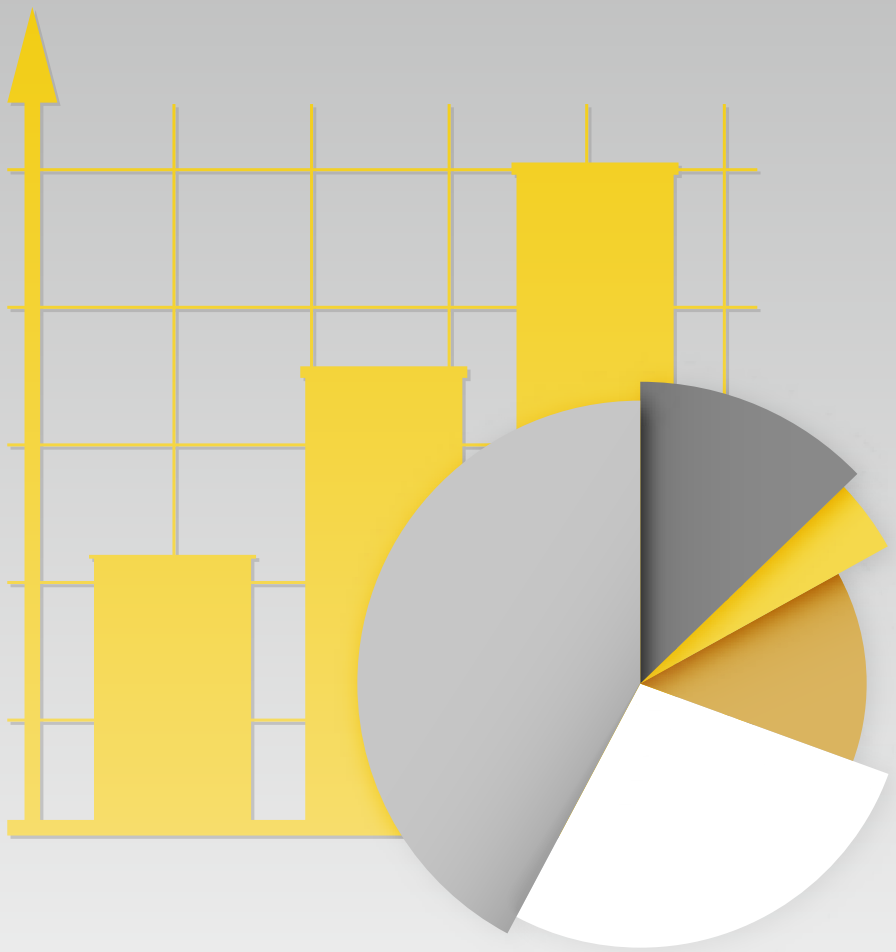
2019 DIGITAL ANALYTICS AND GOVERNANCE REPORT

Structuring digital analytics within the organization



ObservePoint

Introduction

Analytics have become a staple of digital business. At least, that's how executives feel.

According to a joint Cisco and Forbes survey of 207 global executives, 58% of analytics leaders see a correlation between analytics initiatives and a "significant improvement" in their competitive positions.

Of these same executives, 76% will "expand and/or modernize their underlying IT infrastructure to better support analytics in the coming year." The analytics pie is set to get even bigger.

But what exactly do those efforts look like within the context of the organization? What teams do analytics practitioners sit on? Who do they report to? What do they value most?

ObservePoint set out to gather further information into the identities, responsibilities, and priorities of analytics practitioners.

