SUPERWEEK

hello!

I am Juliana Jackson.

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📊 Digital Analytics Architect @ **Media.Monks**

🎙️ Podcast host @ **Standard Deviation Podcast**

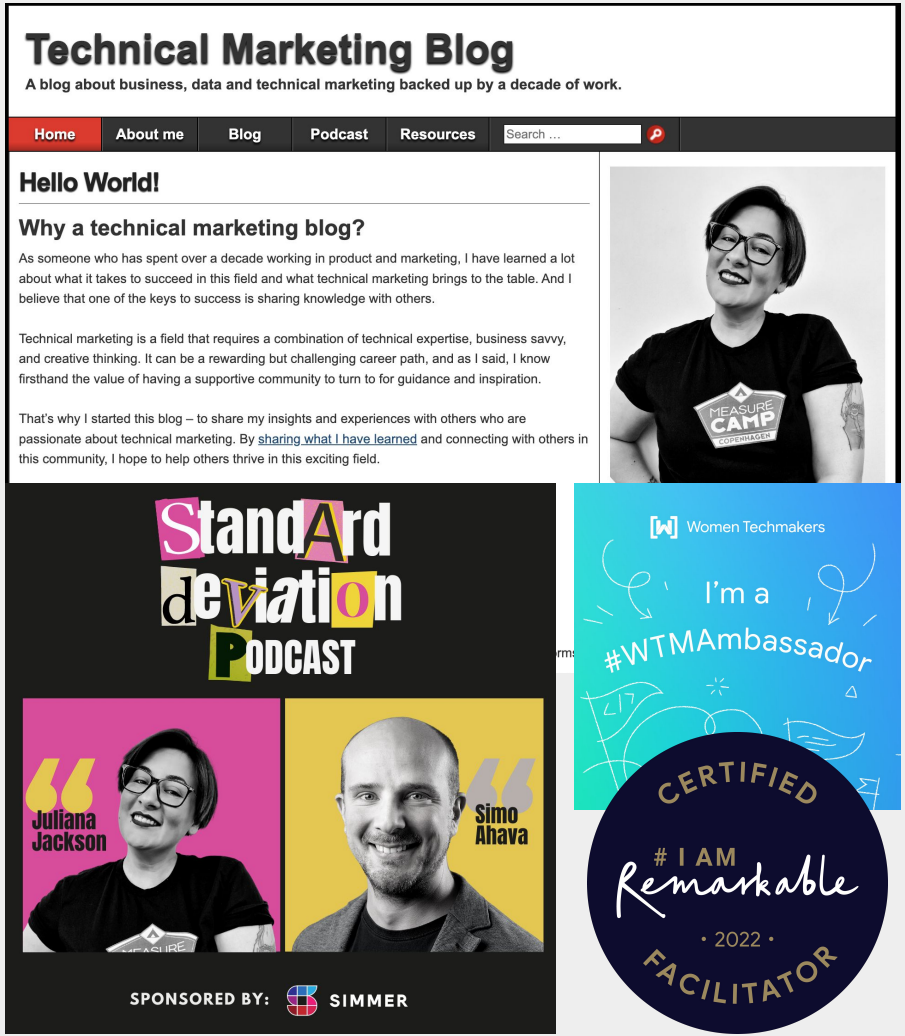
👩‍💻 Technical Marketer

✍️ Content Creator

👩‍🏫 Guest lecturer

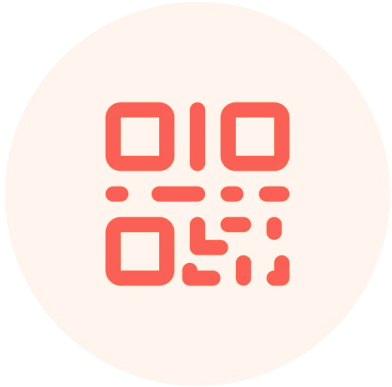
🌎 Women Techmakers Ambassador

💻 #IamRemarkable Facilitator



#Romanian

slido



Join at slido.com #3524107

ⓘ Start presenting to display the joining instructions on this slide.

