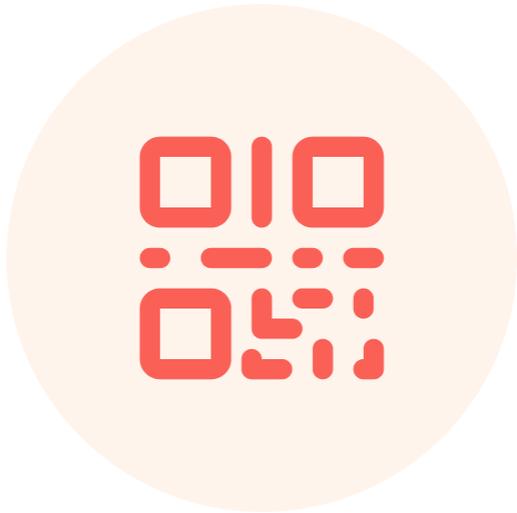


Transformative Nature of Analytics

Su Jella, Director of Data and Insights

TENNIS AUSTRALIA

slido



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What is the one data trend you are excited about at the moment or coming up in the future?

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"Data is the new oil."

- CLIVE HUMBY

"By the numbers, if you know what to count, you can often tell the future "

- MICHAEL LEWIS

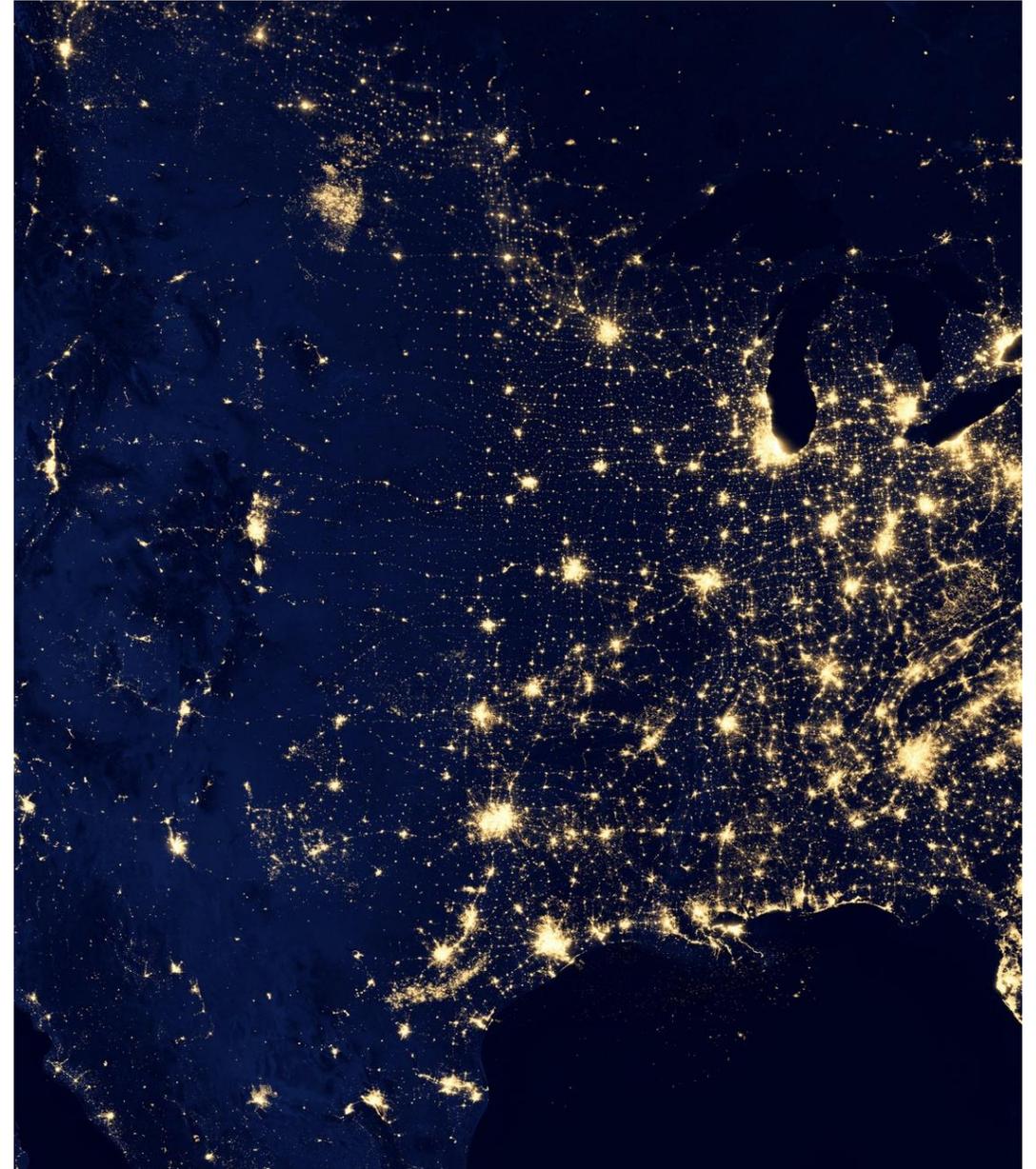
"Maybe stories are just data with a soul"

- BRENE BROWN

What is the purpose of Analytics

Analytics helps organizations make data-driven decisions to improve efficiency, reduce costs, and drive growth. With data and analytics, organisations can gain valuable insights into customers, operations, and markets to outperform competitors and keep abreast of changes in the market.