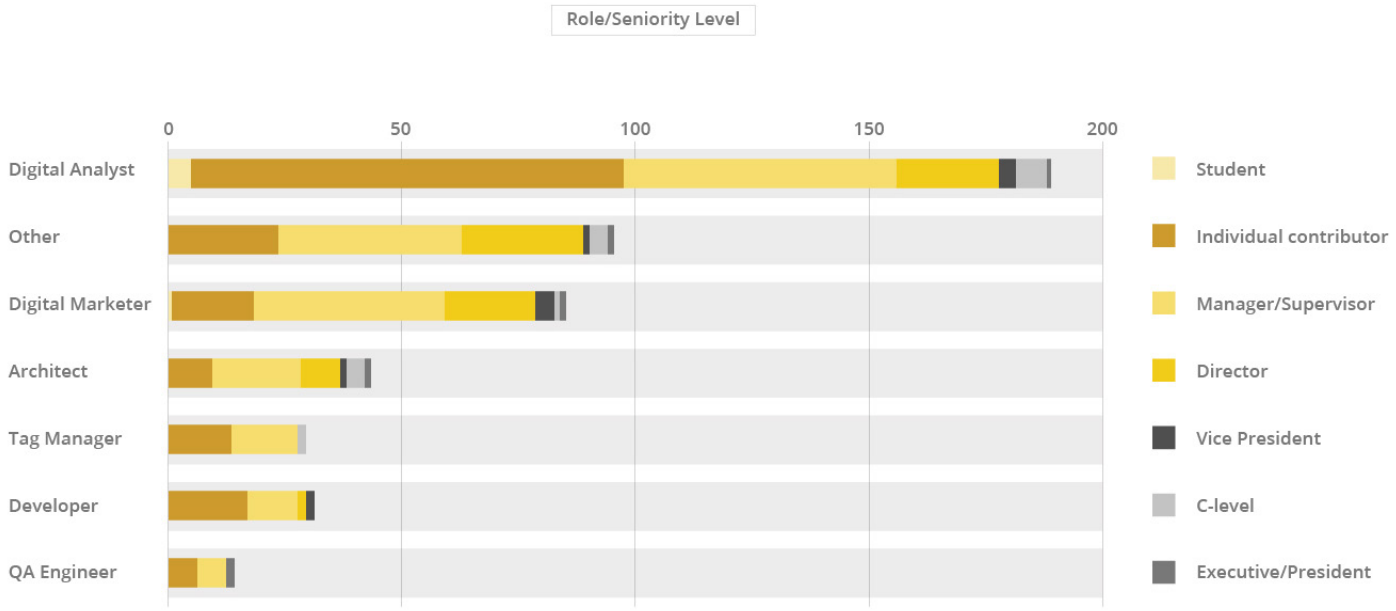
We surveyed 494 individuals with various relationships to analytics activities in organizations then narrowed in on those who self-identified as working on an analytics team. Below are the highlights of what we discovered.

Who We Surveyed

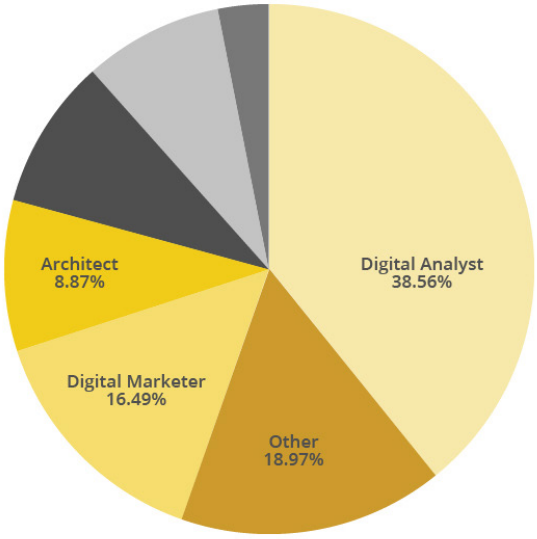
We surveyed professionals with various data-related backgrounds. 39% self-identified as digital analysts, who mostly sat on analytics teams. 46% of respondents came from companies comprised of more than 1,000 employees. Below are some additional characteristics of those we surveyed.

What is your job title?

How would you best describe your role and seniority level?

