

# HOW TO ASSESS YOUR ANALYTICAL HORSEPOWER

A guide to moving up the analytics value continuum to unlock more value through better decisions.



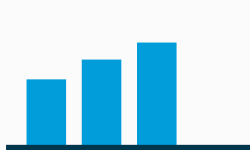
**DESCRIPTIVE**  
report

What happened?



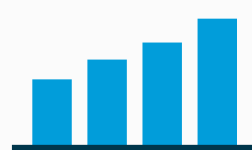
**DIAGNOSTIC**  
understand

Why is it happening?



**PREDICTIVE**  
forecast

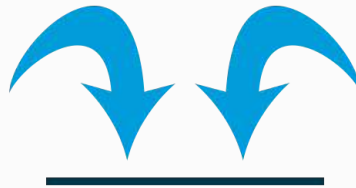
What is likely to happen next?



**PRESCRIPTIVE**  
act

What should I do?

Before you decide on an analytics strategy, first assess where you are on this continuum by asking yourself the following questions:



1. WHAT INPUTS ARE UTILIZED? HOW SO?



2. WHAT INFORMATION OR INSIGHTS AM I GATHERING?



3. WHAT IS THE OUTPUT OF OUR CURRENT ANALYTICS?



4. WHO IS USING THIS OUTPUT? HOW IS THE OUTPUT AFFECTING DECISIONS?

Once you've realized your place on the continuum & understand the significant impact analytics can have on your business, begin asking tangible questions to chart your course.