

Performance to the core

¿Hemos llevado los avances de la analítica avanzada a la evaluación estratégica del negocio?

About me

Mi enfoque es convertir los datos crudos en insights accionables que impacten positivamente el negocio y lograr que las compañías se conviertan en Data-Driven. Estoy convencida que el verdadero poder de los datos está en interpretarlos desde y para el negocio.

Actualmente lidero el equipo de Data-Driven Insights en Digital @ FEMSA. Trabajé en Alpha Credit como Chief Data & Analytics Officer y durante más de 3 años desempeñé el mismo rol en Segundamano.

Big Data and AI efforts yielding results

2011

48%

2021

96%

Only



24%

have forged a data-driven
organization

**Managing data as
a business asset**

39%

**Driving innovation
with data**

48%

**Transformational
business outcomes**

29%

Main challenge:
People | Business Process | Culture

92%

1-2 hrs a week
looking for a job

1. ML specialists
(14%)
2. Data Scientists
(13%)

Reasons

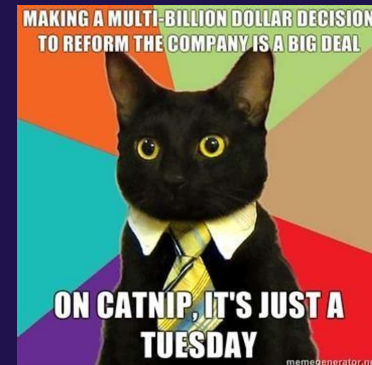
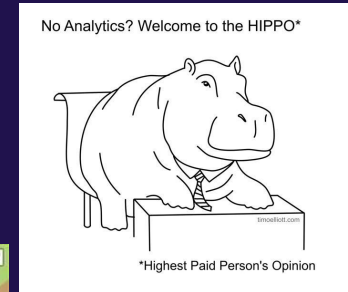
1. Bad data
2. Lack of skills
in org /
isolation
3. No impact

Organizations searching for “Big Data Projects”

Dissatisfied Data-Personas

Organizations not data-driven

Low levels of Transformational Business outcomes





LOW HANGING FRUIT



HIGH LEVEL STUFF

Quick straight
Business Impact
from Analytics

Business
area



Analytics
team

cart abandonment rate
website conversion rate
cost of acquisition
unique sessions
Page Authority
monthly active users
open rate
Page Authority
monthly active users
conversion rate
bounce rate
reach
lifetime value
CPM
Quality Score
number of inbound links
lifetime value
unique visitors
SERP ranking
lifetime value
engagement rate
Page Authority
cost per lead
number of followers
open rate
unique sessions
Marketing Qualified Lead
Domain Authority
unsubscribe rate

revenue per transaction
conversion rate
reach
response rate
ROI
CPC
conversion rate
open rate
CPM
reach
CTR
cost of acquisition
ROAS
engagement rate
ROI
Net Promoter Score
unsubscribe rate
Marketing Qualified Lead
ROAS
unique visitors
Net Promoter Score
page likes and followers
marketing spend per customer
cart abandonment rate
Net Promoter Score
Domain Authority

unsubscribe rate
Page Authority
ROI
drop-off rate
CPC
CTR
cost per lead
Quality Score
CPC
unsubscribe rate
revenue per transaction
page likes and followers
number of followers
unique visitors
unique sessions
number of followers
Domain Authority
cost of acquisition
CPM
monthly active users
ROAS
CTR
average keyword ranking
Marketing Qualified Lead
conversion rate
average keyword ranking
open rate
drop-off rate
engagement rate
number of likes
average keyword ranking
response rate
cost of acquisition
response rate
SERP ranking

Marketing Qualified Lead
bounce rate
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number of inbound links
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Domain Authority
unique visitors
CTR
CPM
page likes and followers
cost per lead
response rate
number of likes
marketing spend per customer
website conversion rate
engagement rate
Domain Authority
reach
number of likes
CPC
CPM
cart abandonment rate
cost per lead
ROAS
open rate
CPC
ROI
bounce rate
CPM
number of followers
Quality Score
cost per lead
bounce rate
average keyword ranking
unsubscribe rate
revenue per transaction
Marketing Qualified Lead



18 years - HBR

One single question

Struggling to understand, move, align to
customer behavior data & why's

Only about half the people who expressed an
intention to recommend specific firms
actually did so

- Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)
- Customer Churn.
- Product Effort Score (PES)
- Customer Health Score.

cuando me dicen
qué modelo
debería usar



cuando me dicen
qué métrica debo
trackear



Take two steps back and define strategic
business hypothesis

Use the data to confirm/refute the hypothesis

Simplify - Visualize – deep but friendly

Align the Executive Committee towards the
new approach



Thanks slide