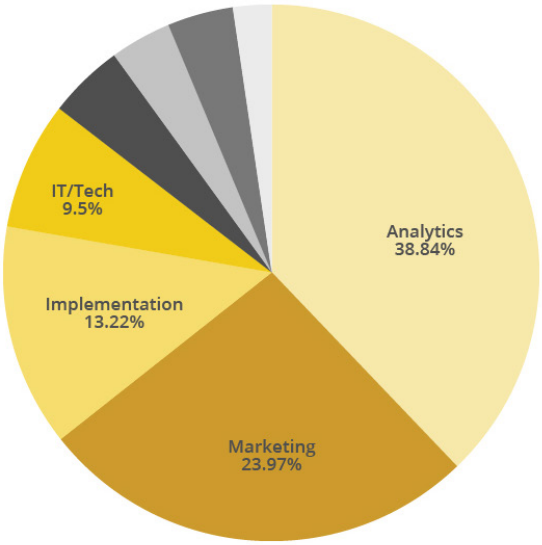


Digital Analyst	187
Other	92
Digital Marketer	80
Architect	43
Tag Manager	35
Developer	34
QA Engineer	14

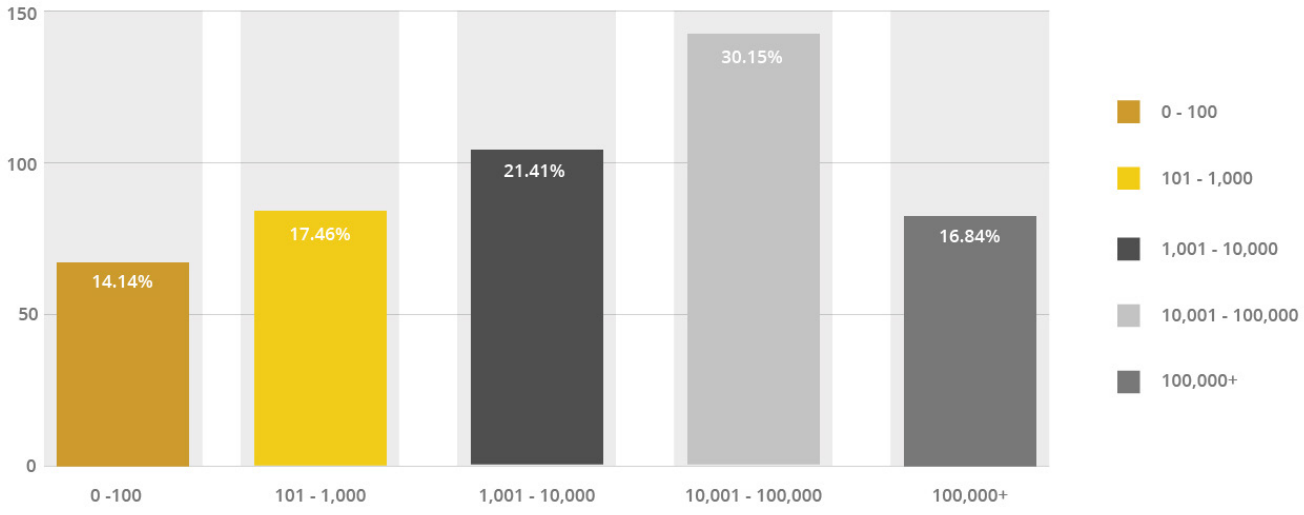


Which of these disciplines most closely defines your team?

Analytics	188
Marketing	116
Implementation	64
IT/Technology	46
Other	27
Engineering	18
Product Management	17
Quality Assurance	8



What size is your organization?



Analytics Activities at the Team Level

We wanted to evaluate what self-defined analytics teams looked like, including:

- What the names of the teams were
- The roles on these teams
- The priorities of these teams

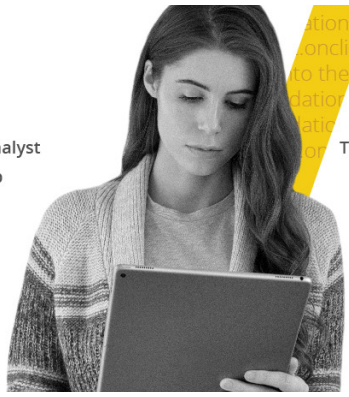
The following section is based on the segment of respondents who self-identified as being on an analytics team.

What is the name of your immediate team?