slido

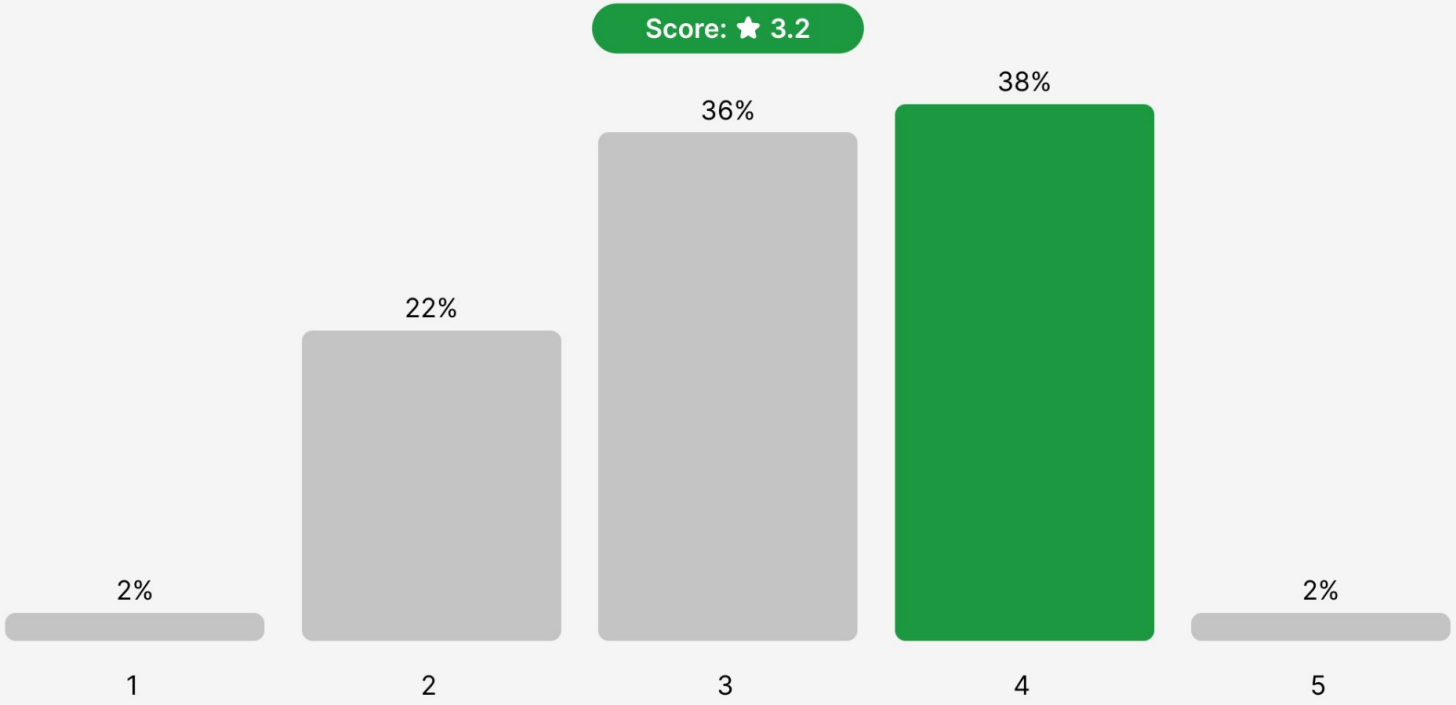
On a scale of 1-5 how would you rate your technical skills?

ⓘ Start presenting to display the poll results on this slide.

Active poll

58

On a scale of 1-5 how would you rate your technical skills?