Operationalizing analytics enables an organisation to measure business performance and drive data-driven decision making. The goal is to embed analytics into day-to-day operations to enable data-driven insights and continuous optimization.





If your organisation is embarking on a transformational journey, what is driving the need for this shift?

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The Need for Change



Changing customer expectations

Customers today expect highly personalized, seamless digital experiences.



Emerging technologies

Cloud, IoT, AI and other new technologies are transforming business models and operations.



Increasing competition

New digital disruptors and shifting consumer behavior increase competition.

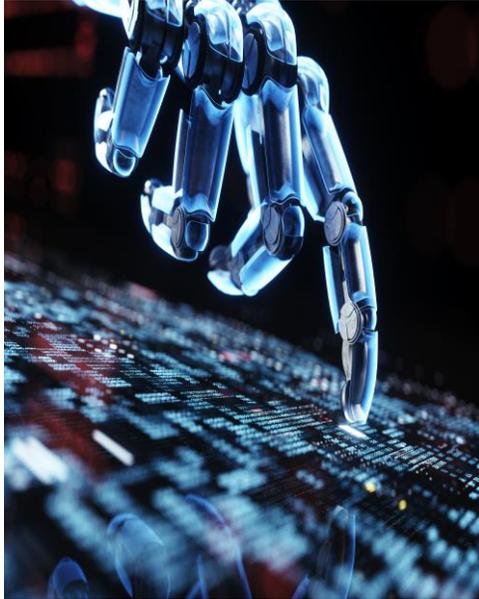


Regulatory changes

Evolving regulations require new capabilities to ensure compliance.

To stay competitive and meet new demands, businesses must undergo transformation across operations, culture and technology.

What are the drivers enforcing change?



Technology & Security

New technologies like artificial intelligence, automation, and digitization are changing how work gets done. Privacy and protection are top priorities



Demographics

The aging workforce and influx of millennials is changing workplace needs and expectations



Sustainability

There is increased focus on environmentally sustainable practices and social responsibility



Globalization

Workplaces are increasingly distributed globally, requiring new ways of collaboration

What are the benefits to enabling analytics?



