

Customer experience expert takes first steps towards predictive analytics

Client

A leading customer experience company in manufacturing

Company Size

5,900+ employees

Location

United States

Featured Partners



The client's finance department sought to unlock the power of predictive analytics but lacked the necessary foundational data architecture. Their siloed data systems and lack of centralized reporting limited their ability to analyze customer behavior across different verticals. The organization partnered with Marlabs to evaluate their data maturity and set a strategy for modernization.

Through a detailed assessment and strategic roadmap, Marlabs helped the client define actionable next steps, modernize their architecture, and establish governance practices. This engagement provided the foundational insights needed to progress toward predictive analytics and future AI initiatives.



Data Strategy



Data Architecture



Data Governance



Analytics Enablement



The Challenge: Building a foundation for predictive insights



Objective: Establish a strategic roadmap to move from siloed reporting to predictive analytics.



Existing Issues: Fragmented data systems and inconsistent practices limited the organization's ability to generate actionable insights.



Solution Needed: A holistic data strategy that aligned architecture, governance, and analytics goals.



Outcome: A clear roadmap with priorities set to guide data modernization and analytics maturity.



The client needed to understand how to steward their data in way that would allow them to move towards predictive capabilities in a **structured, scalable way**. They partnered with Marlabs to lay the foundation for this future state through a comprehensive data strategy.

The Solution: Creating a strategic data foundation

Marlabs conducted a comprehensive maturity assessment and developed a multi-year roadmap tailored to the client's industry and business goals. The approach focused on aligning stakeholders, identifying gaps, and outlining an architecture to support advanced analytics. This allowed the organization to make confident and strategic investments in their data capabilities.

Phase 1: Stakeholder Interviews & Discovery

Our team gathered input from business leaders to understand their teams' objectives, pain points, and desired outcomes.

Workstreams:

- Stakeholder engagement
- Business needs analysis
- Current state mapping

Phase 2: Maturity Assessment & Gap Identification

We evaluated current capabilities and benchmarked them against industry best practices and organizational goals.

Workstreams:

- Capability evaluationGap discoveryAnalytics maturity scoring

Phase 3: Governance & Architecture Strategy

Marlabs developed initial governance recommendations and a future-state architecture vision.

Workstreams:

- Data governance framework
- Architectural planning
- Standards definition

Phase 4: Future-State Roadmap Development & Prioritization

We created a strategic roadmap with clear phases, priorities, and success metrics with a focus on the organization's goals for predictive analytics.

Workstreams:

- Initiative planning
- Timeline development
- KPI alignment

Services and Technologies Used:

Services:

- Business Intelligence (BI)
- Advanced Analytics
- Enablement
- Data Strategy
- Data Governance
- Data Architecture

Technologies:

- Tableau
- Salesforce

The Results: Impact on the client organization

The engagement helped the client take the first strategic step toward predictive analytics by building a roadmap supported by **stakeholder alignment and practical data governance**. With clearly defined priorities and a tailored architecture strategy, the client is now equipped to evolve its data environment and embrace AI and machine learning in the future.



Defined Data Strategy: We provided a clear, actionable plan to move toward predictive analytics.



Empowered Roadmap Execution: Our team enabled the client to allocate resources and investments strategically.



Improved Stakeholder Alignment: This initiative created a shared understanding of goals and capabilities across teams.



Accelerated Predictive Readiness: This project positioned the organization for future AI and advanced analytics success.



Established Governance Principles: Marlabs introduced foundational governance practices to support scalability.