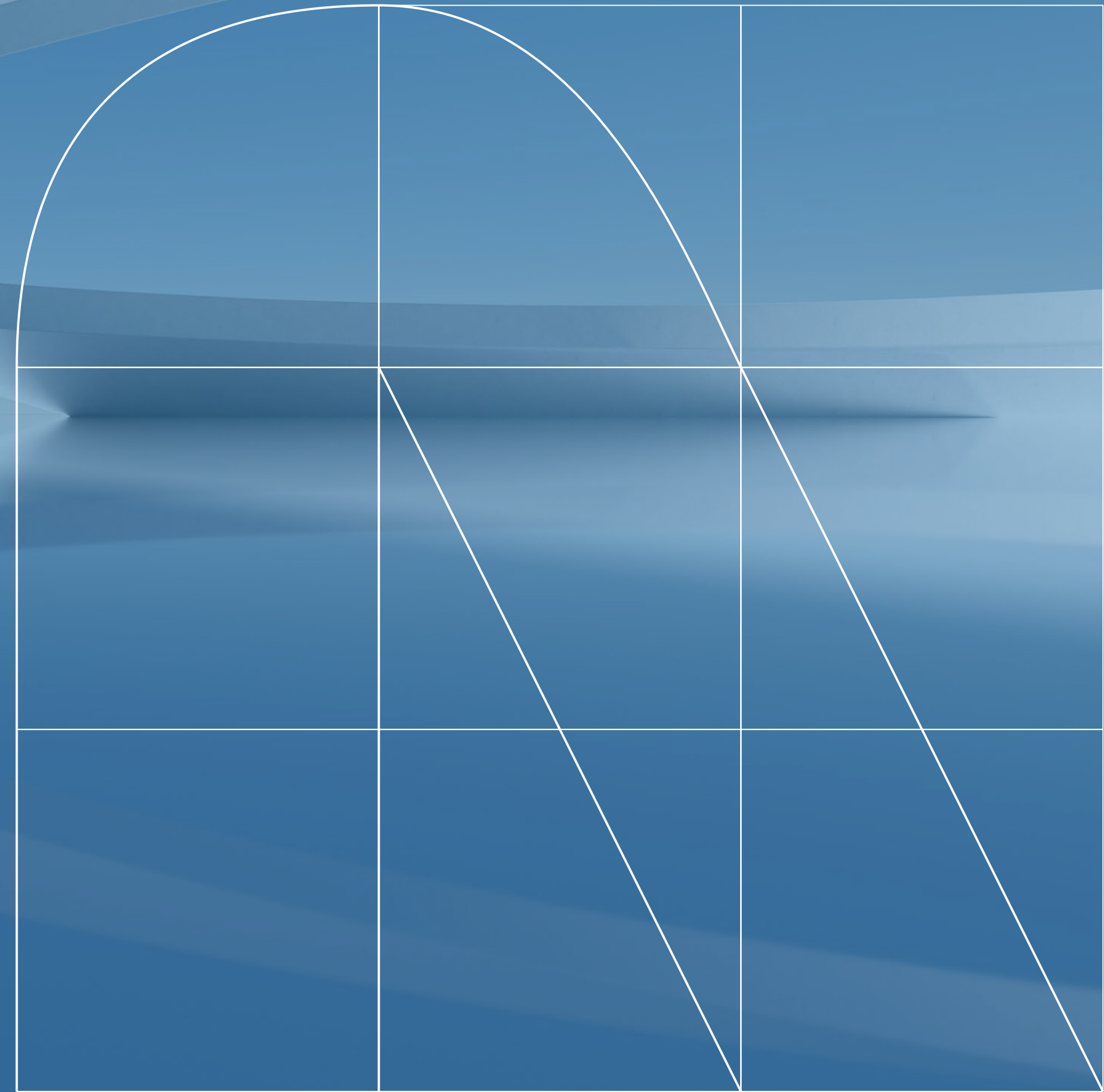


Decision Architecture: Making your data visual and valuable



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Turn data into action and action into measurable results with decision-driven analytics

