



COVID-19 Impact Survey
How are Analytics Teams Adjusting?



About the survey

Chisel Analytics is dedicated to helping companies transform their digital and analytics efforts. We provide consulting, talent/staffing and tools focused on the spectrum of analytics and data science.

To help better understand how the economic impacts of COVID-19 are affecting analytics programs, we surveyed over 100 leaders and managers in analytics from May 25th – June 4th 2020, asking a simple set of questions to better understand how they are adjusting.

These leaders spanned industry, and areas substantially impacted by COVID-19, including retail, hospitality travel/recreation.

We are providing these responses complementary, and hope you find them helpful as you chart your plans moving forward.



How are companies reacting to COVID-19?

When Asked: How Have Your Analytics Efforts Been Affected by COVID-19, Leaders Responded With the Following

Escalating Their Efforts

For the largest proportion, the current environment has caused them to escalate their analytics efforts as they look to realize more immediate efficiencies and benefits from their work

35%



29%

Scaling Back

A similar proportion are pulling back on their roadmaps and re-focusing data-science and other analytics resources on other parts of their operations or reducing this function.

No Change in Focus

The fewest number of respondents indicated there was no change to their analytics efforts. These respondents were largely a part of large or multi-national organizations.

7%

13%

Shifting to Support COVID-related Efforts

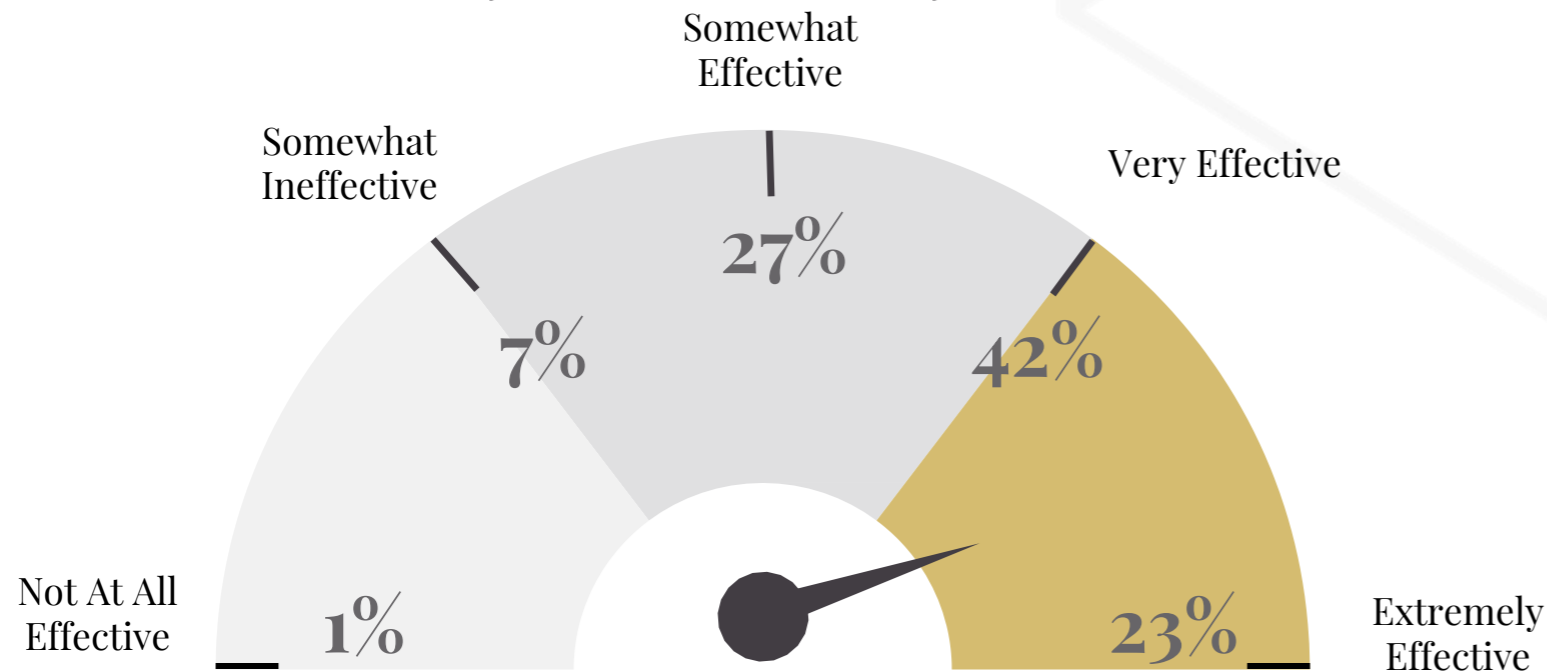
A number of respondents indicated their analytics and data science efforts were refocused on areas directly supporting their organization's needs or response to COVID-19



How Effective Have *Newly* Remote Teams Been?