More informed decisions and analysis



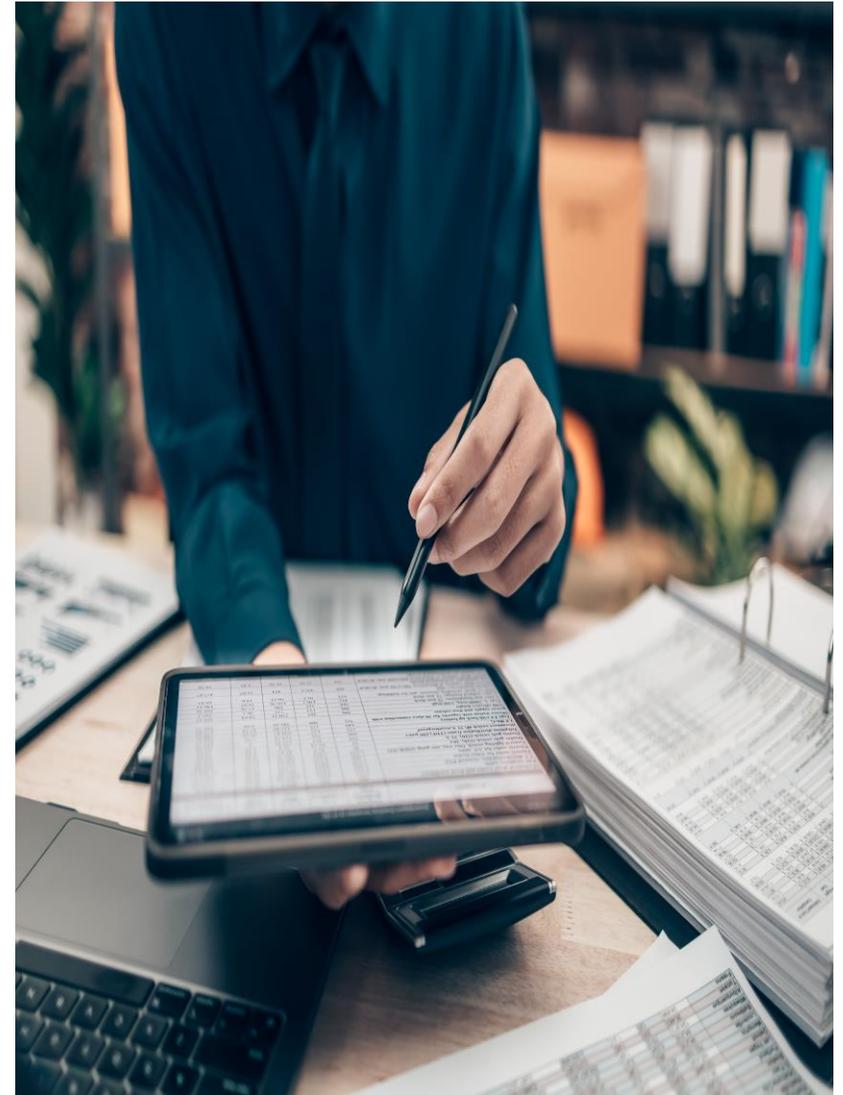
Speed to market and faster analytics



Greater insights and competitive advantage



Increased efficiency = Increased productivity



What are the steps to drive more value with Analytics?

Understand data

Analyze data sources to identify opportunities to extract more value

Enable data-driven decisions

Use insights to guide business strategy and decision making

1

2

3

4

5

Alignment to the broader strategy

Understand the overall strategy to embed an analytics capability

Leverage analytics

Apply analytics techniques like predictive modeling to uncover insights

Optimize operations

Implement changes to improve efficiency and boost performance

The Importance of a Data Culture

Fostering a data-driven culture is essential for organizations looking to fully leverage analytics and unlock transformative insights. By encouraging data-based decision making at all levels, companies can shift towards an analytical mindset and evidence-based culture.

Analytics has changed the tactics and strategies of teams in all major organisations. Cultures are shifting towards valuing information and decision making based on data versus relying solely on intuition and past practices.





What is the data culture at your organisation?

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How do we unlock this Value?



Analytically Impaired

Companies that fail to leverage analytics effectively

Localised Analytics

Analytics efforts exist but are siloed and uncoordinated

Analytical Aspirations

Efforts to use analytics more pervasively but lack strategy and talent

Analytical Companies

Analytics is ingrained in processes and culture with adequate talent and technology

Analytical Competitors

Analytics provides a sustained competitive advantage

Measuring Success

Organizations need to determine new KPIs and methods to measure the impact of analytics

Enabling an analytics team



Data Management



Tools & Technology



Skills and Training



Cross-Functional Collaboration



Agile Analytics

Guiding Principles



Enable analytics pipeline

Setup data pipelines to collect, process and store analytics data



Train analytics models

Train and deploy machine learning models on analytics data



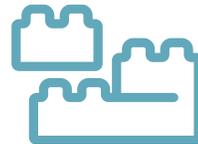
Visualize insights

Create dashboards and reports to visualize key metrics and insights



Data transformation improves data quality

Cleaning, validating, and transforming data can catch and fix issues, improving accuracy and reliability.



Transformations integrate data

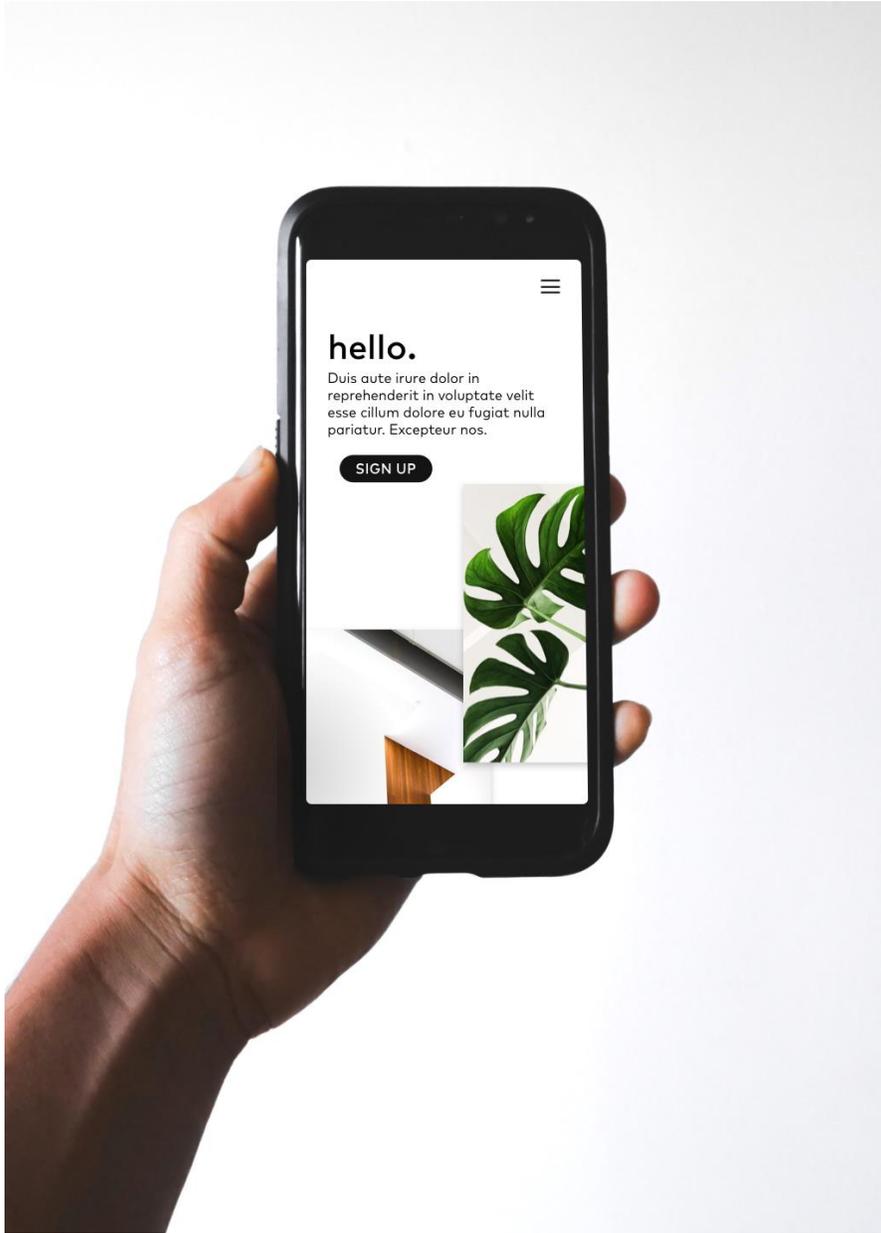
Bringing together data from multiple sources into a standard, consistent format.



