Introduction to Analytics Use Case Canvas

FANS DK Network Meeting, 2020-11-25

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Painting an Analytics Picture

- One-pager
- Capture all essentials
- Useful for
  - Brainstorming
  - Discussing
  - Assessing
  - Comparing
  - Selecting
- Shared understanding

Agenda

- What is a *Canvas*?
- What is an *Analytics Use Case*?
- Some Popular Canvases
- SAS *Analytics Use Case Canvas*
- Example: Orion Star – HR Report
- Q & A

Analytics Use Case

- "A specific situation in which analytics is used to convert a business problem into value"
  - Idea, proposal, intention, objective, initiative, plan
- *Use Case* commonly used and understood in neighboring fields
  - AI Use Case, Machine Learning Use Case, Data Science Use Case, Big Data Use Case, etc.
- More modern than Analytics *Business* Case (but similar meaning)

Caution: "Use Case" means something very different in IT – "super-detailed requirement"

Some Popular Templates/Canvases

Enterprise

Business Model

Business Case

Project

Task

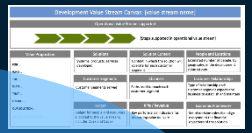
Traditional

Business Model Canvas

Portfolio Canvas (SAFe)

Business Case

Value Stream Canvas (SAFe)



Project Charter/Plan

Analytics Use Case Canvas

Epic / Lean Business Case (SAFe)

Requirement

User Story (Scrum)

Enterprise

Portfolio

Value Stream

Business Epic

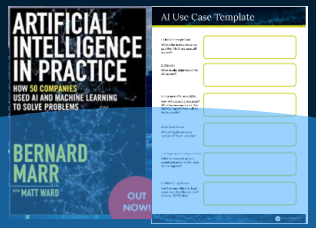
User Story

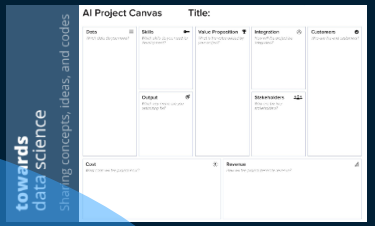
Agile

Quiz 1: Which of these templates/canvases do you have experience with? (multi-choice)

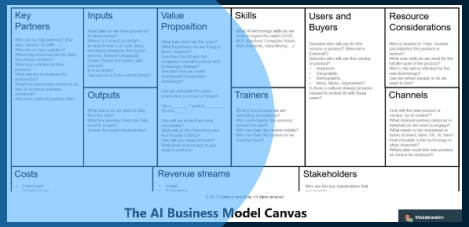
- Business Model Canvas
- Business Case
- Project Plan
- Requirement
- User Story
- Any SAFe template/canvas

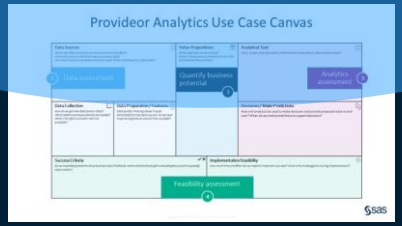
Some Templates/Canvases for Analytics

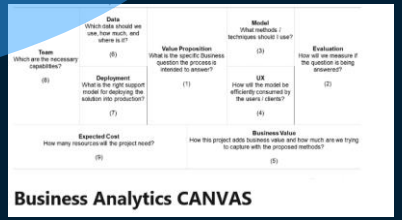




Analytics Use Case Canvas







Analytics Use Case Canvas [layout principles] <Title> <Ver> References

People

Technology

Value

Process

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Christer Bodell, IT Advisory Manager, Customer Advisory Commercial Nordics

The canvas is currently in beta version and is not officially sanctioned by SAS.

sas

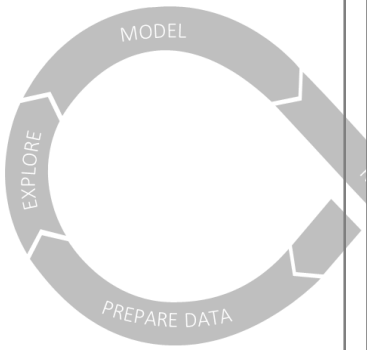
Analytics Use Case Canvas <Title> <Ver> References

