

Frequent Analytics Questions

Every industry changes as fast as the technology that powers it. And for many industries, including mobility, analytics lives on that leading edge. We all know that analytics is no buzzword, but it's a new frontier that many mobility professionals are trying to understand more about as they explore its benefits to their business. Here are some of the most frequently asked questions we hear—and the answers you need to know.

How can analytics really help me and my organization?

As a tool, analytics can help you do what matters most: improve your mobility programs. That means delivering a better experience for assignees and their families and also helping you demonstrate the connection between your mobility programs and business outcomes. Ultimately, analytics gives you the power to show mobility's real impact on business results.

What are some common (wrong) assumptions about analytics that I should avoid?

Many mobility professionals think of analytics as a straightforward purchase, like any solution promising to drive business results. They think buying it makes them smarter immediately. They also believe it's an output, and that they need predictive analytics which will just spit out answers. For many people, analytics is a commodity: something they can get from anywhere, out of the box, ready to go.



If those assumptions are wrong, what should I actually know about analytics?

Analytics is a practice, not a purchase. Everyone involved must understand the full landscape to ensure they're using the right tools at the right time to solve the right problems. It's also not an output but a process that can help you tackle different challenges depending on which stage your business is ready for. And analytics isn't a commodity, because it needs context. Knowing the right questions to ask is just as important as the algorithm that's designed to answer them.

How do I know which type of analytics I'm ready for?

That depends on the state of your data and what you need to get done. In its simplest form, descriptive analytics can help you diagnose what's happening in your mobility programs. Analytics also offers predictive capabilities, and—in its most advanced state—actually helps you evaluate, validate and choose the best actions to take to reach your goals.

What's the most important thing to look for in a potential analytics provider?

Choosing the right analytics solution for your mobility program starts with knowing where to start. The landscape is nuanced, and your provider should first be able to help you identify where your business fits. Simply put: before you can find the right answers, you need to know the right questions to ask—and that's what the right provider can help you do.

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