Transformations add value

Deriving new metrics, aggregations, and insights to make data more useful for analysis.

These guiding principles can transform our workplace into one that empowers employees, enables collaboration, and embeds data-as-an-asset in organisations. Enabling an analytics team with proper data infrastructure and tools, they can unlock transformative business insights.



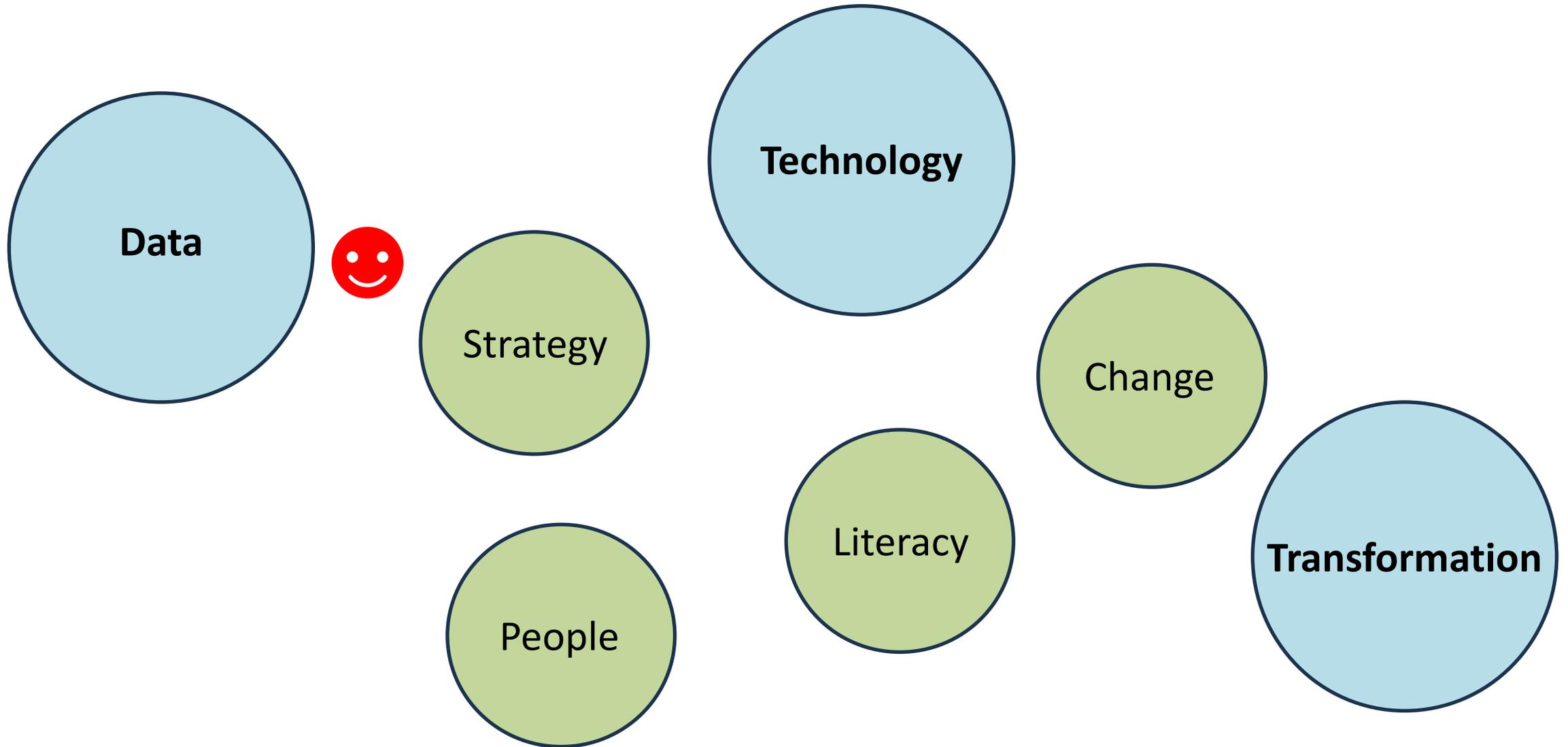


Are we data people or transformation people?

