An Analytics Framework for Non-Experts

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What are analytics?

Who uses analytics?

Why use analytics?
Analytics

Use of tools to explore and investigate data to gain insight, inform decisions and drive business operations, planning and strategy.
What will drive increased use of analytics?
The Three C’s

Culture  Capacity  Competencies
Culture

- Expectation and support from the top, and throughout the organization
- Analytics become integrated into operational and strategic decisions
- Understanding that information is an asset
- Widespread confidence in data
Competencies

- Framework
- Knowledge
- Skills
- Expertise
Capacity

- Address the shortage in supply of business analyst resources needed to meet demand
- Increase resources for staff so that efficiencies and synergies can be generated
The Vision: Actionable Insights on Demand
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The Reality: Challenges
Challenge: Concerns About Data

If our managers, leaders and stakeholders are presented with different and sometimes conflicting answers through analytics, they will not have confidence in outputs.
Challenge: Establishing Confidence

To increase utilization, users must have confidence in the results.

What inspires confidence?

Data That Is:

- Clearly defined
- Validated
- Accurate
- Timely enough to inform decisions
- Repeatable results
Challenge: Data Quality

What is good enough?
Depends on end user requirements

- Does the analysis need further refinement?
  
  OR

- Is the analysis solid, but variances exist due to timing, and occasional coding errors that are immaterial?
The Reality: Challenges
Beyond UA: Higher Ed Initiatives

Strategic priority:
Lead higher education’s integration of analytics to achieve institutional strategic goals.
Strategic Priority Success Indicators

• Dissemination of knowledge, foundational concepts and best practice methodologies for effective analytics
• Adoption and resulting improvements in quality, reliability, consistency of data across higher education
Beyond UA: EDUCAUSE Initiatives

Enterprise IT Summit, February 27–March 1, 2017

A collaboration between EDUCAUSE and NACUBO, the Enterprise IT summit brings together IT and finance leaders to discuss ways they can work together to address institutional challenges.
Discussion Questions

What opportunities exist to use analytics to add value?
Thank you!

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