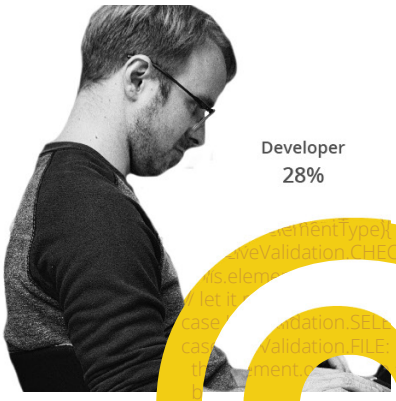
The results of our inquiry concerning the names of analytics teams was relatively predictable, including terms like analytics, marketing, and data science.

What are some other roles on your immediate team?

Digital Analyst
90%

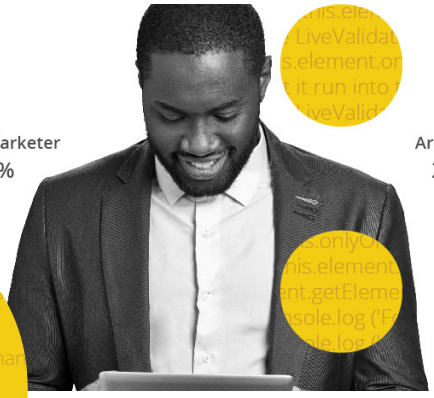


Tag Manager
48%



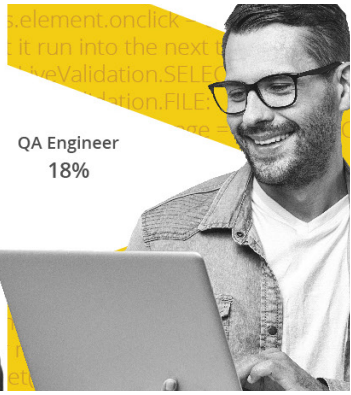
Developer
28%

Not surprisingly, the most likely role on an analytics team is a digital analyst. Second to that is a tag manager role, occurring roughly half the time. From there, you're roughly as likely to find someone in a digital marketer, architect or developer role on the team.



Digital Marketer
27%

Architect
26%



QA Engineer
18%

What are the top priorities of an analytics team?

Data is often touted as the key differentiator in competitive digital businesses. But what exactly are companies doing with that data? What are they hoping to accomplish? According to those on analytics teams, their top three initiatives over the next 12 months were to:

1. Improve their use of data insights in business decision-making
2. Improve the experience of their customers
3. Grow revenue

Below is the full list of priorities with their rankings:

