

**PENDOMONIUM 2023**

# From Insights to Impact:

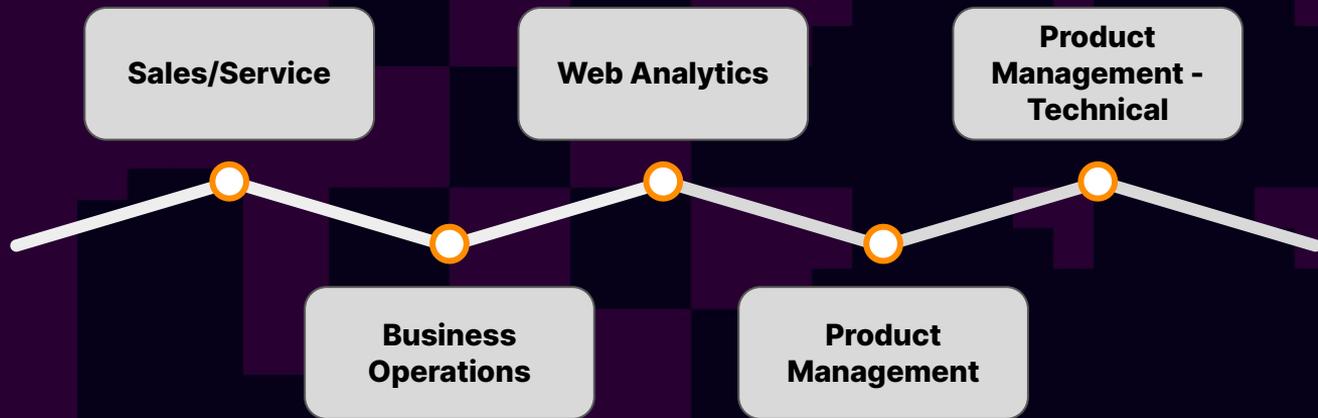
Transforming  
Enterprise Technology  
with Product Analytics





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PENDOMONIUM 2023

# Agenda

- Context & Significance
- Analytics in Enterprise
- Transformation Path
- Future Outlook



**1** **Data informs customer-focused decisions**

**2** **Balancing culture and technology is essential**

**3** **Implementation will be hard**



# The Power of Product Analytics

## Definition

### Boring definition

Quantitative data about product usage

### In other words

A way to **tell a story** about how **people** are using your product so that you can **understand how to improve** their experience.