Many firms already allowed for some remote work.

But, forced to shift to fully remote and distributed teams, analytics leaders are finding their analytics teams to be largely as effective as they were while in the office, with **nearly two-thirds** saying they were very or extremely effective away from the office.



What's Driving This Effectiveness

- 1. Cloud-based Infrastructure**
Moving from on premise services to distributed has allowed for more flexibility on who must be on site to perform their more technical duties. For data science or analytics professionals, this has allowed them to more easily adapt to working out of the office.
- 2. Collaboration Tools**
Zoom is getting the most headlines these days, but other tools (including Chisel's) are allowing data scientists, engineers and their peers to stay connected and keep making progress on their work.
- 3. Documentation and Planning**
Tools such as Confluence, Jira, and Chisel's project management tools allow for clear transparency and the latest operating procedures and documentation to be readily available to relevant users.



Is the Focus of Analytics Priorities Shifting?

When Asked: What are You Increasing Your Focus on In this Environment, Analytics Leaders Emphasized Digital and Machine Learning Efforts

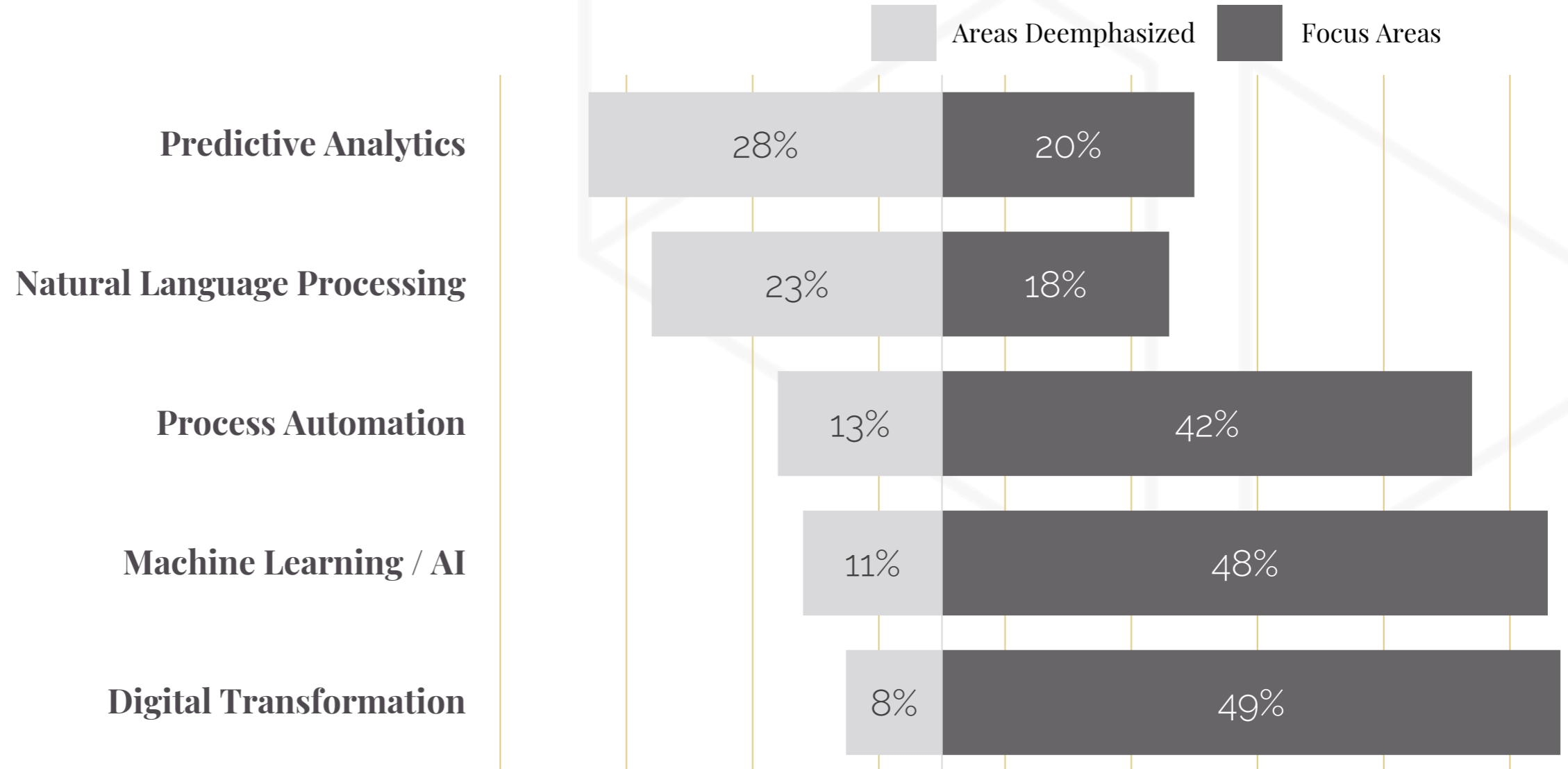
49%	Digital Transformation	Adoption of digital and customer facing tools is escalating, as companies seek to quickly mobilize in a way that allows them to operate more effectively in spite of COVID-19's impact on their customers. This, in turn, is opening increased avenues for analytics and data use.
48%	Machine Learning / AI	Uses for Machine Learning were growing already, but responses suggest companies are looking to escalate its implementation and find new areas to leverage this technology in a way that drives efficiencies and customer engagement. Consumer heavy industries were most focused on finding or escalating these uses (retail, hospitality).
44%	Cloud Migration	Cloud-based and distributed/virtual data technologies such as Azure, AWS and GCP were cited as areas of focus, as companies continue to look for ways to establish cost-effective and high-performing ways to manage their data and applications.
42%	Process Automation	Transitioning manual processes for traditional data wrangling, compilation, distribution and other needs to automated processes allows for efficiencies and allows staff to focus on more value-added development and analytics.
21%	Predictive Analytics	Predictive analytics has entered the mainstream of data-driven efforts, as companies have identified ways to use these techniques to forecast potential customer or operational needs, and thus, companies indicate a lower need to invest in this area.
18%	Natural Language Processing	NLP and other text and voice related data capture and response technologies were not as heavily emphasized by respondents, given this technology typically support



