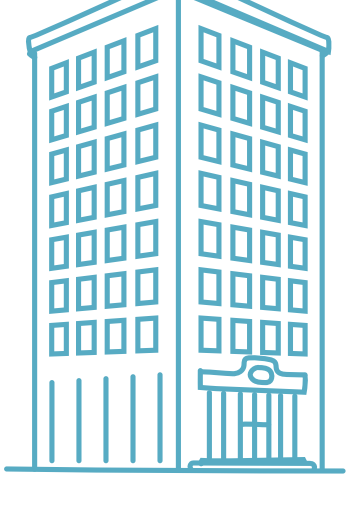


The Rise of the CAO: Why Companies Need a Centralized Analytics Leader

73%

of companies
consider themselves
analytically
driven... ¹



Yet Turning Data into Valuable Insights Remains a Challenge



32%

have no centralized
approach to capturing
and analyzing data ²



62%

do not share insights
outside their
department ¹



ONLY
4%

consider themselves
“really good” at
analytics ³

Every company with data has analytics in some shape or form and must turn that data into meaningful insights, or else it’s useless. But whether there’s one person managing it on behalf of another team, or a large group of analysts working independently, there needs to be a single leader making the right decisions for the entire organization.

Nipa Basu, CAO Dun & Bradstreet

Companies Are Recognizing the Need for an Analytics Leader...



39%

increase in searches
for senior analytic
talent since 2013 ⁴



1,700

Registered users in
LinkedIn CAO Forum –
and growing ⁵



85%

of CXO’s believe the
biggest challenge is
the ability to analyze
data in real time ⁶

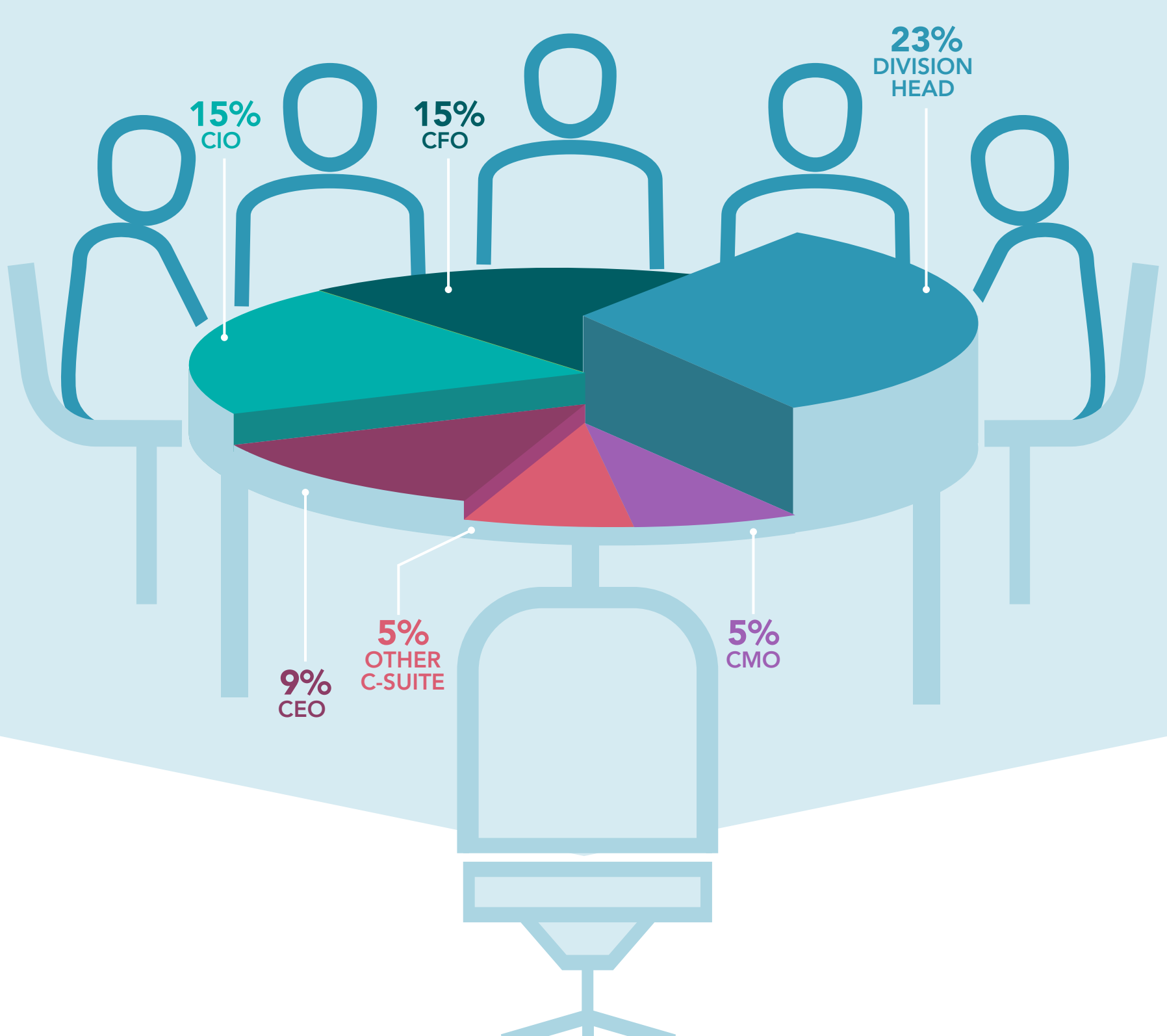
to own analytics across the enterprise.

- ☒ Find meaning in data
- ☒ Organize and coordinate insights often trapped in silos
- ☒ Help make smarter, data-driven decisions for sales & marketing
- ☒ Reduce customer churn and increase brand loyalty
- ☒ Understand key financial drivers across the globe
- ☒ Reduce procurement costs and optimize supplier relationships
- ☒ Activate advanced analytics while balancing risk versus reward
- ☒ Anticipate market changes and stay ahead of the competition
- ☒ Strengthen relationships across the organization

In order for the analytics function to effectively deliver the types of insight that plays a critical role in the decision-making process, there must be a leader who can help seamlessly share the information with the right people and make sure those in power recognize the value it holds for the enterprise as a whole.

Nipa Basu, CAO Dun & Bradstreet

The Role is Still Being Defined & Can Report to Different Leaders in the Organization ²



Reserve a Seat at the Table for Analytics

There are many different characteristics that make up today’s CAO. Some may have very strong mathematical backgrounds, others may be more business savvy, it really depends on what the company does that determines the type of person best suited to own analytics.

Nipa Basu, CAO Dun & Bradstreet

FINDING THE PERFECT CANDIDATE



EDUCATION

- PhD
- Mathematics
- Data Science
- Computer Science
- Finance



EXPERIENCE

- Diverse Functional Background
- Data Governance, Stewardship and Quality
- Modeling & Statistics
- IT Systems & Integration
- Strategic Planning
- 10-15 Years in the Field



PERSONALITY

- Astute
- Expressive
- Collaborative
- Tech-Savvy
- Business-Minded
- Relentlessly-Curious

The CAO will bridge the gap between deriving insights and making them actionable. They have to be both an analytics expert and a business leader.

Nipa Basu, CAO Dun & Bradstreet

Visit dnb.com/analytics to learn more about using analytics to drive growth across the enterprise.