







Data and Analytics Use Cases for Midsize Enterprises

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Use These Real Examples From Midsize Enterprises as Inspiration for D&A Innovation Within Your Organization

<div>Efficiency</div> <div>Growth</div>				
Goals	 <div>Data Quality Enhance data quality and management practices</div>	 <div>Operational Excellence Optimize enterprisewide processes and operations</div>	 <div>Business Growth Drive customer experience and business growth</div>	 <div>Digital Innovation Promote product innovation and data monetization</div>
Use-Case Examples	<ul style="list-style-type: none">Analyze support desk data to identify portfolio rationalization opportunitiesAutomate data tagging and onboarding of new data to reduce data duplicationUse content and data management tools to improve integration of structured and unstructured data	<ul style="list-style-type: none">Customize business intelligence platforms for end users to discover relevant data and reduce user effortReplace manual data-matching processes using algorithms that detect anomalies and fraudDeploy an automated workload management tool to improve task allocation and project management	<ul style="list-style-type: none">Analyze customer feedback using natural language processing to improve the sales team's communication tacticsExamine discrete data such as support call patterns and late payments to address concerns earlyUse machine learning platforms to classify and predict customer behavior	<ul style="list-style-type: none">Use analytical processing to facilitate profitable data-driven decisionsUtilize predictive modeling to detect problems and improve product featuresEmploy behavioral analytics to target new customers and improve productization
Metrics to Measure Success	<ul style="list-style-type: none">Data accuracyData mappingData interoperability	<ul style="list-style-type: none">Delivery speedEmployee productivityRisk reduction	<ul style="list-style-type: none">Customer satisfactionCustomer retentionSales conversion rate	<ul style="list-style-type: none">New products and servicesRevenueSpeed of product innovation

See [Tool: A Living Library of Real-World Data and Analytics Use Cases](#) to access a library of over 300 innovative ideas on how organizations use data and analytics.