Users [3]

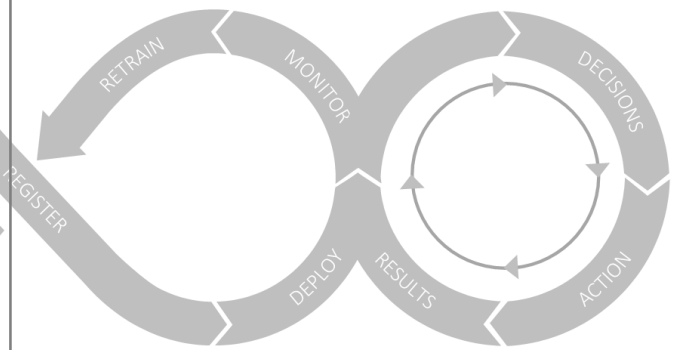
The <users> doing something

Stakeholders [6]

Discovery [2]



Solution [5]



Value Story [1]

Currently <users> <do something>
to get <this value>
but <current solution, non-existing solution or competition>
causes <problems>.

This <new solution>
enables to <do something better>
which increases <this value>.

Processes [4]

How users currently <do something>

How users <do something better> with the <new solution>

Success Criteria [7]

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Quiz 2: In your experience, which are the most difficult parts in getting analytics to really make a difference? (multi-choice)

- Access to relevant and clean data
- Users don’t trust or don’t understand how to use the solution
- Stakeholders don’t understand all integration challenges
- There’s no value discussion
- The current process isn’t clear, or unclear how “good” it’s working
- Non-existing or unclear success criteria
- No-one has a complete overview of the solution
- Something else

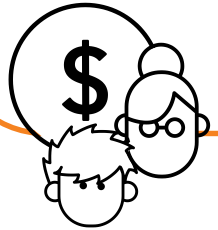
SAS Analytics Use Case Canvas – Example

Orion Star – HR Report

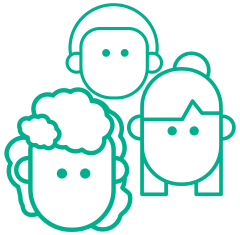
Orion Star Sports & Outdoors

3,151 products

64 suppliers

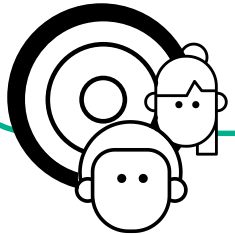


Sales

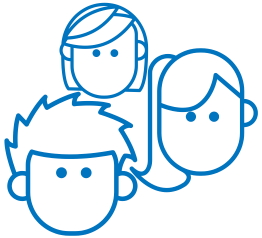


68,300 customers

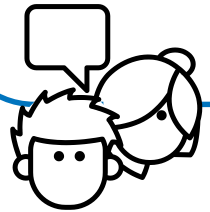
747,953 orders



Marketing



648 employees



Human Resources

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Analytics Use Case Canvas: Orion Star - HR Self-Service Report - Salary Distributions Page v0.2 *Ref: Value Prop. Canvas*

Users [3]

<Senior HR business partners> reviewing salary distributions

Stakeholders [6]

Head of HR, reporting system owner, privacy/compliance officer

Discovery [2]

Problem: Lack of self-service access to information.

Solution: Extend existing HR self-service report with a new report page visualizing salary distributions by job title. The new page is available only for senior HR business partners.