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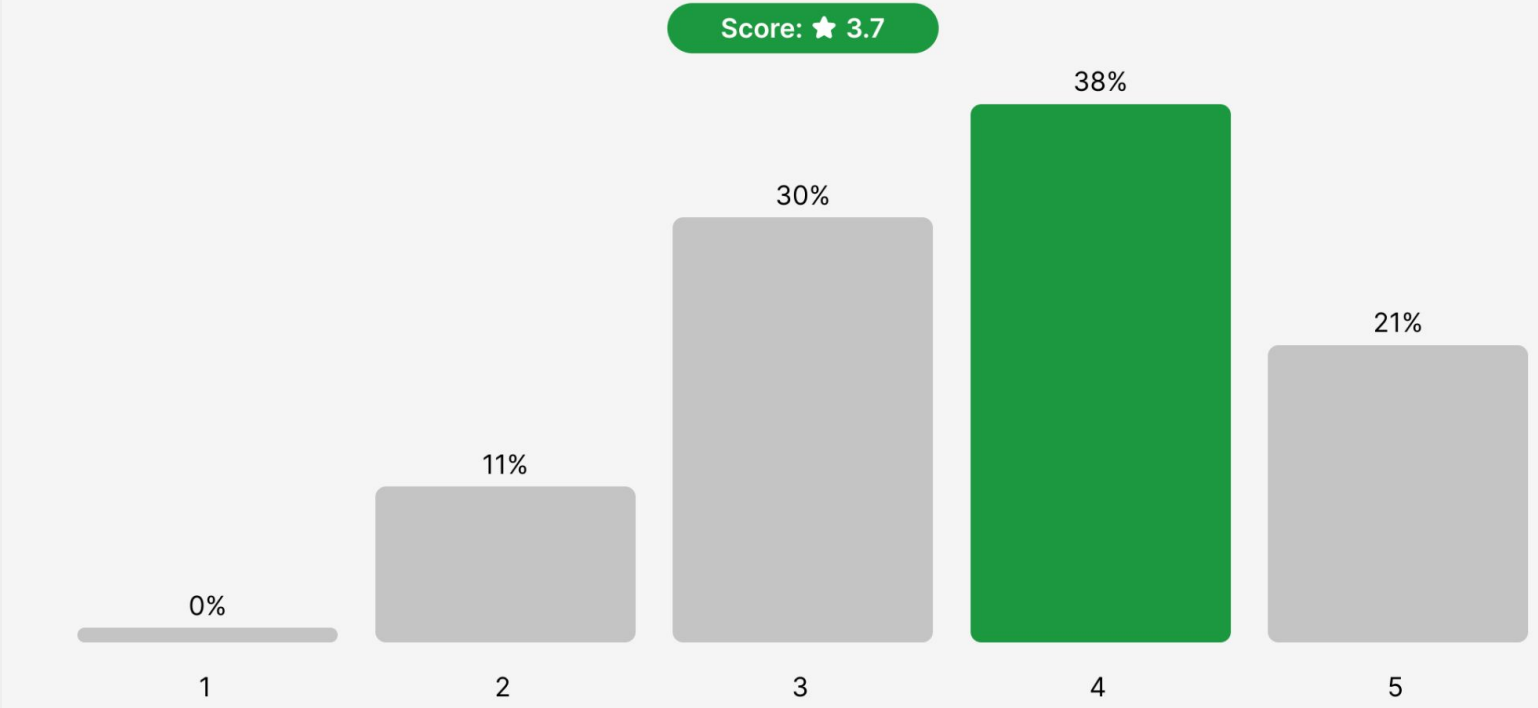
On a scale of 1-5 how would you rate your business skills?

ⓘ Start presenting to display the poll results on this slide.

Active poll

63

On a scale of 1-5 how would you rate your business skills?



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What is your job title?

ⓘ Start presenting to display the poll results on this slide.

Active poll

61

What is your job title?

How much did these results surprise you?

Data is not about `button.clicks`

Perfect GTMs don’t translate into new revenue.

Your understanding of business needs, transforms data into revenue.

Who is actually doing data analysis?

