Category

Consulting

Data & Analytics Consulting Playbook

Moving from diagnostic to genuinely adopted use cases, not a data strategy document that sits on a shelf

- Practitioner
- Intermediate
- Template Included

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Overview

A framework for data and analytics consulting engagements that end with genuinely adopted, in-use analytical capability — not a comprehensive diagnostic and roadmap document whose recommendations never get built or used.

Isn't a thorough data maturity diagnostic a valuable deliverable on

its own? It's a useful input, but this playbook's core discipline is ensuring the diagnostic leads to at least one genuinely built and adopted use case within the engagement, since a diagnostic alone frequently doesn't translate into real organizational change.

How do you choose which use case to build first from a longer

roadmap? Prioritize for a combination of genuine business value and implementation feasibility given current data and organizational readiness — covered in the framework below — rather than the most ambitious or most requested use case.

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