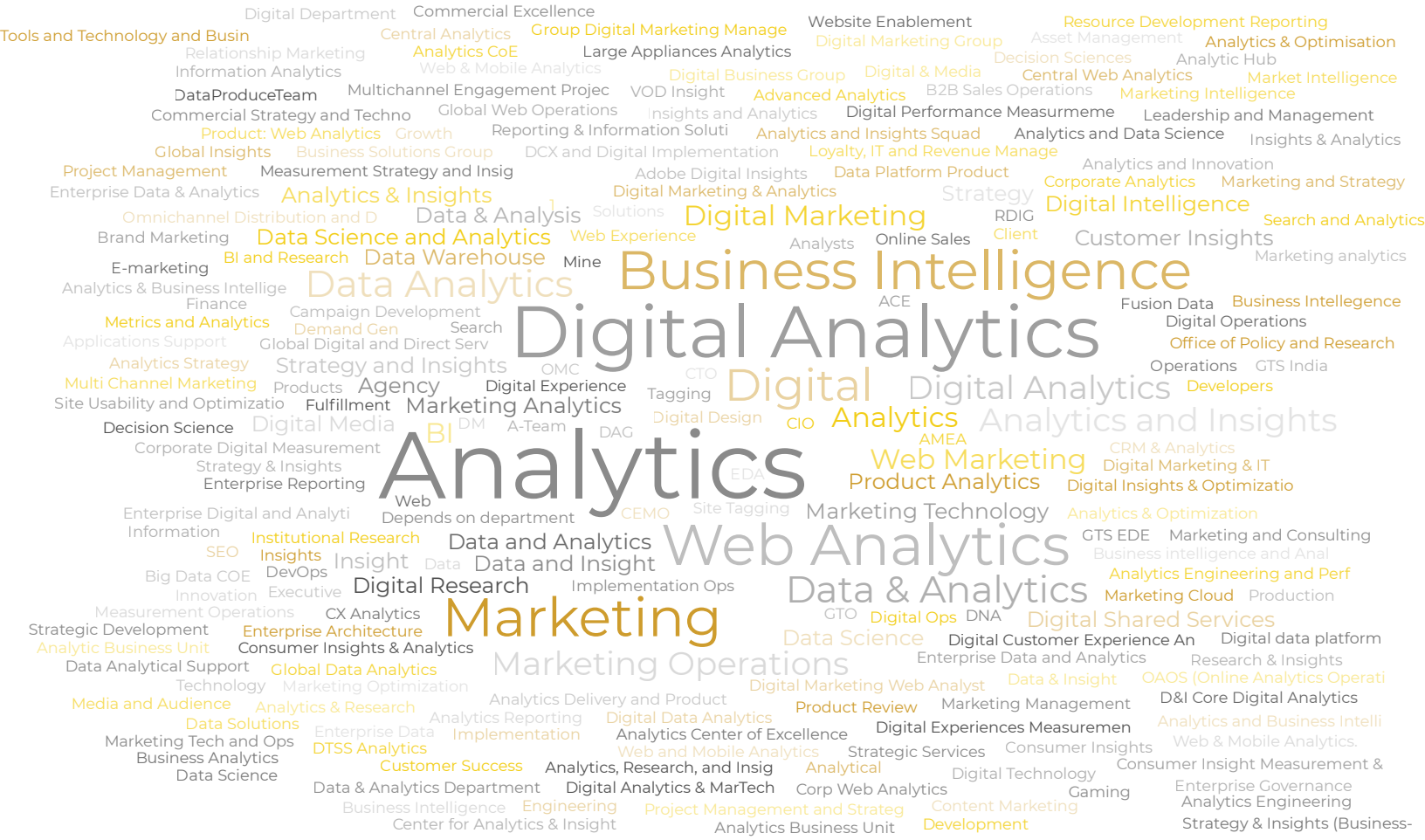
Analytics Activities at the Organizational Level

Analytics activities aren't necessarily siloed on a single team (or at least, they shouldn't be). We wanted to evaluate how companies incorporate analytics activities into their overall organizational environment.

The following information is based on the answers of all survey respondents asking them how analytics teams are structured in their organizations.