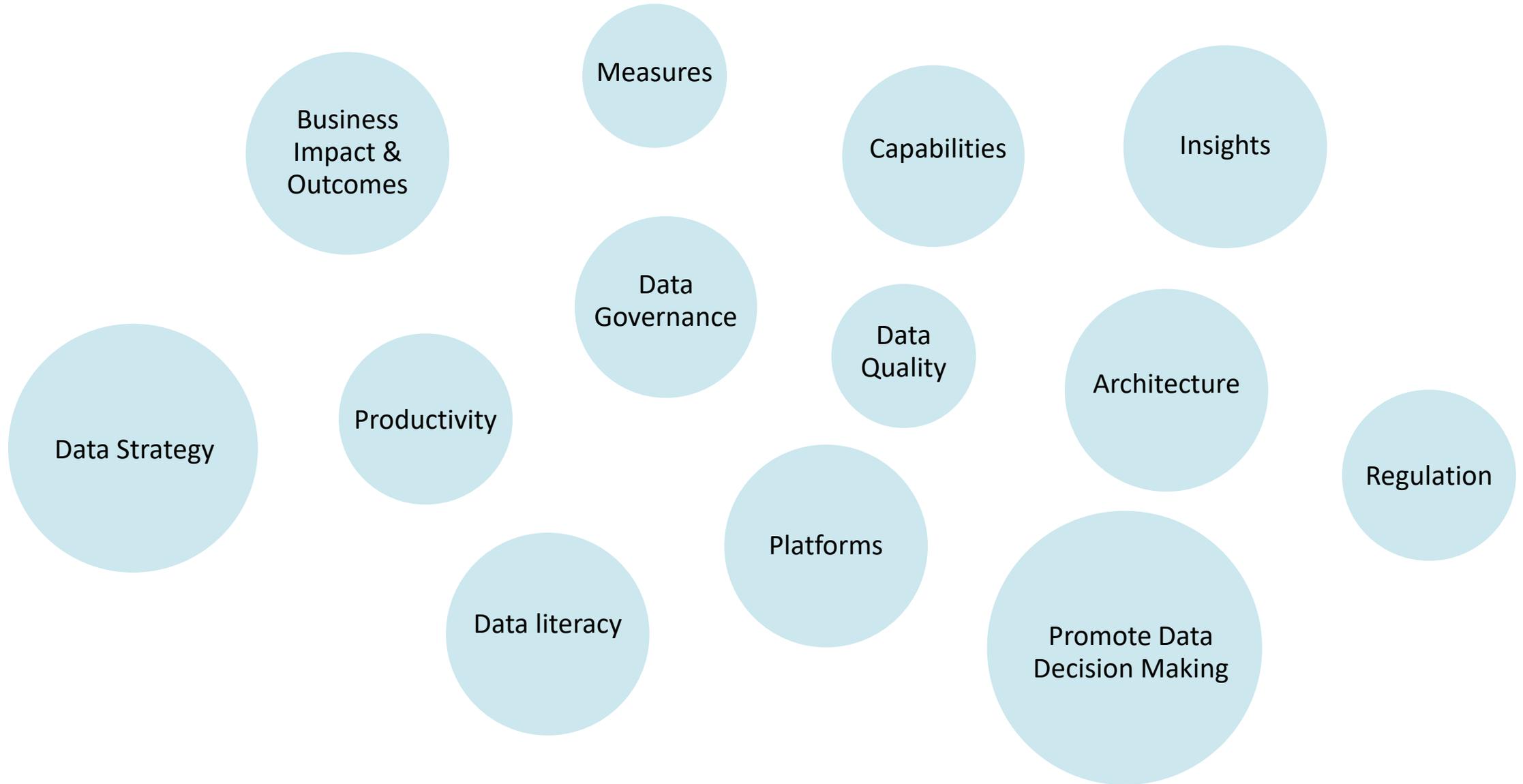
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Where is our place in this ecosystem?



