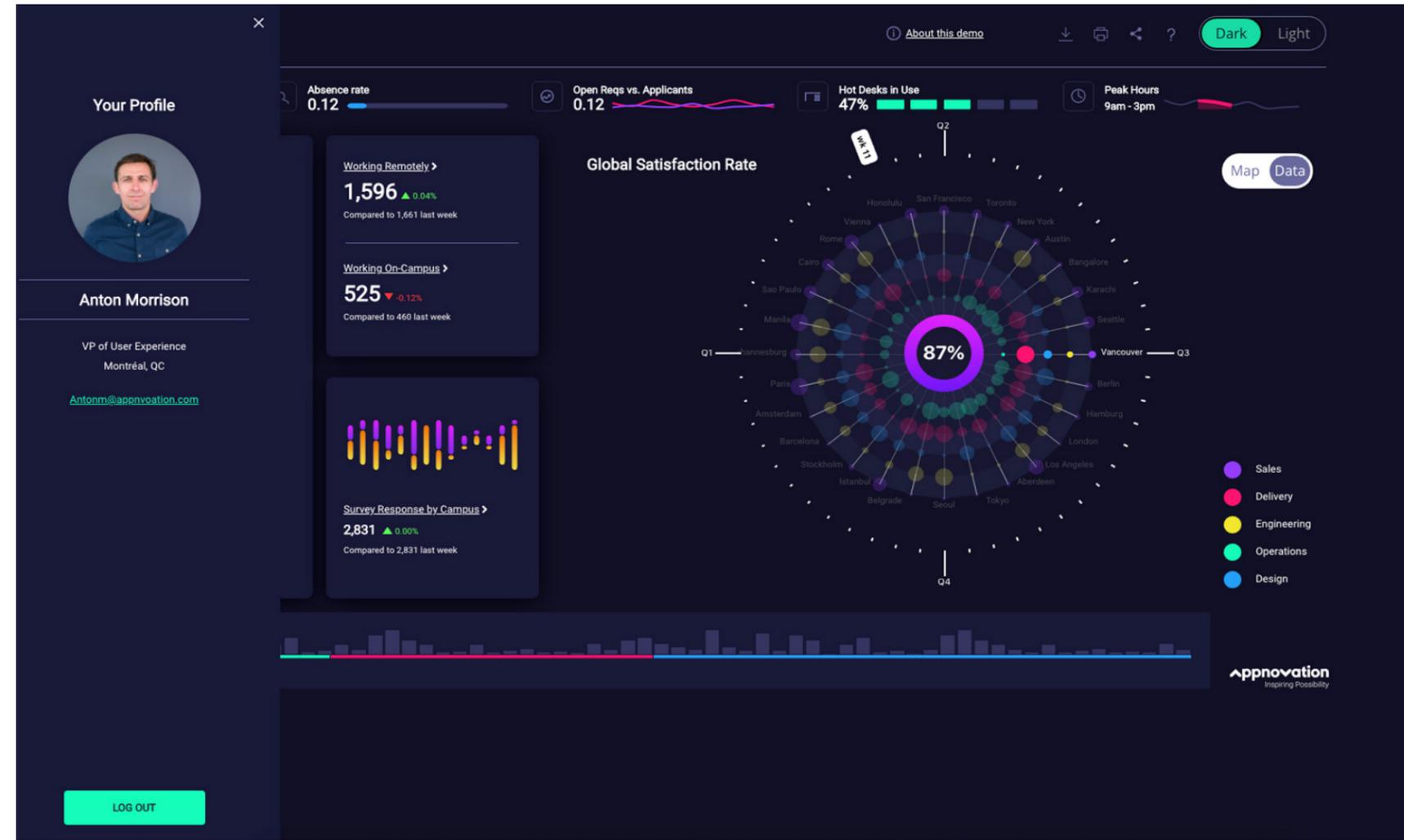
An important priority for your business should be to democratize data and deliver valuable insights by bringing design thinking and **Looker's** capabilities together. Secure, flexible, and customizable, Looker can provide actionable insights at scale and help you plan for growth.

"With Looker, you can choose when, where, and how your internal end-users and business decision-makers get the insights they need. Looker takes extremely complex data models and serves them up in custom, easily digestible dashboards," explains Fitzgerald. "Everyone in your organization gets the relevant, focused, up-to-date information they want, without analysis paralysis and extraneous info getting in the way."

The lift on these incredibly insightful dashboards is less than what you might think. With rapid prototyping, we've built first dashboards and provided proof of concept in as little as six weeks.