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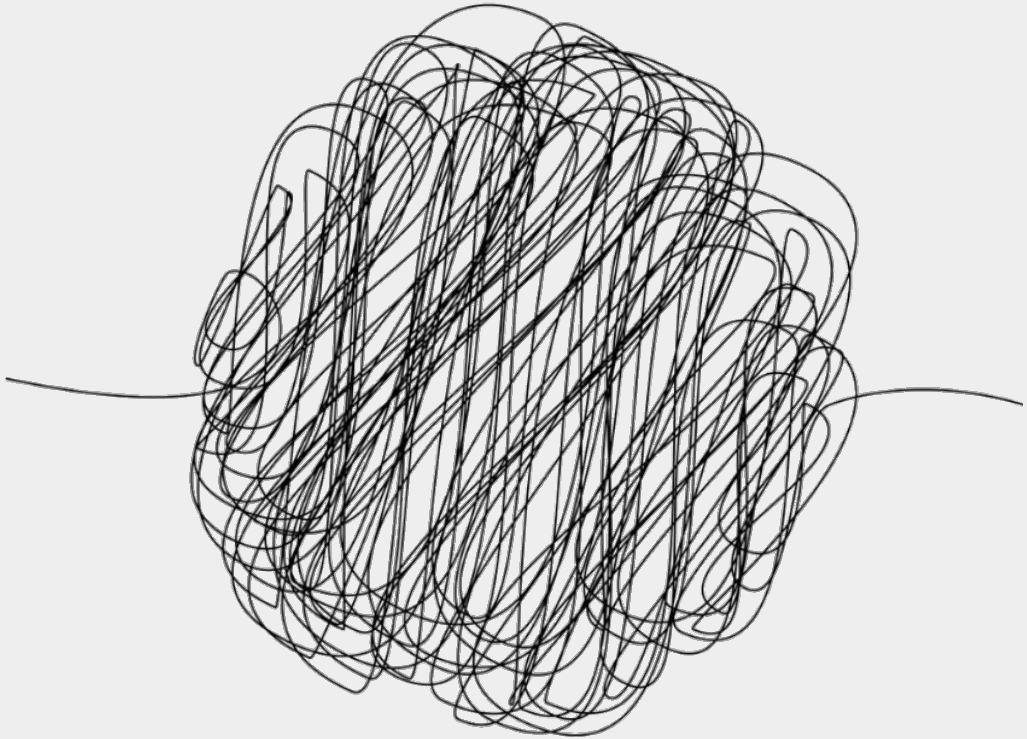
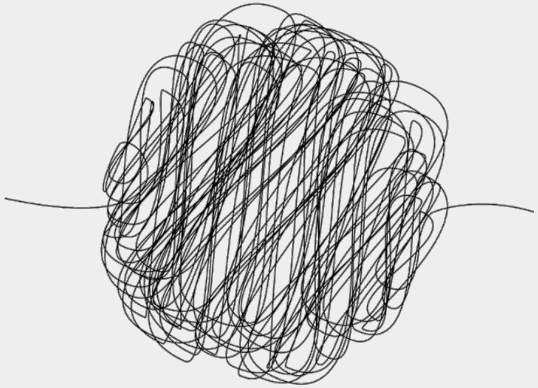
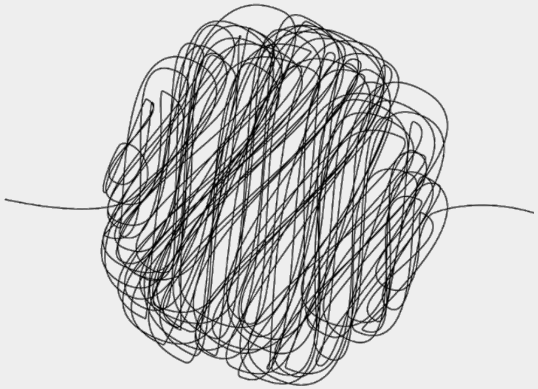
Sales



Digital Analytics

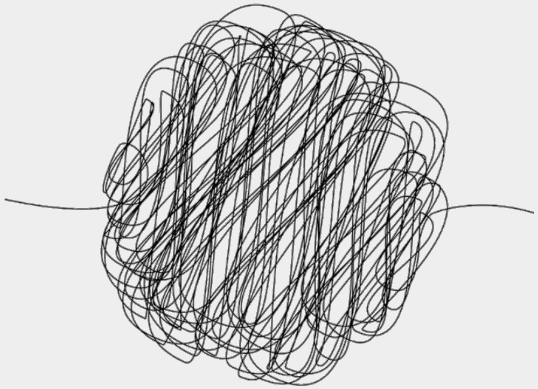


How a business works.