The Transformational Nature of Analytics



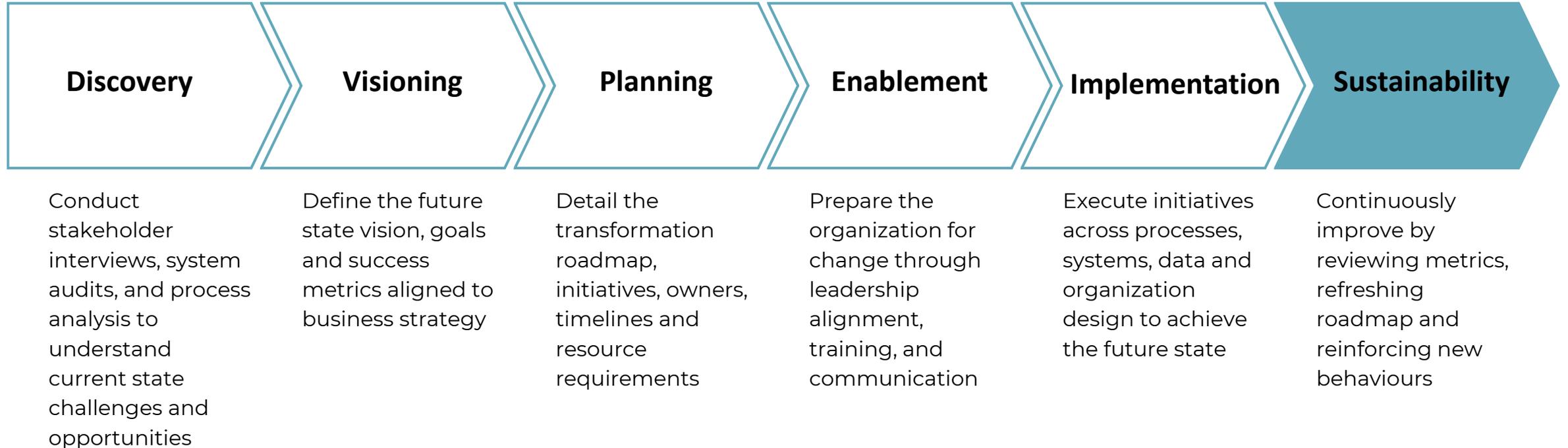


Leading Change

Change leadership requires courage, vision, and persistence. An inspiring leader can catalyze transformation by articulating a compelling vision of the future, building coalitions of supporters, and removing obstacles to change.

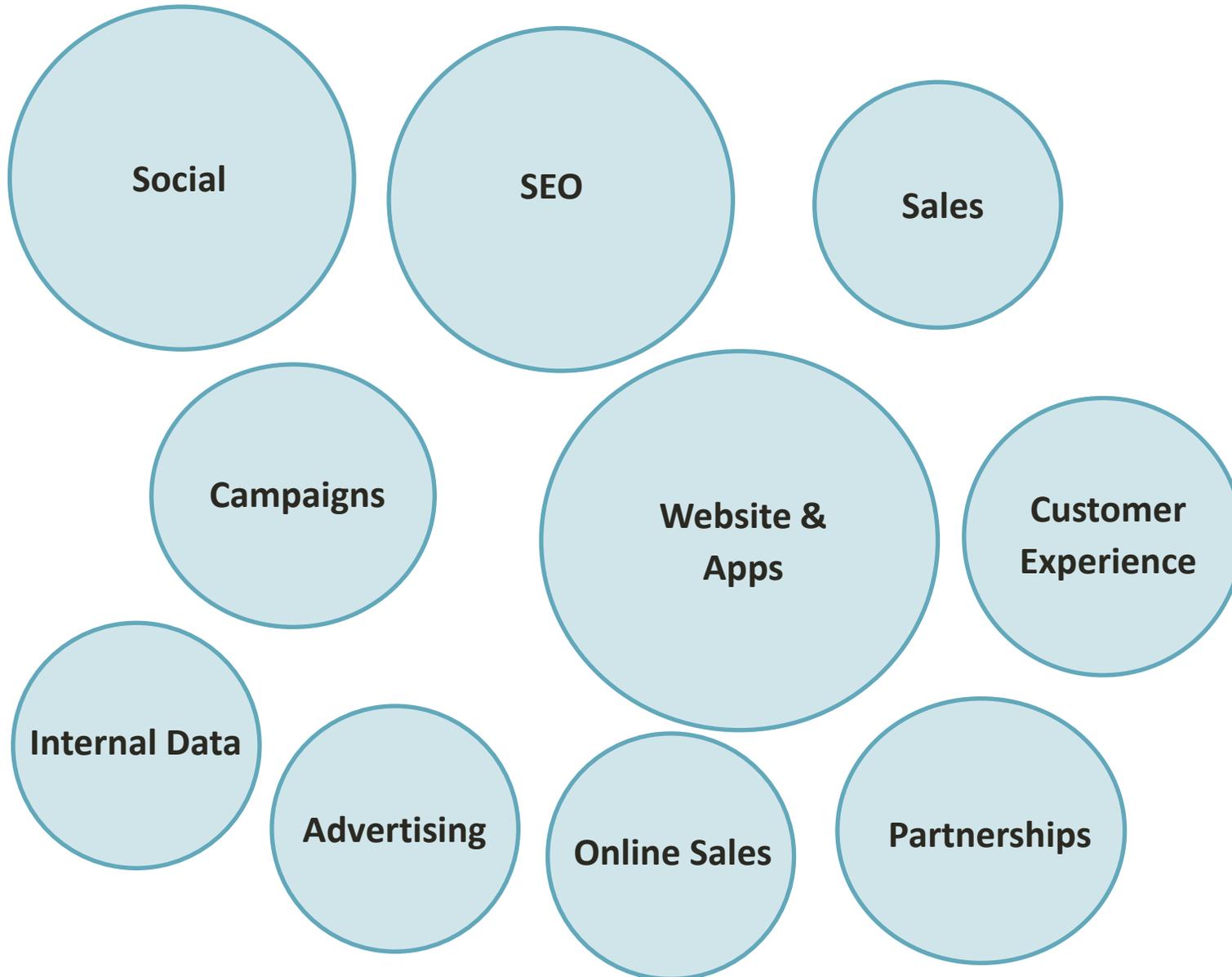
Transformation starts with people and relationships with each other, and information