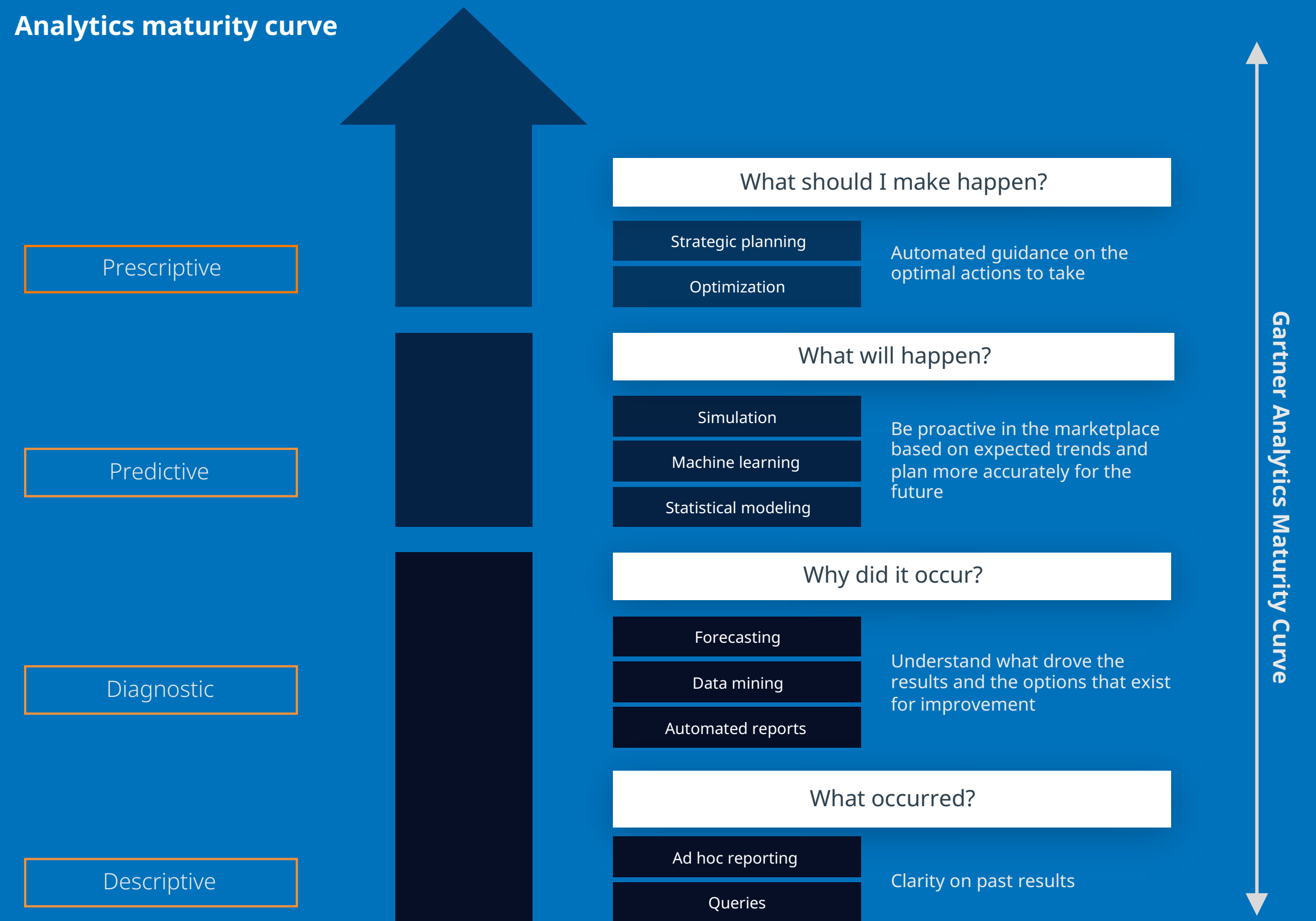
Too often, traditional data analytics approaches fall short of unlocking data's true potential. That only comes when you can actually use the data to quickly and confidently make decisions that add value to your business. Decision-driven analytics — what we call Decision Architecture — takes traditional data analytics to the next level.

Most businesses today have access to more data than they know what to do with. External data about prospects, markets, and competitors — as well as your own, internal data about your customers, vendors, performance, and profitability — has great potential to help you make smart, beneficial decisions. Unlocking that potential, though, can be challenging.

Visualization tools open the door by making data more meaningful, transforming dense spreadsheets into purpose-built dashboards and graphical, on-demand reports. But even this important functionality resides at the lower end of the analytics maturity curve.

Moving up the curve requires analytics to be both visual and actionable, leading you to make decisions that solve problems and optimize the way you operate, and also revealing new opportunities to drive value. It's a different kind of journey — one that diagnoses a problem and generates an insight that leads to action. That's what Decision Architecture was created to do.

Analytics maturity curve



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How Decision Architecture empowers decision-making

Decision Architecture integrates a variety of disciplines and analytical tools to not only bring visual clarity to your data but also clarity of purpose. Analytics are most powerful when they reveal the meaning behind the data, teasing out what the data is telling you about situations and opportunities in your business so you can take informed action.