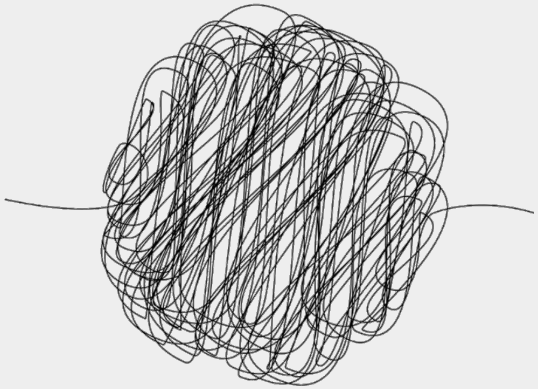
How a business works.

+ Data



How a business + Data works.

+ technical skills



How a business + Data works.

+ technical skills = Digital Analyst ?

No

86.000

digital analyst jobs open worldwide.

Dec. 15th 2022

Who are companies trying to hire?

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Digital Analyst

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Where is the
analysis part?

Digital Analyst

Digital Analyst

SQL
PYTHON AND R
JAVASCRIPT
EXCEL AND DATA VISUALIZATION TOOLS
Google Analytics
A/B TESTING SKILLS
PROJECT MANAGEMENT
MARKETING AND ECOMMERCE ANALYTICS
STRONG COMMUNICATION AND PRESENTATION SKILLS
BUSINESS ACUMEN

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Account/project managers

Digital Analyst

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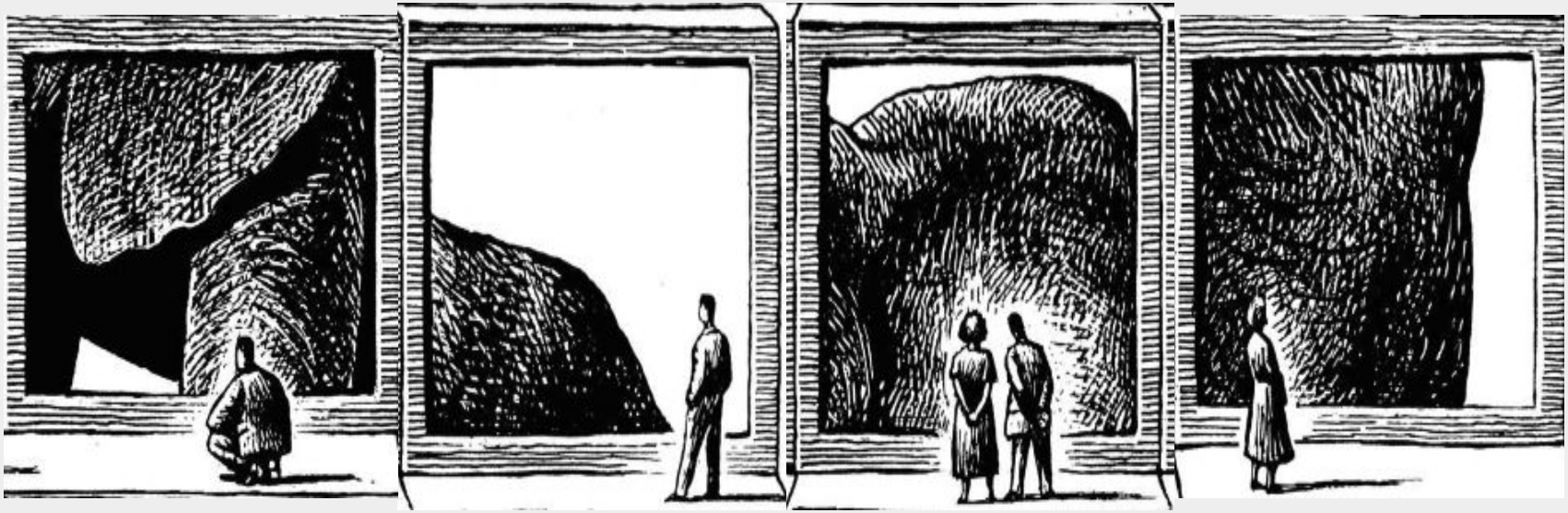
Data consultants