Anton Morrison, VP, Experience Design

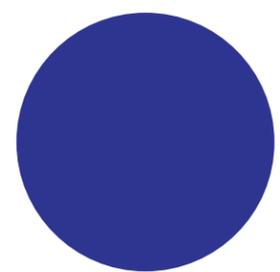
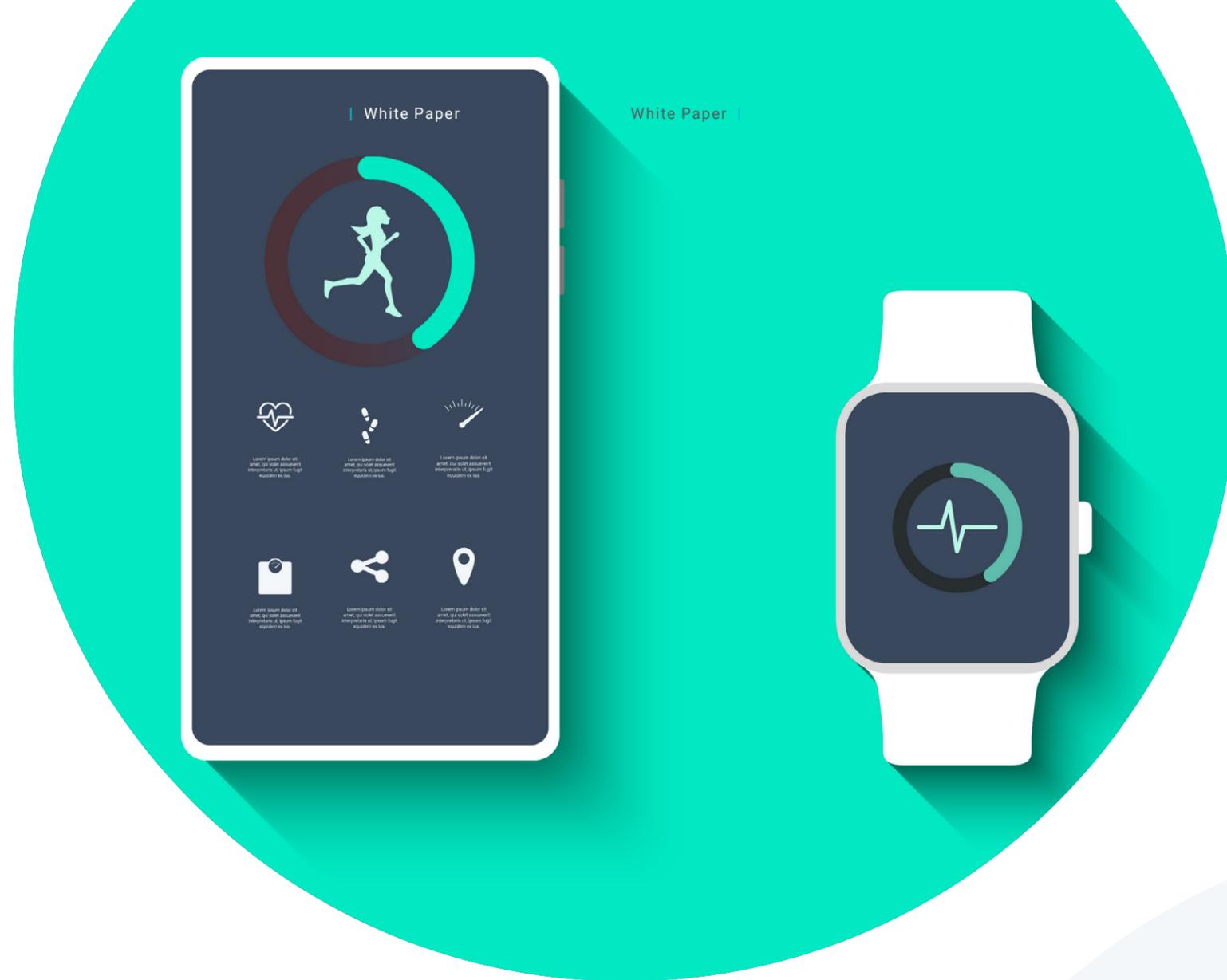
Looker Dashboard