Solution [5]

The <new report page>:

- *Integrates with:*
  - *Existing reporting system*
  - *Existing HR self-service report*
  - *Existing group access system*
- *Is accessed within the existing HR self-service report, visible only for members of the appropriate user group.*
- *Supports these decisions:*
  - *Are salary distributions reasonable and/or optimal? Are compensations fair and competitive? Within job titles and between job titles.*
- *Enables these actions:*
  - *Realignment of compensations/salaries. Within job titles and between job titles.*

Value Story [1]

Currently <senior HR business partners (3-5)> <review salary distributions (2-8 times/year)>
to pursue <fair and competitive employee compensations>
but <lack of self-service access to information>
causes <time-consuming (2+ h) report requests each time, outdated data (at least 1-2 weeks old), and poor consistency between reviews>.

This <new report page>
enables <time-savings, more efficient and consistent reviews>
which further improves <fairness and competitiveness>.

Feasibility: *Reporting system already exists, HR self-service report already exists, requires only one, relatively small, new report page. Required employee salary data is already available for the existing HR report, only requires small transformations. Platform for restricting report page access already exists.*

Processes [4]

Currently a well-defined <process for reviewing salary distributions> exists but doesn't take advantage of self-service information access.

With the <new report page> the <process is significantly improved>.

Success Criteria [7]

MVP: Minimalistic new report page with box plot by job title.
Business KPI: 50% time-saving for reviewers.
Report KPI: Accessed at least 15 times/year by at least 3 users.

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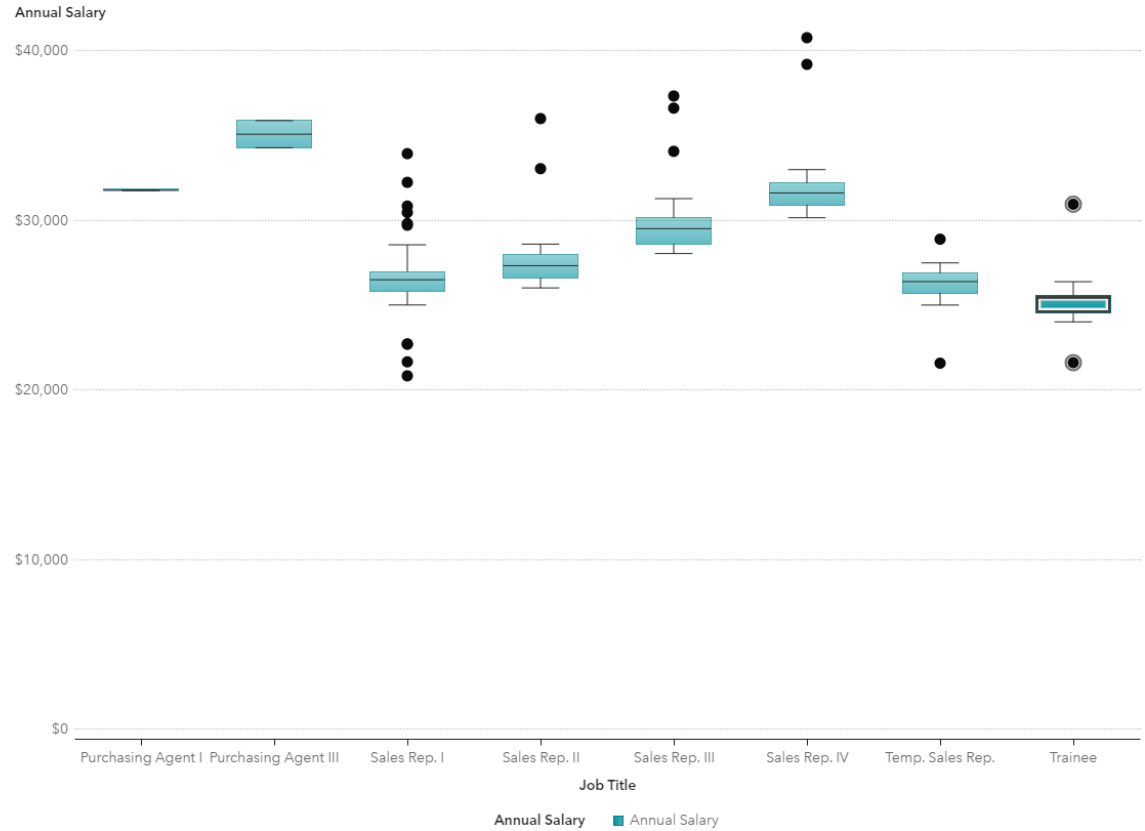
Orion Star - HR Self-Service Report

