## **Reporting & Analytics Diagnostic**

Most IT shops lack a deep understanding of business needs around reporting & analytics.

Ensure your analytics and reports are optimized to provide game-changing insight to your business. We created the **Reporting & Analytics Diagnostic** to help:

- Build and optimize business reports that matter most
- Schedule and deliver training to users who need it
- Identify and address unmet needs from the business

	Marketing Reporting		-	Sufficiency All reported data is to the			75%	BI & Advanced Analytics		73%	
Marketing Reporting & Ar	ANNUAL SALES RI	Repor Scorecard			report, not scattered across several.			unstructured data}7	++++++		
	Repor	Scol	Scorecard				Reading ++++				
LX4 SOLUTION	Score		Use the Department Scorecard to understand this department's satisfactors anison Corporate Reports. This includes ensell Satisfactors and Dependence, Report Staufactors around Scienceses), and Reporting Devices Statisfactors around Sciences, Science 4, Meyor Despresel), and Reporting Devices Statisfactors around Sciences (Science, Heport A Answord Analysis Dasa, Parkline Negree, Report Acress, and Taming S (SKI)).			Meets Business Needs		74%	Portfolio Hygiene Mar atlificator pro that year and your taxes have not pergenational and not atlificat		66%
Marketing		across 5 dimensions (Meet									
Reporting &	dimensiona, its importance, how frequently it For each satisfaction breakdows:						****		reporting tasks?		
Contents	"Satisfied" is the % of respondents who score "Nextrail" is the % of respondents who score	Averages contain scores for sentiments.	r all reports evaluated by this department a	and their overall		Handine -					
	"Net Satisfied" is the % of respondents who i	For each satisfaction break								TTTI	
Marketing Depart	Owner Sakurako Tanja Application SalesDrive	"Satisfied": is the % of respondents who scored the area 8/10 or above. "Neutral": is the % of respondents who scored the area 7/10.			Data Quality		72%	Accessibility		66%	
Training View	Number of Respondent	"Not Satisfied": is the % of	"Not Satisfied": is the % of respondents who scored the area 6/10 or below.		Report can be manipulated, segmented and customized as required.				To what degree are you settedfed that you are able to find and access the data you need?		
New Reporting Ne		Overall Satis	faction	44%		Hansten)	++1			Second 🕴	
Annual Sales Rep	Meets Business Ne	Item satisfied are you with the current suite of basicens reports and reporting tasks?		Latrusachese		Gate/feed	***			Circu +++1	
Annual Sales Rep	Report is useful and valuable for its dealered business objective.	reports and reporting tools."	Service 🙀		Usability		71%	Self Serve Tools		55%	
Average Selling P	Neutral		Sector 🍦		Report is clear and informatio presented is assay to consume.	Statute Address			How satisfied are you with your satisfies or variancing tools (e.g. allow you to bally your own content reports)?		
Average Selling P	Not Satisfied					Passinal.				Sandari 🔮 🏶 🕈 🕇 Navatria 🌞 🛊	
Quarterly Sales R	Importance	Overall Repo	rting Dependency	61%		Not Satisfied	****1				
Quarterly Sales R	Here important is this report to delivering business results?	To what degree do you and your team depend on reports and reporting teels to deliver		Gallayachese	Ease of Customization		65%	Training		50%	
	Importar	tar			The data in the report is accurate and is of high quality	id is of Nigh quality.		and a second	Here satisfied are you that you and your team have the appropriate skills and training to make use of reports and	annes of Schenittan	SATISFACTOR
	Neutral		Neutral			Satisfiel I	****		to make use of reports and reporting toxis?	Senatur	
	Propertae		Sur Committeet # # # # # # # #								
ig & Analytics Scorecard Departme											

Assess business leader satisfaction with reporting & analytics!



Advisory@mssbta.com | 602-387-2100

## **Reporting & Analytics Diagnostic**

## Frequently asked questions:

Who does this survey go out to? Stakeholders who rely on reporting and analytics to do their job	How long will it take participants to complete the survey? 10 minutes	How many questions are there? 10 questions + 6 per report
What is the target participation rate? 70-75%	Are anonymous results available? No	How is the survey invitation sent? MSSBTA sends uniquely addressed survey links to identified participants
What preparatory	Can I customize the	Is benchmarking data

## documents are required?

- Work Order
- Participant Template
- Reviewed Invitation
- Reviewed Questions

Can I customize the questions?

Only wording changes to match internal naming

conventions can be

accommodated

Is benchmarking data available? Coming soon

Is there a built-in yearover-year comparison? Yes