Account/ Project Managers

Digital Analyst



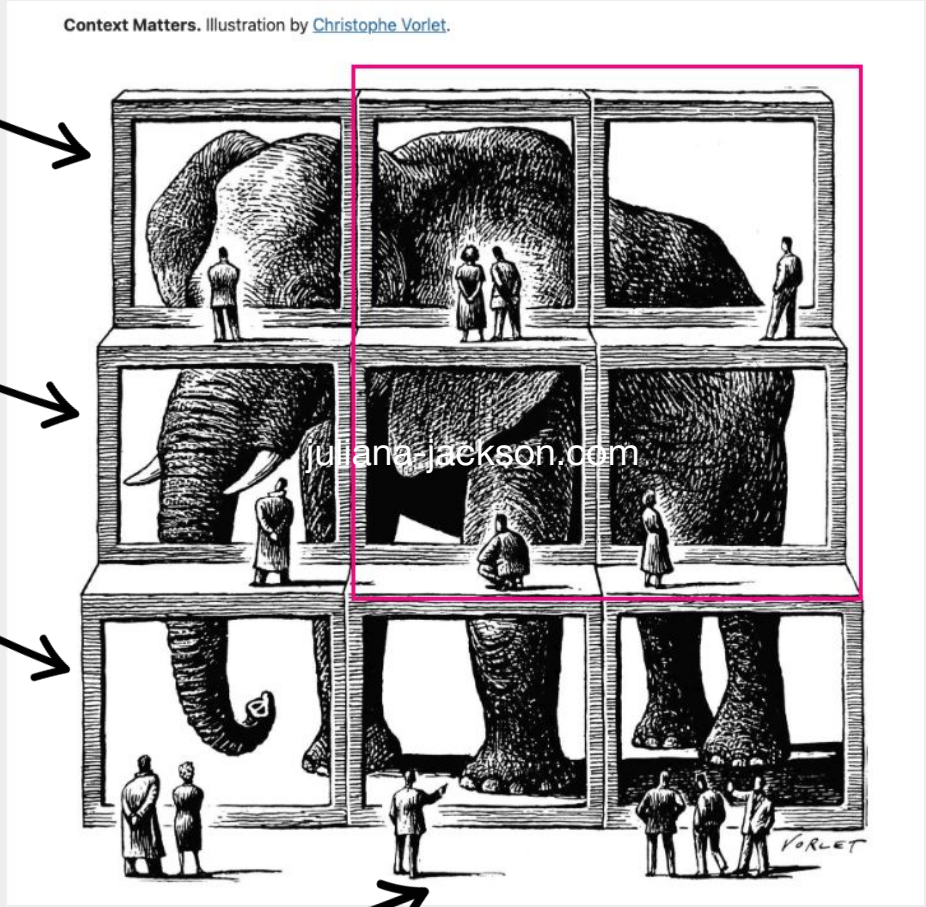
Your contact

Data consultants

Account/ project managers

Digital Analyst

What’s wrong here?



Leadership

Finance
Logistics
Operations

Marketing
Sales
CS

Product

Your client's clients aka the market

Strategies outside business context

Not truth

Design inspired by Darin Stevenson - Truth why context matters.

Context is key to cementing the value of data within a company.

How to get context?

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Company
Analytics Tool
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01

Profit Formula

02

Internal Processes

03

External Processes

04

Resource Allocation

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01 **Profit Formula**	How a business is structured to make money
02 **Internal Processes**	How a business operates to make money
03 **External Processes**	How a business makes money
04 **Resource Allocation**	How a business makes decisions

Example: Spotify

Profit formula

Subscription-based, with additional revenue from advertisements and sponsored content.

