

alteryx

**Blueprint for Building
a Successful Analytics
Center of Excellence**


Before we talk about what makes an analytics Center of Excellence (CoE) successful, let's talk about why so many of them fail.

93%

of leaders believe their analytics initiatives are failing.

Survey from *NewVantage*

Another report from Venture Beat shows that 87% of data science projects fizzle out before they even start.



Why? Because their initiatives:

- Start too big, too fast
- Lack buy-in from executives, the organization, and/or IT
- Don't produce immediate and positive results
- Fail to provide true self service for everyone
- Don't provide room for iteration and growth

**What's interesting
is that an analytics
CoE fails for the
same reasons people
and companies
become shy around
starting a new one.**

As the saying goes, fool me once, shame on you. Fool me twice, shame on me.

That's the wrong way to look at it, though. No one's being fooled about analytics being helpful. An analytics CoE is still the key to making positive gains. The problem isn't the idea of analytics, it's the execution.

We've helped 7,000+ companies and organizations, including over 36% of the Global 2000, establish successful analytics initiatives. Many of them have realized results and ROI within weeks of their first project.

What follows is a road map to building a successful analytics CoE from the ground up, realizing results, and scaling it across the organization.

One.

Identify

Use Cases + Align Organizations

Because so many organizations start too big and too fast, the best thing you can do is **start small — with a project that leads to an immediate return on investment (ROI).**

Identify a key problem your team could solve and common manual processes you can automate.

The best projects are ones that have a clear business value and help your end-consumers, plus do three or more of the following things:

- Increase top-line growth by identifying opportunities
- Save money and increase bottom-line returns
- Improve efficiency by automating repetitive tasks
- Reduce and mitigate risk by democratizing data
- Empower your workforce to deliver quick insights

Check off three of those areas and odds are good that you can gain internal support for your new initiative. Once you have an idea of what project you want to tackle first, start building that internal support. Think of it as a grass roots effort.

Get executive sponsorship.

Develop a community.

Get water cooler discussion going.

Enable others to follow and learn.

Having a plan and buy-in will help you with the next two things you need to do before getting started: aligning with IT and the organization plus effectively communicating why you want to start with your project and what the long-term plan is for creating a CoE.

Meet with your SMEs directly and make sure you're supporting their needs. Ensure the way you're interpreting the data is accurate, too.

Build a team that's invested in the project as much as you and stands to gain as much as you, too. Consult with them as you identify potential use cases and adjust as you gather feedback. The advice you receive should help you refine your mission and goals and increase the likelihood that everyone will be on board and drive success.

Summary

Step One

Identify Use Cases + Align Organizations

Identify a beneficial use case

Define mission and goals

Seek executive sponsorship

Align with IT and your organization

Effectively communicate the why / ROI potential

Two.

Create

A Self-Service Model

Once you have your use case and team, the next thing to do is **create a self-service model that serves everyone involved in the initial project — and future analytics projects.**

Analytic apps help people make winning decisions in minutes

See How

Although you're starting with one use case to ensure success, the goal is to build a CoE that serves the entire organization.

Analysts, data scientists, leaders, and executives will all need to benefit and be able to interact with your analytics CoE.

Providing a training program is one way to smooth this transition. You can build one yourself, use materials provided by the platform you adopt, or mix and match both to cater to your organization's needs. Whatever you do, your training program should include three things:

- Self-service and self-paced learning
- A strong internal/external community for support
- Centralized access for data and analytic processes

For the people who will create the analytic processes the most, such as analysts and data scientists, make sure they have a platform that shortens the learning curve. Automation, drag-and-drop interaction, and no-code, low-code analytic platforms are best. For those who will consume the analytics the most, usually leaders and executives, make sure they have truly self-service options to interact with the data, such as analytic apps.

Summary

If you want your initial project to succeed and your analytics CoE to be a long-term success, every person should be able to iterate and build upon the work — and successes — of others. Ensuring long-term adoption and benefit is the best way to go about this.

