DATA ANALYTICS METHODOLOGY

Analysis and Recommendation for Utilizing Data Analytics

Analytics evaluations and roadmap services provide a program's capability assessment to determine the current analytic capacity within a program. Benchmarking current analytic activities and processes relative to industry best practices can support programs in recognizing opportunities leverage analytics and help prioritize data-centric business goals to minimize cost and maximize return on investment from analytics.

To effectively utilize data analytics to examine program effectiveness, a consistent and metric-driven framework must be implemented to determine performing vs. non-performing programs.

Program Readiness Assessments, interviews, and focus groups are great vehicles to measure the current state, as well as the metrics and analytics needed to determine strategic alignment between:

1. **business strategies, goals, and objectives;**
2. **the key business processes employed to meet the goals and objectives**
3. **the initiatives designed to improve the effectiveness of the key business processes.**

Longevity's Enterprise Value Management (EVM) framework addresses these key measurements in four core steps:

Methodology

Step 1: Review Current / Proposed Planning Processes

· **Leverage a standardized approach to the assessment while considering the program's current planning & reporting processes and technology suite**

· **High level assessment of planning landscape including current and proposed planning, and performance practices, processes, and governance structure**

· **Key stakeholder interviews to evaluate strategic planning processes, its current utilization of analytics, and the strategic evolution of analytics within the program**

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Step 2: Fit-Gap Analysis

· Prepare fit-gap analysis on how the business requirements could be supported by data analytic recommendation

Step 3: Cost-Benefit Analysis

· Prepare cost-benefit analysis on how the business requirements could be supported by data analytic recommendation

Step 4: Readiness Assessment Report

· Summary of findings of current and future needs for planning, performance monitoring, and reporting of the agency as compared to the solution at a leading department at the agency currently under design

· Recommendations towards readiness strategies

Step 5: Implementation Plan

· Prepare implementation plan that breaks each data analytic strategy into identifiable steps, assigns each step to one or more people and suggests when each step will be completed

Longevity's data analytic framework will determine the most appropriate technology/ functional solution based on program specific requirements.

What Our Clients Say About Us

"Thank you so much for the terrific brainstorming session. I really enjoyed the time together and cannot thank you enough for the great support you provide to our organization."