Because the Decision Architecture methodology is so focused on enabling this kind of active, informed decision-making, it's a highly efficient approach to analytics development. It walks your team through an analysis of your business, leveraging a four-part analytical cycle and a series of four decision analysis tools to connect business problems to the actions that can be taken to solve them.



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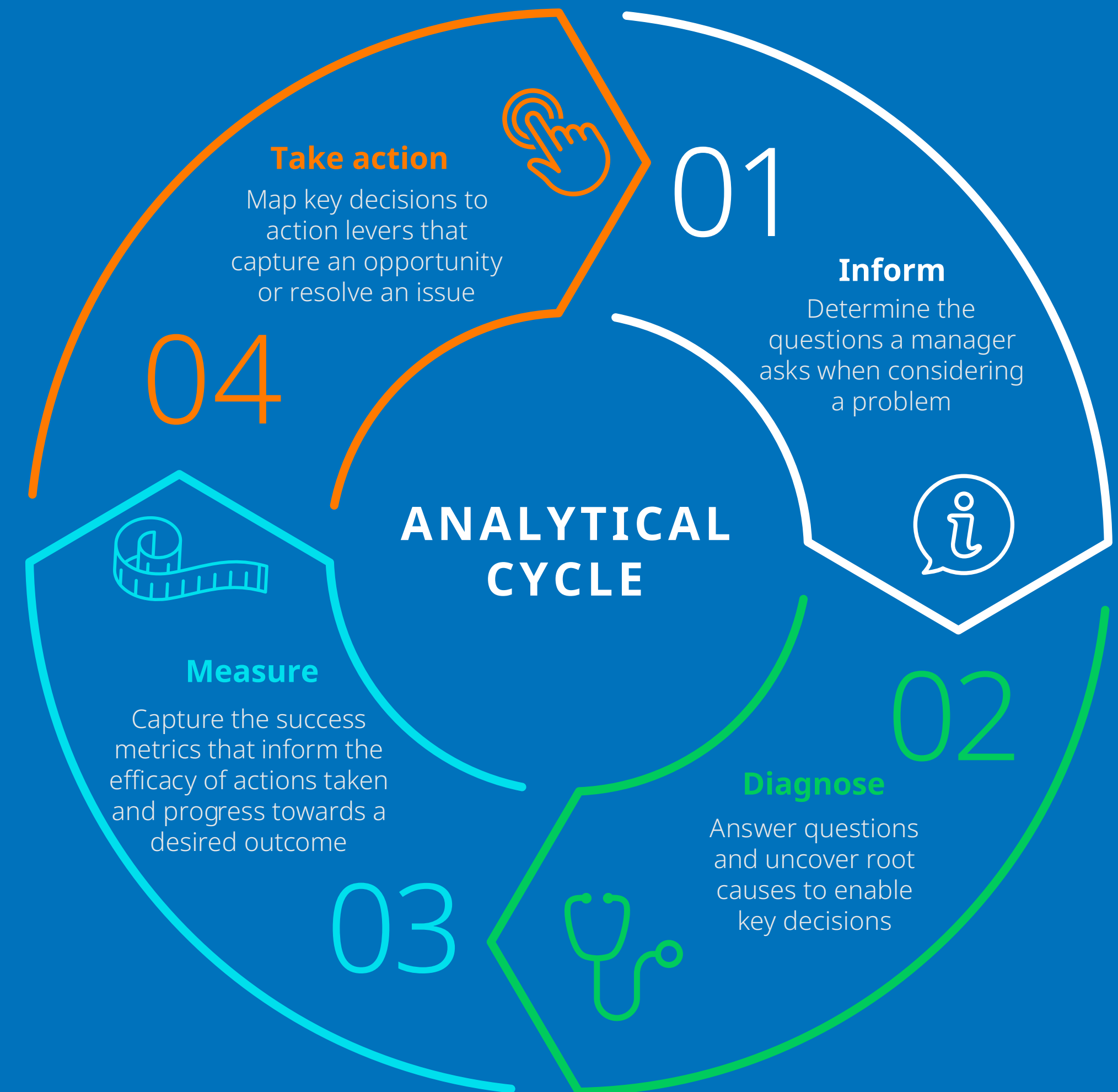
The decision analysis phase

The methodology leverages the analytical cycle to empower managers to make data-driven decisions.