Step Two

Create a Self-Service Model

Develop a self-service and self-paced learning program or training module

Create or find a strong and supportive internal/external community for learning

Establish a centralized location for data and analytic processes

Three.

Amplify

Your Success

As soon as you start having success with your analytics initiatives, share it.

Let others know what you were able to accomplish. The more they see what you're doing and how it helps them, the better you'll be able to establish a successful CoE.

If you've created something others can use, such as an analytic app, dashboard, or workflow, share it with them. Provide any relevant information they'll need to use it, too. If it's not something they can use directly, then share how it affects the organizational goals and KPIs.

Along with the self-service model mentioned before, automate the sharing of insights within the organization. Inspire and empower people to build off your work. Empower your organization to use more and more features of an analytic process automation platform.

While you're at it, this is also a good time to quantify the ROI for your projects. There are many ways to do this, but most of them account for the five areas of ROI we listed earlier in this book.

A man with a beard and tattoos is shown in profile, looking upwards towards a building at night. The scene is dimly lit, with the building's windows glowing. The man's arms are crossed, and he has a thoughtful or inspired expression.

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Inspire and empower people to build off your work. Empower your organization to use more and more features of an analytic process automation platform.

Summary

Step Three


Amplify Your Success

Protect potential ROI of new projects (some of these are easier to attach a monetary value to than others):

- Top-line growth
- Bottom-line returns
- Efficiency gains
- Risk reduction
- Workforce upskilling

Share success with your organization:

- Top-line growth before and after
- Bottom-line returns
- Efficiency gains
- Risk reduction
- Workforce upskilling



Putting

It All Together

Blueprint for Building a Successful Analytics Center of Excellence

Step One
Identify
Use-Cases
+ Align
Organizations

- Identify a beneficial use case
- Define mission and goals
- Seek executive sponsorship
- Align with IT and your organization
- Effectively communicate the why / ROI potential

Step Two
Create A
Self-Service
Model

- Develop a self-service and self-paced learning program or training module
- Create or find a strong and supportive internal/external community for learning
- Establish a centralized location for data and analytic processes

Step Three
Amplify
Your
Success

- Protect potential ROI of new projects
- Share success with your organization



Find

The Right Solution + Get Started

We've helped over
7,000 companies
turn data into
breakthroughs with
analytics automation.
Those breakthroughs
included projects that
were able to:

\$1.5B

Optimize SKUs for 2,000+ stores and increase sales by \$1.5 billion

\$80M

Analyze data and discover \$80 million to return to the bottom line

99.4%

Automate parcel routing for an 11% cost savings and 99.4% on-time delivery rate

\$20M

Reduce healthcare risk in unwarranted clinical variations while saving \$20 million

2000+

Upskill 2,000+ people across multiple lines of business (LOBs)

We've helped companies achieve these incredible results with the Alteryx Analytic Process Automation (APA) Platform™.

It's a true end-to-end, self-service platform that automates the entire process from data input to business outcomes — all in a low-code, no-code format.

With the Alteryx APA Platform, you can start small with quick wins, prove your analytics CoE's worth, and scale up as you build upon your success. The platform empowers anyone to make breakthroughs with data, from analysts and data scientists to business leaders and executives.

But just as we talked about at the beginning of this book, it's always best for you to do your due diligence and explore a solution to make sure it fits your goals and needs.

Know an analyst or data scientist who wants to see how the platform works? Try out Alteryx Designer with a free 30-day trial

[Free Trial](#)

Ready to jump into the numbers and see your potential results? Try out the ROI Calculator and get a free report

[ROI Calculator](#)

Want to evaluate how the Alteryx APA Platform solves business problems and delivers ROI? Read the APA Buyer's Guide.

[Read Guide](#)

Want to dive in deep into a specific use case and pick the mind of our experts? Contact us and talk about your specific use case

[Contact Us](#)