



Data Analytics Readiness Assessment Checklist

Score each item:

- Yes = 2 points
- Sometimes = 1 point
- No = 0 points

Data Visibility Foundations

- We know what major business data sources already exist.
- Leadership can access sales, finance, customer, and operational summaries.
- We are not relying purely on scattered spreadsheets from different departments.
- We can identify which numbers matter most for executive oversight.

KPI and Reporting Discipline

- We maintain a manageable set of repeated KPIs.
- Trend reporting is reviewed, not just isolated monthly totals.
- Exception reports help flag unusual movement.
- Reports are designed for action, not just information circulation.

Revenue and Customer Insight

- We track lead conversion and sales movement meaningfully.
- Customer churn/complaint/retention patterns are visible.
- Marketing spend is reviewed against measurable return rather than activity alone.
- We can identify underperforming revenue channels.

Operational and Financial Visibility

- Workflow delays are measurable.
- Recurring inefficiencies or rework patterns are visible.
- Recurring vendor/software costs are reviewed analytically.
- Margin drift and receivables timing are actively monitored.

Culture and Tool Adoption

- Analytics use does not feel like spreadsheet overload.
- Dashboard/report usage is consistent among managers.

- Important metrics have clear ownership.
- Tools are chosen based on management needs, not software hype.

Executive Decision Confidence

- Leadership uses data to reduce assumptions before major decisions.
 - We can identify trends earlier than we could a year ago.
 - Managers feel more informed and less reactive.
 - Data has improved timing and quality of interventions.
-

SCORING RESULTS

38–48 Points → Strong Maturity

Your organisation demonstrates strong practical analytics discipline and is using data as a genuine decision-making advantage.

22–37 Points → Moderate Exposure

You have useful information available, but reporting fragmentation or weak interpretation still limits decision clarity.

0–21 Points → High Vulnerability

Your business is likely making too many operational and financial decisions through assumption rather than measurable visibility.