Internal Processes

Music licensing and royalty payment management.

External Processes

Partnership with music labels and artists to acquire music rights.

Resource Allocation

Development of new features and improvements to user experience

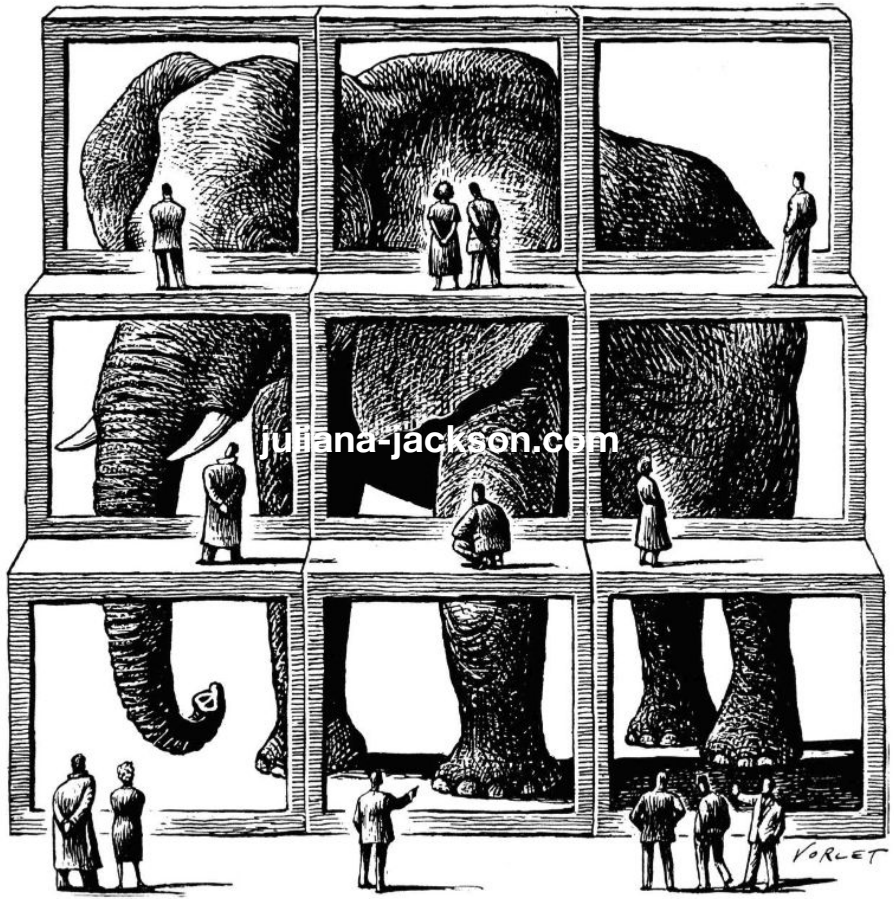
Don’t work in isolation.

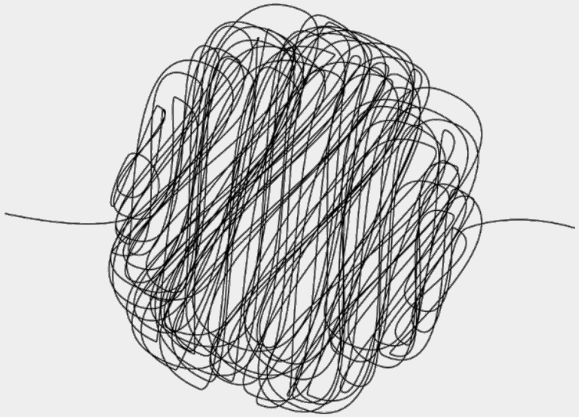
“Leaders in all sectors spend large sums of money collecting and analyzing data, yet the value comes when someone convincingly communicates what data reveals.”

DataStory
Nancy Duarte

The Business

Context Matters. Illustration by Christophe Vorlet.



Analyzing data +  = progress

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Perfect GTMs don’t translate into new revenue.

Your understanding of business needs transforms your data into revenue.

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Thank You!

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