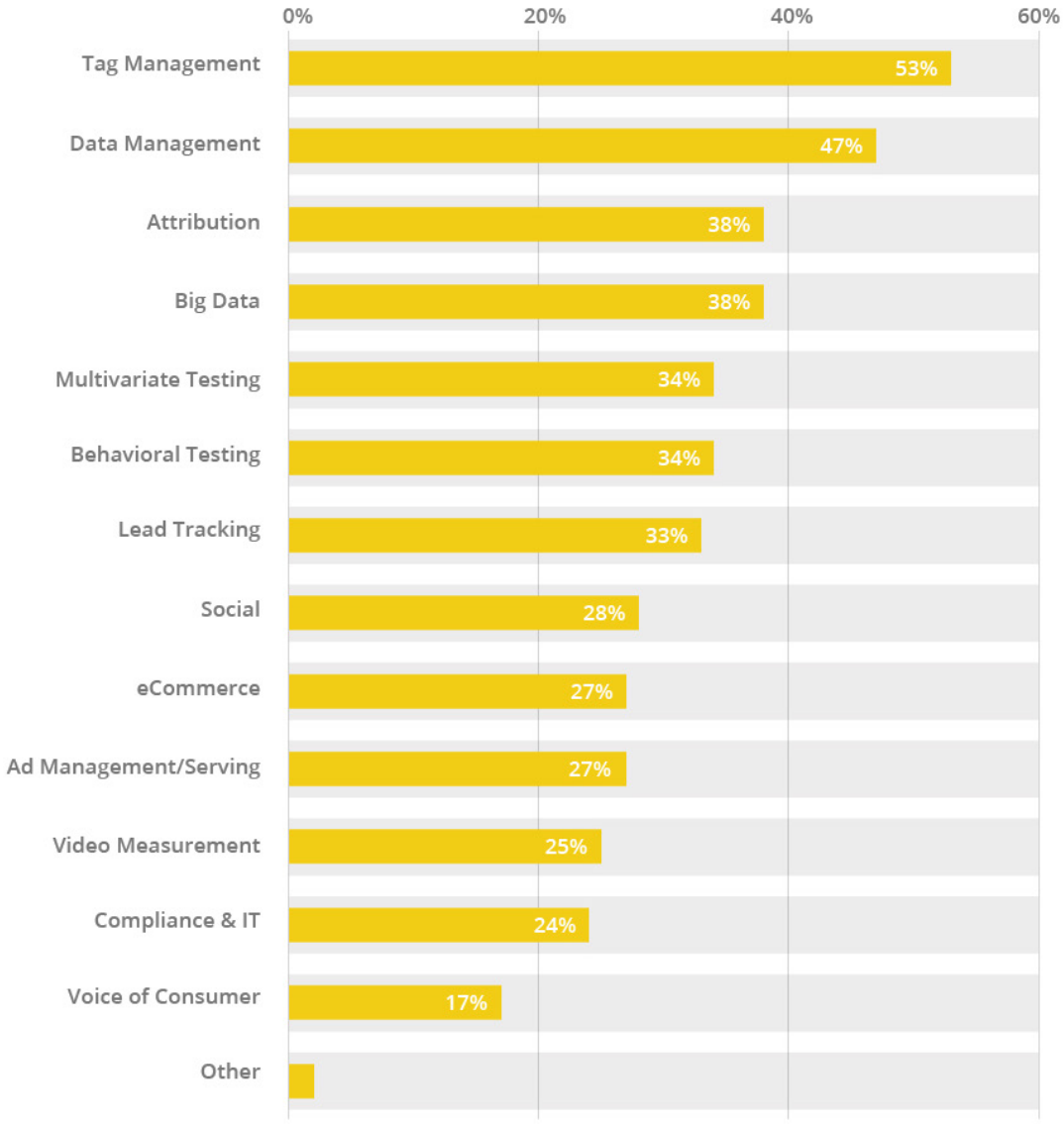
What is the name of the primary team who oversees analytics implementation at your company?

The responses here were very similar to those at the team level—with each team name incorporating some form of marketing, analytics, or data science.



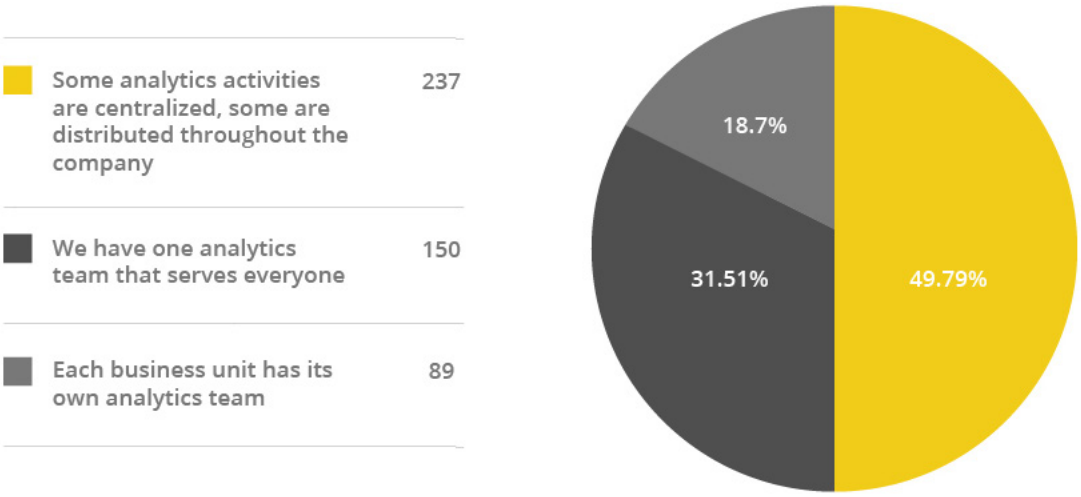
What responsibilities does your analytics team have (other than analytics)?

