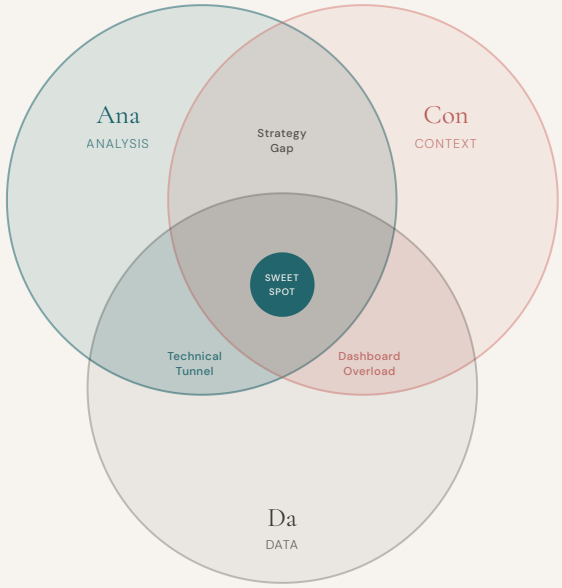
Analysis. Context. *Data.*

Useful insight needs three things: reliable data, the analytical skill to work with it, and an understanding of the business it's meant to serve. Most organisations have at least one. Fewer have all three working together. When one is missing, the problems are predictable.



> *"Most analytics problems aren't data problems. They're alignment problems."*

DATA + ANALYSIS, WITHOUT CONTEXT

Technical Tunnel

The analysis is sound but aimed at the wrong questions. Busy analysts, nothing landing.

DATA + CONTEXT, WITHOUT ANALYSIS

Dashboard Overload

Plenty of data and clear priorities, but nothing connecting them, so decisions come down to gut feel.

ANALYSIS + CONTEXT, WITHOUT DATA

Strategy Gap

Good thinking and a strong grasp of the business, but nothing reliable underneath, so nothing can be proved or challenged.

THE SWEET SPOT

When all three work together, insight is grounded in what's happening, technical and commercial teams work from the same picture, and decisions are made with more confidence.