The approach

This targeted analytical exercise reveals:

- The **actions** you have at your disposal to drive value for the business
- The **questions** you need to answer in order to decide which actions to take
- The **metrics** needed to help you answer those questions
- The **data** needed to construct those metrics



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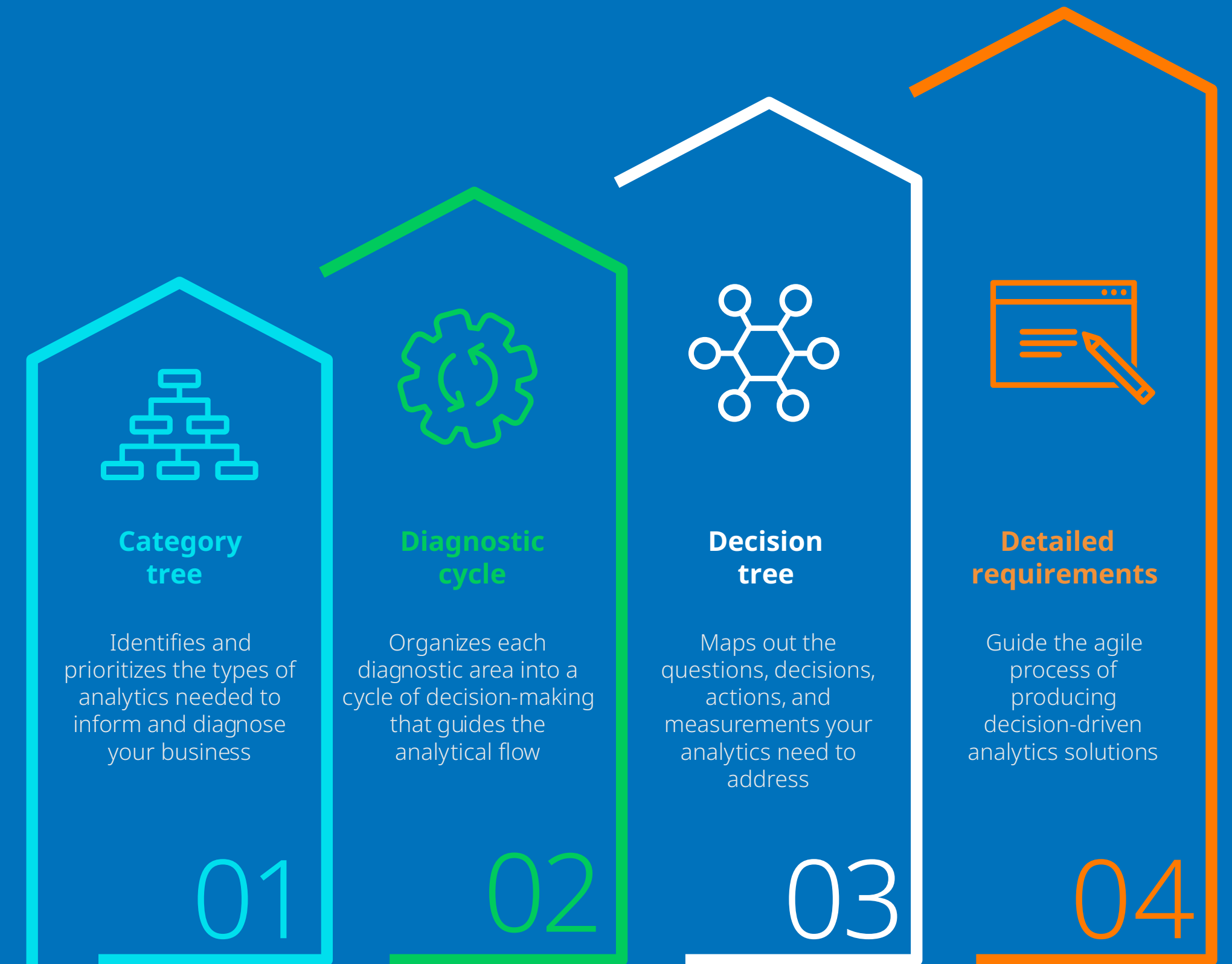
The decision analysis process

A series of tools informs the analytical cycle, drilling down in increasing detail to scope out the analytics needed to inform active decision-making.

The result

The Decision Architecture process enables you to zero in on the appropriate analytics to support the decisions you need to make. These can range from simple metrics like ROI to more sophisticated metrics such as a propensity or churn model.

Once the analytics are identified, Decision Architecture leverages agile development methods to bring them to life. It incorporates both data science to help you turn information into actionable insights and decision theory to help you structure the decision process to guide people to the correct choice.