The responsibilities of analytics teams aren't reserved to just analyzing data. More than half were also responsible for tag management, along with other responsibilities.

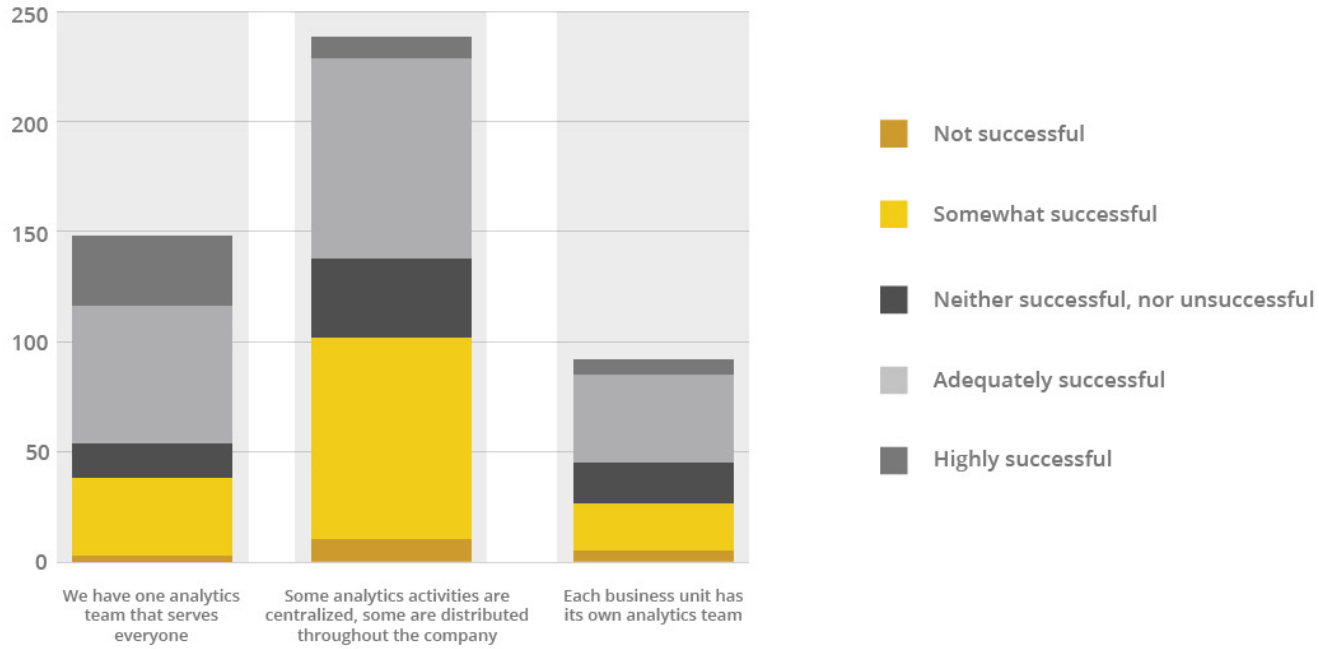


How would you best describe the structure of your company's analytics team(s)?

Not all companies have developed an analytics center of excellence (CoE), but 80% have at least some form of centralization of their analytics activities.



How successful do you consider this structure to be?



Looking Forward to 2019

As companies continue to invest in data collection and analysis, the size and complexity of their marketing and analytics stacks will see a corresponding increase. Companies will need to respond accordingly by better organizing their analytics activities.

In a recently published Forrester Report, analysts Cinny Little and James McCormick evaluated three models for structuring digital intelligence, depending on a company's organizational needs. Visit the below link to learn more.

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ObservePoint can help analytics teams and others accomplish their objectives of better insights for decision-making, better experiences for customers and greater revenue. We do that by helping validate that analytics implementations are working properly across your web and app properties. Schedule a demo to learn more.

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