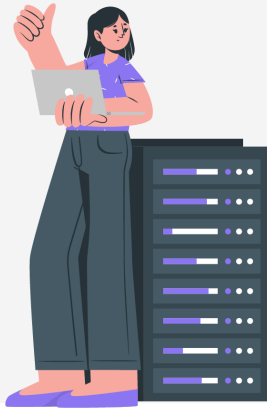


Data-driven Business 101: The Right Analyst



Not all data analysts are created equal

Executives are beginning to rely almost exclusively on the data itself, which could be good or bad. After all, data is just data. Only an analyst can turn that data into valuable insights.

Yet, as a fairly new discipline with an exhaustive bucket list of skill sets, it can be difficult to identify an analyst with the right combination of technical and soft skills for your organisation.

Hire the right skill-set

Engineering over data visualisation skills are more important for small businesses. Once those are in place, focus on business intelligence capabilities to extract better insights.

95%

of companies feel an inability to understand & manage unstructured data is hindering them*.



Hire an engineering mindset

Valuable analysts think about why they are performing a task and what will happen as a result. Ideally they should make themselves "redundant" within 6-12 months by solving complex problems with automated solutions.

Hire a strong communicator

Analysts should be able to bridge the gap between the numbers and their real-world implications for your business.

1/3

of firms trust their data enough to use it effectively**.



*McKinsey Quarterly, January 2019. **Gartner, October 2018. Source: Gartner.com. © Conjura 2019.