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Move from “reading the news” to acting on it

Traditional reporting gives you yesterday’s news — a snapshot of your business at a point in time based on the metrics you’ve chosen. But it’s up to you to examine and interpret that news, running through a root cause analysis of the data you’re seeing and then deciding what to do about it to solve problems or better run the business. It’s doable, but it consumes your people’s time and effort.

In contrast, Decision Architecture helps you understand why the news happened and what to do today to improve tomorrow’s results. It helps you assess situations, diagnose problems, and make decisions faster and more efficiently.

Simplify the path from development to results

The data analytics journey is an investment. The more directly you can travel from point of need to effective solution, the better it is for your people and your budget. By giving you a decision-oriented, purpose-driven path to follow up front, Decision Architecture avoids common project risks and simplifies the path to insights you can act on. There’s no meandering toward a solution, churning through numerous late-stage iterations, or ultimately creating underwhelming outputs that don’t go far enough in supporting decision-making.

Uncover new opportunities to generate value

Decision Architecture doesn’t just guide you in making decisions more quickly; it also leads to metrics and decisions you may not have even considered. It’s the key to unlocking opportunities hidden in the data, enabling you to drive value in new ways.

Suppose you want to know what parts of your business are driving the most profit so you can increase investment in those areas. You need a way to measure that. Decision Architecture guides you in formulating metrics specific to what your business needs to know, rather than limiting yourself to, “This is the data we have, and this is what we measure.”



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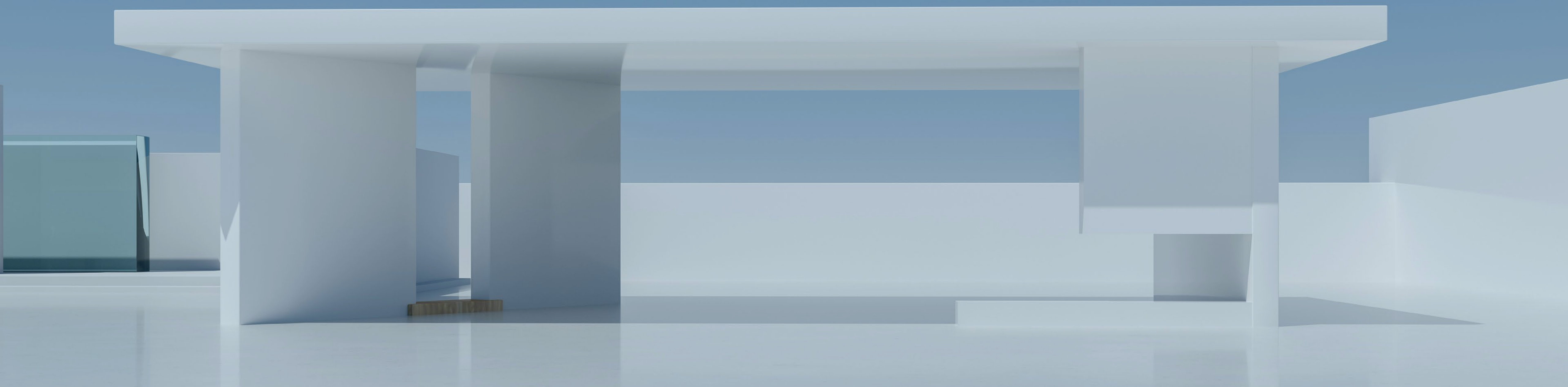
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One of our clients wanted to be more efficient with trade spend — money spent promoting their products with various retailers — with the goal of generating the most sales at the least cost. Part of that effort was to examine trade-spend efficiency in different parts of the business. But simply looking at which parts had the highest jump in sales wasn't helpful,

because that area may only represent a small part of the overall business. As Decision Architecture led them to probe deeper into decision drivers, they realized that a tiny sales bump in a huge part of the business was much more impactful. This led to the creation of a new, more insightful metric for contribution to total sales.



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If you're worried Decision Architecture will delay the start of your analytics efforts, don't be. We can typically help our clients explore critical questions and decisions in as little as one 90-minute session with key leaders and team members. It's a small investment that can yield a substantial payoff in terms of revealing where to target data analytics efforts and highlighting areas of potential opportunity to save money or grow revenues.

Ready to turn vision into value?

The companies we work with to apply Decision Architecture are in many different markets and industries—from retail and consumer packaged goods to hospitality and energy. But they share a common need and desire to not only make their data more visual and accessible, but also put it to work for their business.

If that's a goal for your company too, visit us at us.nttdata.com/data-ai.com to learn more about Decision Architecture and our data, analytics and AI capabilities.

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