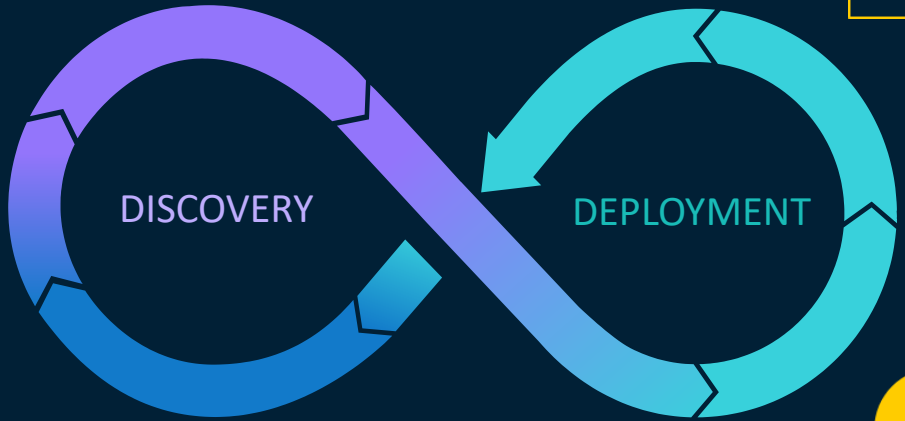
HR Dashboard | Salary Distributions

Annual Salary by Job Title



ID	Job Title	Company	Group	Employee Hire Date	Annual Salary
121129	Trainee	Orion USA	Trainees	2007/01/01	$30,945
120876	Trainee	Orion Spain	Trainees	2008/12/01	$26,380
120192	Trainee	Orion Australia	Trainees	2009/06/01	$26,185
121126	Trainee	Orion USA	Trainees	2007/01/01	$26,015
120194	Trainee	Orion Australia	Trainees	2009/02/01	$25,985
121134	Trainee	Orion USA	Trainees	2007/01/01	$25,585
120197	Trainee	Orion Australia	Trainees	2007/01/01	$25,580
120648	Trainee	Orion Italy	Trainees	2007/01/01	$25,555
120505	Trainee	Orion Germany	Trainees	2007/01/01	$25,545
121131	Trainee	Orion USA	Trainees	2007/01/01	$25,445
121127	Trainee	Orion USA	Trainees	2009/06/01	$25,435
121133	Trainee	Orion USA	Trainees	2007/01/01	$25,405
121128	Trainee	Orion USA	Trainees	2007/01/01	$25,405
121125	Trainee	Orion USA	Trainees	2007/01/01	$25,315
121130	Trainee	Orion USA	Trainees	2008/02/01	$25,255
120572	Trainee	Orion Holland	Trainees	2007/01/01	$25,225
120195	Trainee	Orion Australia	Trainees	2010/07/01	$24,990
120503	Trainee	Orion Germany	Trainees	2009/10/01	$24,580
120193	Trainee	Orion Australia	Trainees	2009/09/01	$24,515
121132	Trainee	Orion USA	Trainees	2007/01/01	$24,390
120190	Trainee	Orion Australia	Trainees	2008/11/01	$24,100
120504	Trainee	Orion Germany	Trainees	2007/01/01	$24,030
120196	Trainee	Orion Australia	Trainees	2007/01/01	$24,025
120191	Trainee	Orion Australia	Trainees	2007/01/01	$24,015
120649	Trainee	Orion Italy	Trainees	2007/01/01	$21,615

Building reports and models is easier than ever before



Accessing data is easier than ever before

Less than half of all models are fully deployed.

Business Value

90% of models take more than 3 months to deploy

SAS Analytics Use Case Canvas

- Free to use
- Free to share
- Feedback appreciated

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- Q & A