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CRUNCH



# SPARCA<sup>TM</sup> ANALYTICAL MATURITY

The SPARCA Analytical Maturity solution is intended to assess how well your organisation can transform data into viable insight and intelligence.

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# SPARCA<sup>TM</sup>

## ANALYTICAL MATURITY



The SPARCA Analytical Maturity solution determines your organisation's ability to gain knowledge (learn) from raw data through the process of insight and analytical development, building reports, dashboards, segmentations, and perhaps even AI solutions.

### Solution Features

- ✓ Review how effective raw data is translated into insight
- ✓ Complete review of the Analytical Maturity Model
- ✓ Determine the effectiveness of workflow and communication
- ✓ Assess your team's sentiment on how well insight is running
- ✓ Monitor your analytical maturity improvements monthly or quarterly





# COMPREHENSIVE ASSESSMENT COMBINED WITH ACTIONABLE RECOMMENDATIONS

Dimensions and Insight Drivers present a point of collective assessment relating to a particular topic. Each receives a benchmarked score, contextual explanation, recommendations, and action steps designed explicitly to improve your result with your internal resources.



## Example result for each Insight Driver



### OUTCOME OF RESULT

When considering feedback relating to the effectiveness of insight creation, your organisation has advanced in producing analytical assets that measure past performance in context with commercial targets and have some forecast measures to predict what is likely occur in the future.

### KEY RECOMMENDATION

Reflect on key business objectives and consider new insights that could enhance intelligence output for stakeholders even further.

### KEY TACTICAL ACTIONS

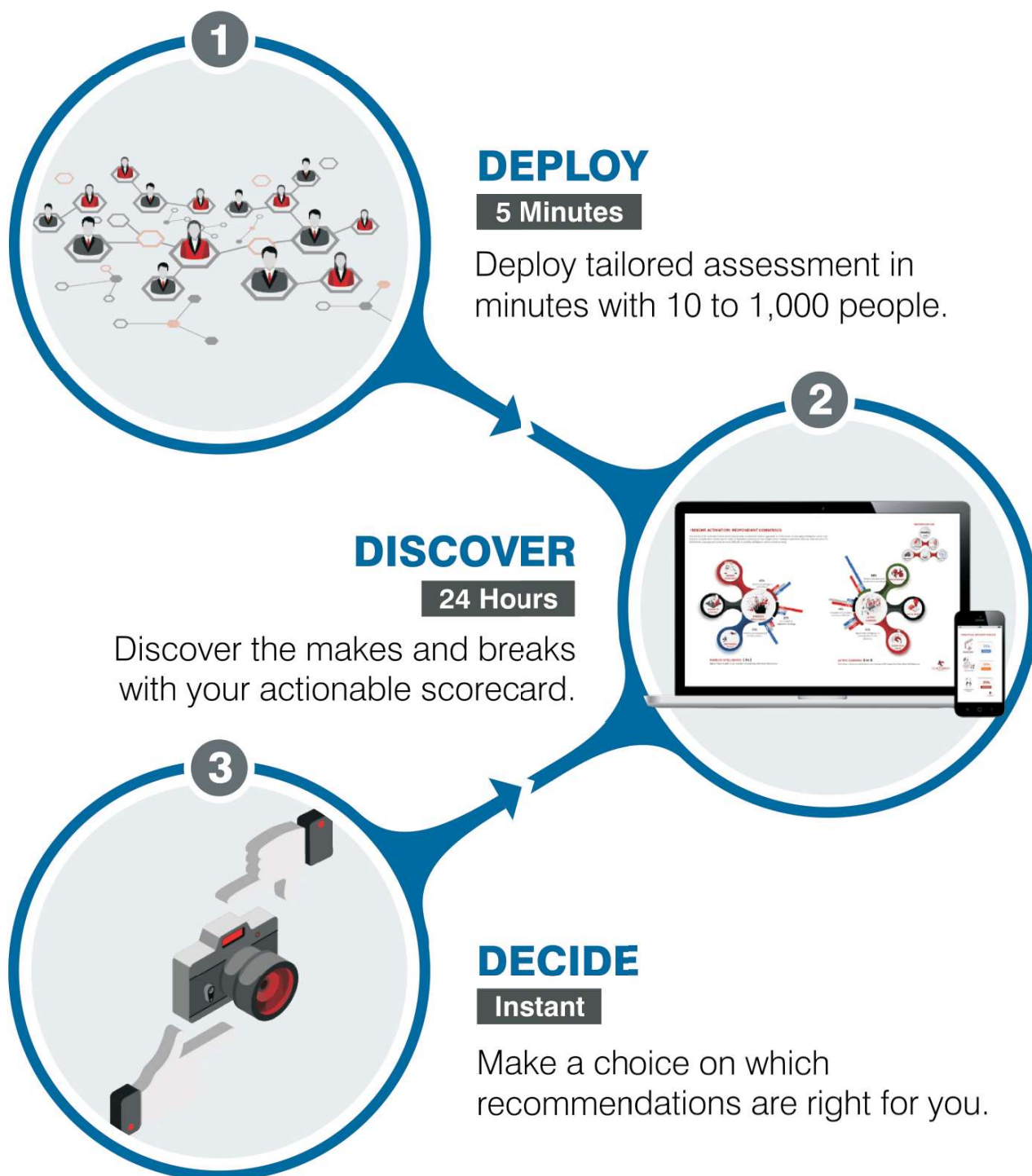
Devise new insight solutions that assess, validate, and predict performance outcomes in unique ways, promoting prescriptive intelligence solutions.

Present new concepts to stakeholders and bring them along on the journey.



# Automated data and analytics consultancy at speed

**How it works:** A set of questions on fundamental data capabilities are collected and consolidated into key Dimensions and Insight Drivers, providing you an actionable scorecard to monitor process gaps, tactical opportunities, and a set of actions to improve data enablement.





# SPARCA Analytical Maturity evaluates a key set of Dimensions and Insight Drivers



## ASSESSED

### *Analytical Capability*

Infrastructure Standards  
Operational Efficiency  
Technical Know-how



**DEMAND Vs.  
SUPPLY**



**INVESTMENT  
IN INSIGHT**



**RESOURCE  
UTILISATION**



**TECHNICAL  
KNOW-HOW**



**ANALYTICAL  
INITIATIVE**



**OPERATIONAL  
MATURITY**



**SIMPLIFICATION**



**COMPLETE INSIGHT  
CAPABILITY**



## RELEASED

### *Capability in Information*

Distribution & Interaction  
Context & Usability  
Stakeholder Engagement



**WORKFLOW  
MANAGEMENT**



**PARTNERING  
ON INSIGHTS**



**COMMERCIAL  
UNDERSTANDING**



**P-ZONE  
(PREDICTIVE &  
PRESCRIPTIVE)**



**INSIGHT  
COMMUNICATION**



**D-ZONE  
(DESCRIPTIVE &  
DIAGNOSTIC)**



**COMPLETE  
INFORMATION ASSET**

## DISCOVER YOUR PATH TO TRANSFORMING DATA INTO INSIGHTS

Results are presented in an interactive scorecard combined with visual representations, response sentiment, and recommendations for next steps.



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**For more information on  
SPARCA Analytical Maturity**

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