The Transformation Process



By enabling data skills and data-driven culture, teams can transform their capabilities and performance.

Understanding Data and Priorities



Data and Analytics creates a massive impact in growth and opportunity*

20%

Adopting Data Transformation



Executive Sponsorship



Clear Ownership of Data



Strategic Alignment



Data Governance and
Stewardship



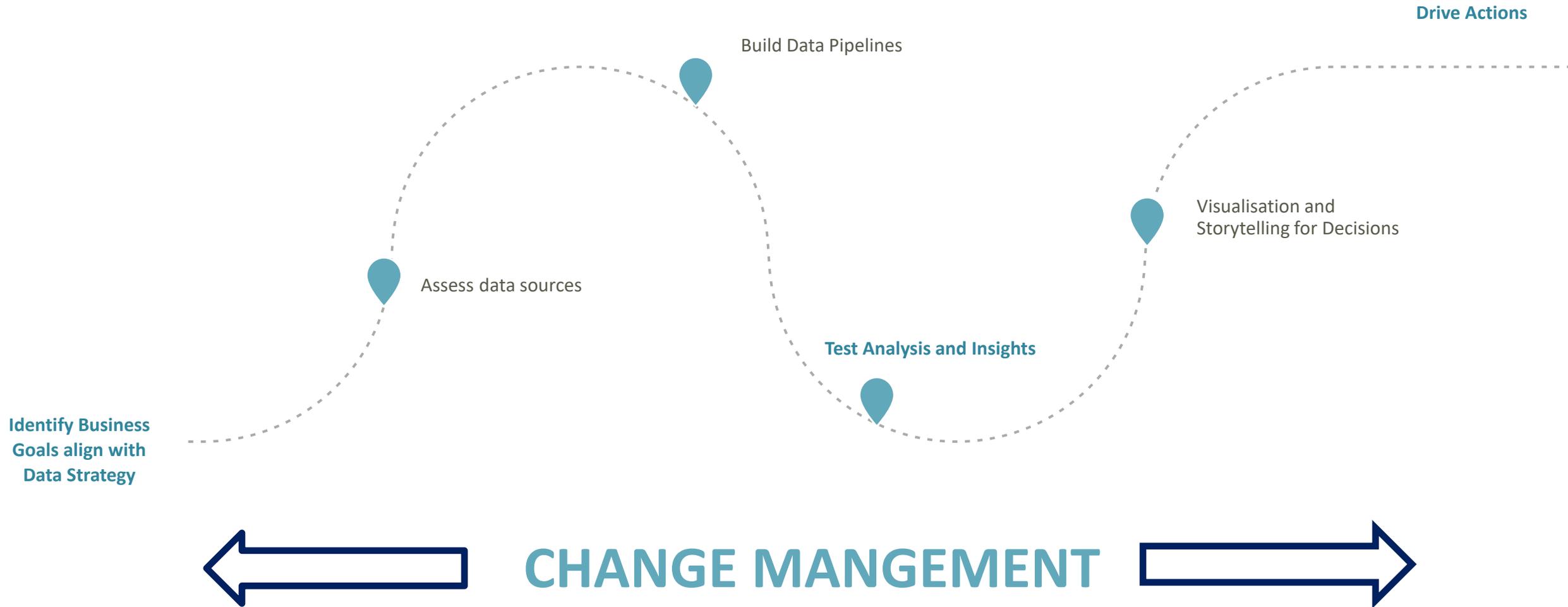
Change Management Expertise



Continuous Skills development

With strong leadership, alignment, expertise and capability development, organizations can unlock the power of analytics to drive transformation.