## Productize – and monetize – your data with embedded analytics and Looker

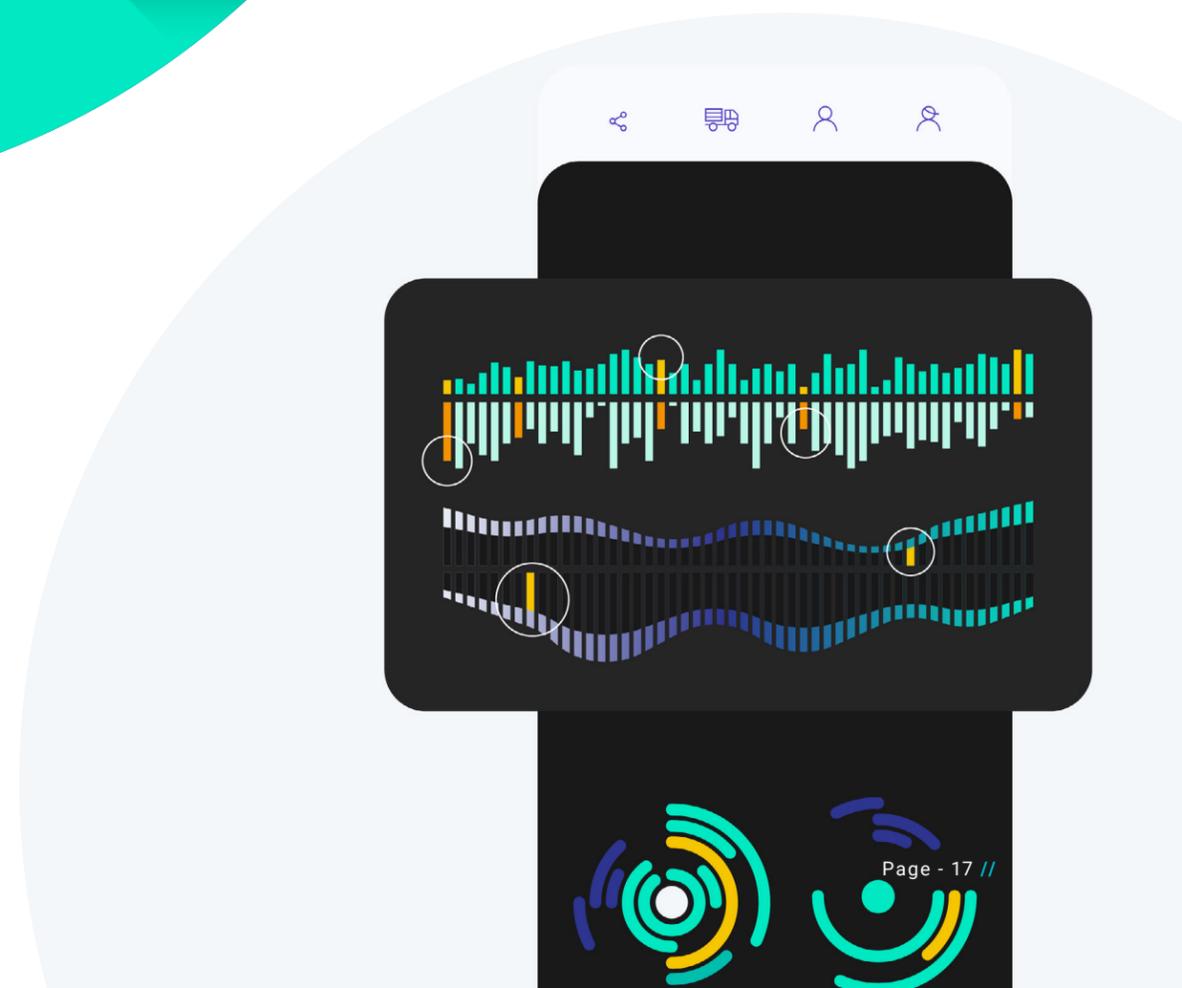
Embedded analytics help you determine exactly what data your customers want to see more of. Gain insights into their needs, behaviors, market trends, and more. Now you can use this information to take things one step further and [make analytics part of your product/service offering](#).

The need for actionable insights is universal. Baking analytics into the very fabric of a product or service is the next logical step to improving customer retention – for you and your customers. As audiences start to crave deeper insights into their digital activity – whether in a fitness app or from their financial services provider – Looker can enable you to deliver the power of real-time actionable data to them with speed and at scale.



Let's take the example of a leading content experience platform. To meet their customers' growing expectations, they [embedded Looker](#) right into their platform. As a result, their customers can now see how their marketing content is performing, make strategic and critical business decisions, and optimize audience engagement in real-time.

An upgrade like this allows you to potentially charge more for your product or offer a premium version with an embedded analytics add-on. You'll also set yourself apart from competitors who have yet to capitalize on the endless possibilities.





## The time to gain your competitive advantage is right now

With our Data Maturity Curve Framework (page 9), design experience strategy, and the power of Looker, we can help you use data in a way that measures core value and turns everyone in your business into savvy, sophisticated data users.

That's good news. The even better news? Most companies aren't as far ahead as you might think. The potential to invest in a long-lasting competitive advantage is now, so seize the window of opportunity while you can.

First mover advantage is ready for the taking. If you can build a new level of data sophistication with advanced analytics platforms today, in time it will put you exponentially ahead of your competition and make it increasingly harder for them to catch up. Algorithms work from historical data. In a year from now, your algorithms could be that much more advanced than your competitors, but only if you're first out the gate.

**Ashley Fitzgerald, Senior Director, Data Science & Analytics**

Once you lay that foundation, the future of cutting-edge data capabilities – predictive analytics, machine learning, and AI – is at your fingertips.

Want to see an advanced analytics platform in action?

book your online demo today.

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Appnovation delivers people-inspired digital business solutions.

We're relentless innovators, constantly looking for new ways to connect the dots and connect people. We become your valued partner with a commitment to your business goals.

Always looking to take an experience-led approach, we help you understand how digital can enable strategic opportunities, solve real-world business problems and deliver measurable results.

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