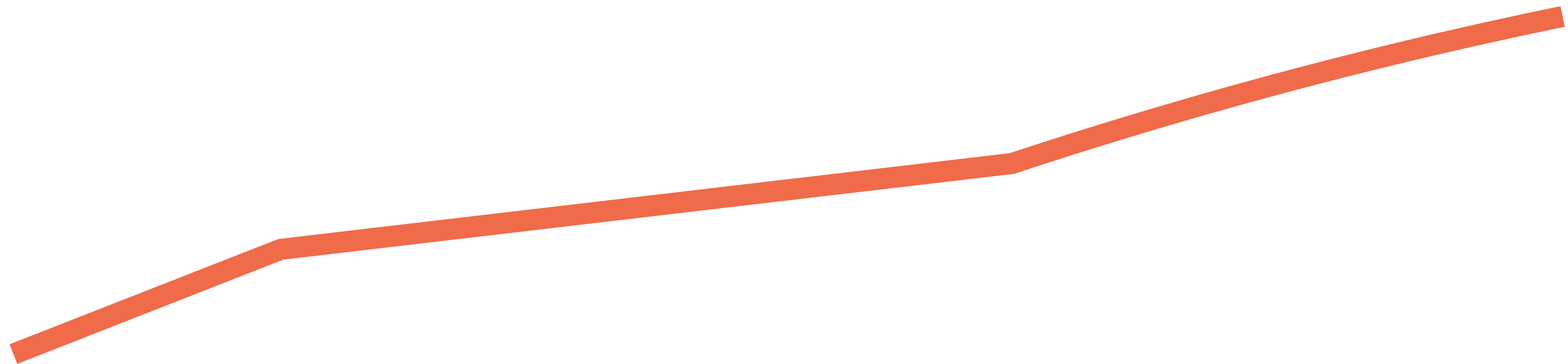# How to be more strategic

A short presentation & discussion for data & analytics folks.

Created on my phone, on way here.

About me

- Ben Young, kiwi, lived in NY for 10 years, founder, investor and tinkerer. Love to travel.

- Follow me @bwagy.

- Newsletter: https://analyticsnote.beehiiv.com/ and my other at https://giveitanudge.com/subscribe

- Blog: https://blog.bwagy.com

- Company: Nudge, https://giveitanudge.com - analytics platform. Doing tonnes of cool stuff with AI & ML.

Why is being strategic important?

- Reactive vs Proactive.

- Irrelevant data, leads to less receptivity.

- Data has to help helpful to have impact.

- It helps us earn more, have more satisfaction and keeps our bosses / clients happy and engaged.

- Strategic analytics folks, get promoted or win more business faster.

Let's get started

1. Build your measurement plan

- What are the current business objectives (and these always evolve) .

- Who are the key stakeholders? And what data to they need and when?

- What decisions are being made with this data? What else could I provide to help with that decision.

- Where do we have data gaps?

I have written on this more, send me a note and I can send.

2. Log your insights

- Big fan of journaling and logging.

- Like to keep sound bites, or curious insights. This helps build data intuition but also gives you a bank of insights to review anytime you're doing a report.

- Evernote / Obsidian great for this.

3. Read, read & read more

- Read more business books, help understand the strategies your company and clients are doing.

- It sounds cheesy but you get the benefit of better understanding where data can have impact. Which I only a win.

4. Auditing

- Many have bad connotations with this word.

- But audit your analytics set up on a regular cadence. Mistakes happen. Websites change. Methodologies change. Bring proactive recommendations from this show how you're on the front foot.

- Repeat this with your own data collection, what data are we collecting? Are there gaps?

5. Embrace design

- When was the last time you had a designer help out?

- To redo your graphs, to tidy your presentation (unlike this one).

- But seriously, invest a couple of hours in design or a collaboration session with a designer to find new ways to improve.

- Presentation really matters. If the recipients can see you took care, they will pay more attention and give it more weight.

6. Create a data brief

- As Steve Jobs would say, this changes everything.

- Create a data brief for any internal data requests. Ask people to fill it out, or to help get started, you fill it out based on their asks (and prod to fill the gaps.

- This helps you get the right data the first time. But also reminds others of how strategic data can be.

- Brief: who this is for, what is the data being used for, what decisions might be made from this data, what format should it be in, what cadence do you need and how recent does it need to be, anything else which might be interesting.

- Pro tip: keep a copy of all the requests, log how long they take and once a quarter do a session on how to improve them.

The end

Recap

1. Build your measurement plan.

2. Log your insights.

3. Read, read and read!

4. Do your own audits.

5. Become friends with a designer.

6. Create a data brief.

Questions? Suggestions?

How about your own challenges, what's worked / not worked.

If want to connect: @bwagy / blog.bwagy.com // search bwagy on Linkedin // will share presentation.