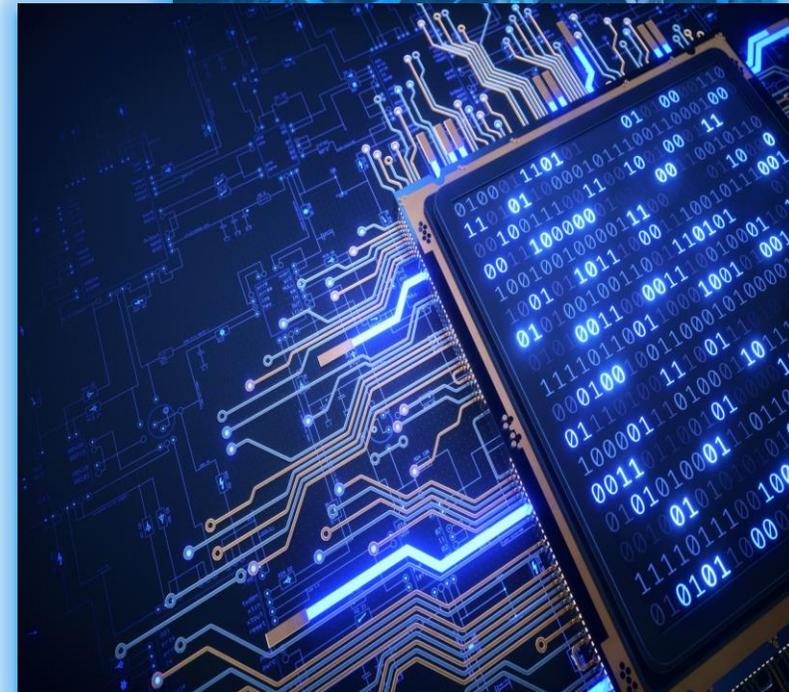
Growth Timeline



Embedding Analytics in an organisation is a process of a few years and requires constant alignment with the business. This allows for data to be seen as an asset.

The Future of Analytics

Artificial intelligence and machine learning are rapidly transforming the analytics field. Advanced algorithms now process massive datasets and generate insights at unprecedented speed and scale. Cloud computing provides vast storage and computational power, enabling more complex analytics. The Internet of Things is producing torrents of new data to analyze.



329

Million Terabytes

Volume of data created per day

90%

Major data

Primary data generated in the last 2 years

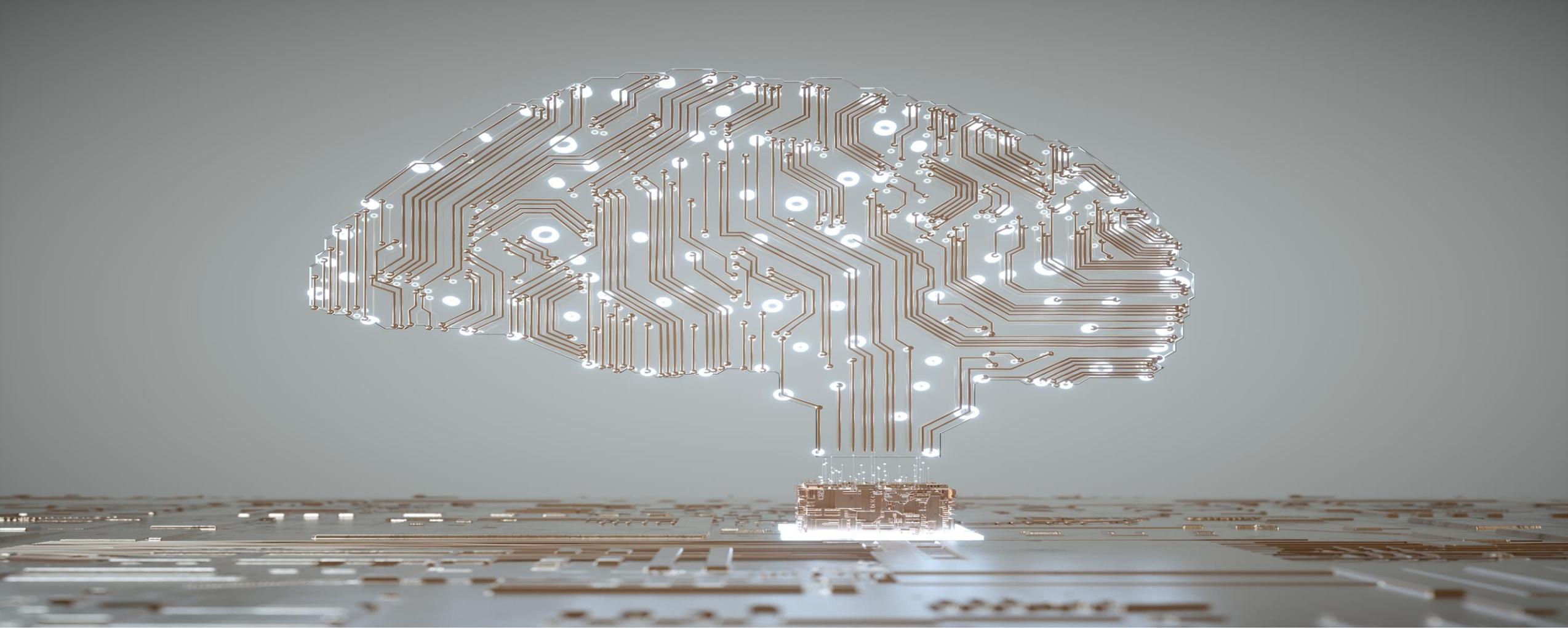
175

Zetabytes

Expected to reach this volume of data by 2025

Organisations are investing trillions of dollars to become more data-driven!

What will your organisation be doing over the next few years?



Thank You

**Su Jella, Director of Data and Insights
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