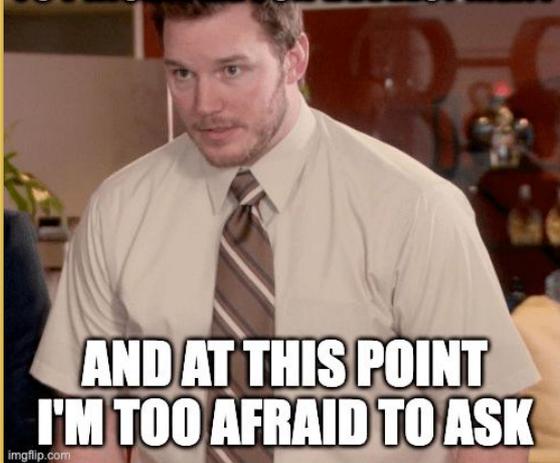


# The Analytics Driven Enterprise



## HOW IT STARTED

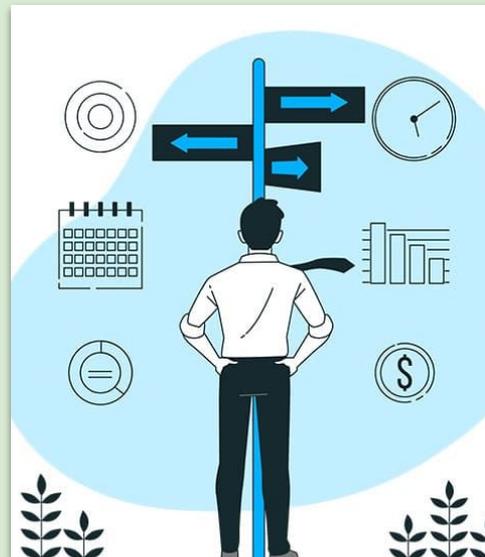
**I DON'T KNOW WHAT FEATURES  
TO PRIORITIZE FOR DEVELOPMENT**



**AND AT THIS POINT  
I'M TOO AFRAID TO ASK**

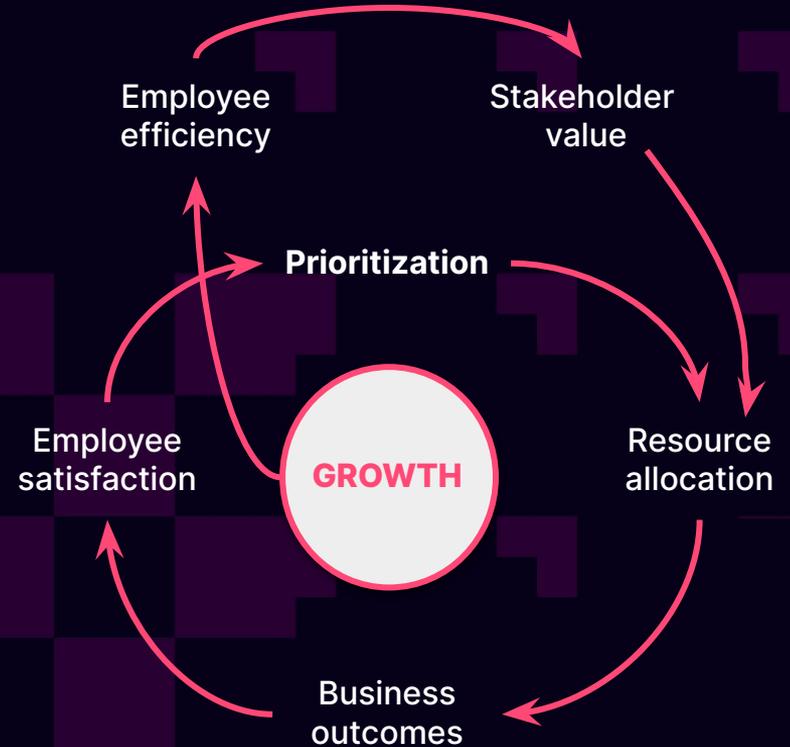
imgflip.com

## HOW ITS GOING



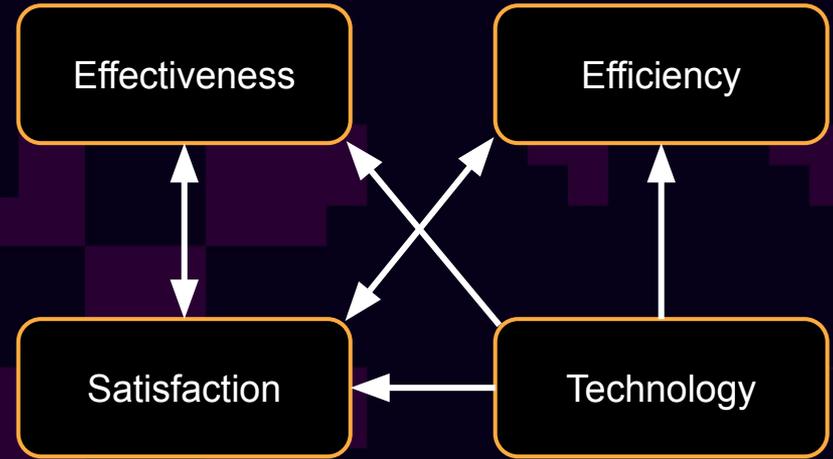
## Outcome

# Efficient Prioritization



## Outcome

# Business Technology Success





# Transformation Journey

# Implementation of product analytics



**1**  
**Objectives**



**2**  
**Tools**



**3**  
**Data Collection**



**4**  
**Data Audit**



**5**  
**Governance**



**6**  
**Segmentation**



**7**  
**Hypothesis**



**8**  
**Insights**



**9**  
**Training**



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# Overcoming Challenges

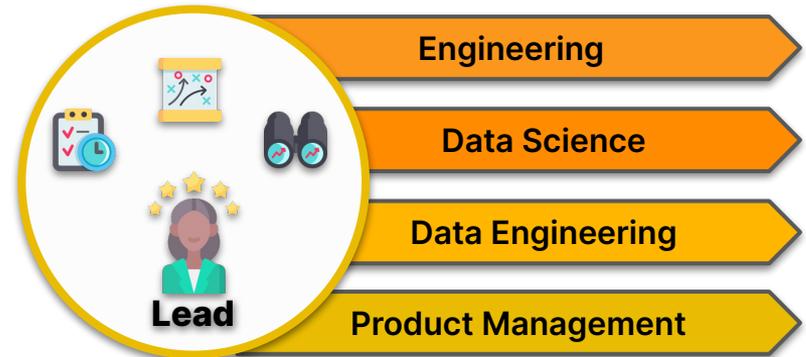
## Technical Challenge

**Problem:** Data collection requires a technical skill set.

**Impact:** Inaccurate data collection and untrustworthy insights.



**Solution:** Foster cross-functional partnerships.





## Product Challenge

**Problem:** We don't know what users are doing in our applications.

**Impact:** Increases likelihood for unfavorable outcomes.

**Solution:** Measure and visualize a cross-application user journey.





# The Future

# Product Analytics in Enterprise Technology



**Predictive  
Analytics for  
Strategic  
Planning**



**AI-Enhanced  
User Support**

**Personalization  
and  
Customization**



# Recap



**1 Data informs customer-focused decisions**

**2 Balancing culture and technology is essential**

**3 Implementation will be hard**



**Thank you!**

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# PENDO MONIUM 2023