What has Become Business as Usual or De-prioritized?

Predictive Analytics and NLP indicated as areas that had become engrained in day-to-day operations or less of a focus given the environment

Predictive analytics techniques have reached a level of maturity for organizations, who have mostly found ways to leverage these techniques and implemented data-driven tools to support this area.





What's Next for Analytics Teams?

Leaders are adjusting how they manage and staff their teams, and looking for ways that offer flexibility to their employees and in support of their efforts

A greater reliance on distributed teams

Forced to work separately, analytics leaders have grown more comfortable managing teams that aren't physically in the same location that they are. This opens opportunities and flexibility for the future.



Reduction in staffing levels

Nearly one third indicated they anticipated or had undergone some level of reduction in permanent staff, or cancelled positions they intended to hire this year. Optimism remains for the future as these same leaders indicate that analytics remains at the core of their operations and business strategy.



Business as usual

The fewest number of respondents indicated they believed things would remain Business as Usual for the time being. For the most part, these respondents were from larger or multi-national firms.



More reliant on contract or temporary support

Flexibility was a theme among respondents, who remain under the same mandates as they were pre-COVID-19. Leveraging temporary resources or contractors allows them to retain flexibility in their functions, while continuing to make progress.



How Chisel Analytics can help you **move forward**

In this uncertain environment, it's more important than ever to have partners you can trust. We are experts in data science and analytics, and can help your teams adapt to new challenges, escalate your digital and data transformations, and find the teams and tools you need to move forward.

What we do:

Talent Solutions

Helping you find the talent you need to grow your analytics programs, when you need it.

PROJECT SUPPORT

Helping you pursue what's on your project roadmap with our network of data experts and consultants

PERMANENT HIRES

Build your analytics team with full time professionals screened and facilitated by us

RECRUITING, TRAINING AND SKILL ASSESSMENTS

Our simple recruiting screening and training tools give you confidence in your new hire and a path to upskill your teams



Consulting

Helping you build a roadmap to data-driven teams and strategies

STRATEGY

Define roadmaps and identify new opportunities to capture, organize & apply your data using the spectrum of analytics capabilities and techniques

TEAM DEVELOPMENT

Team design tailored for your organization's data and analytics needs

TOOLS & APPLICATIONS

Recommendations for tools, databases and techniques that may work for your organization



Tools

Solutions built to enable your end-to-end analytics program management needs

PROJECT MANAGEMENT

Scheduling, task management and collaboration tools

SECURE INFORMATION REPOSITORIES

Develop code/query repositories and connect your data using our tools

TEAM DEVELOPMENT

Integrate your internal and distributed teams. Manage time and payments and keep track of work performed.

Escalate Your Analytics Journey

chiselanalytics.com