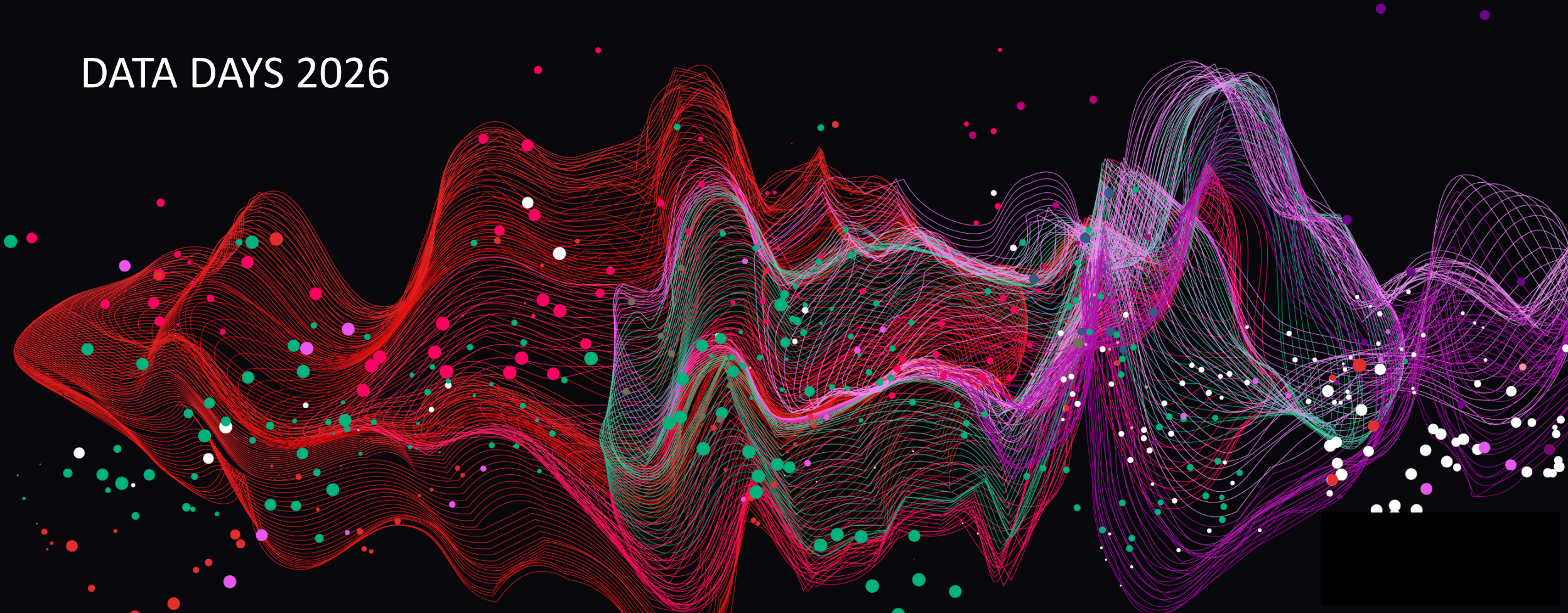


Des Analyses Pertinentes... mais ignorées ! Comment optimiser l'Adoption de la Data ?

DATA DAYS 2026



Qui sommes-nous ?



Elise Gerales
Senior Data Analyst



Anna Walter
Product Manager

ClicData

la BI made in Chnord

Siège à Lille + bureau à Toronto

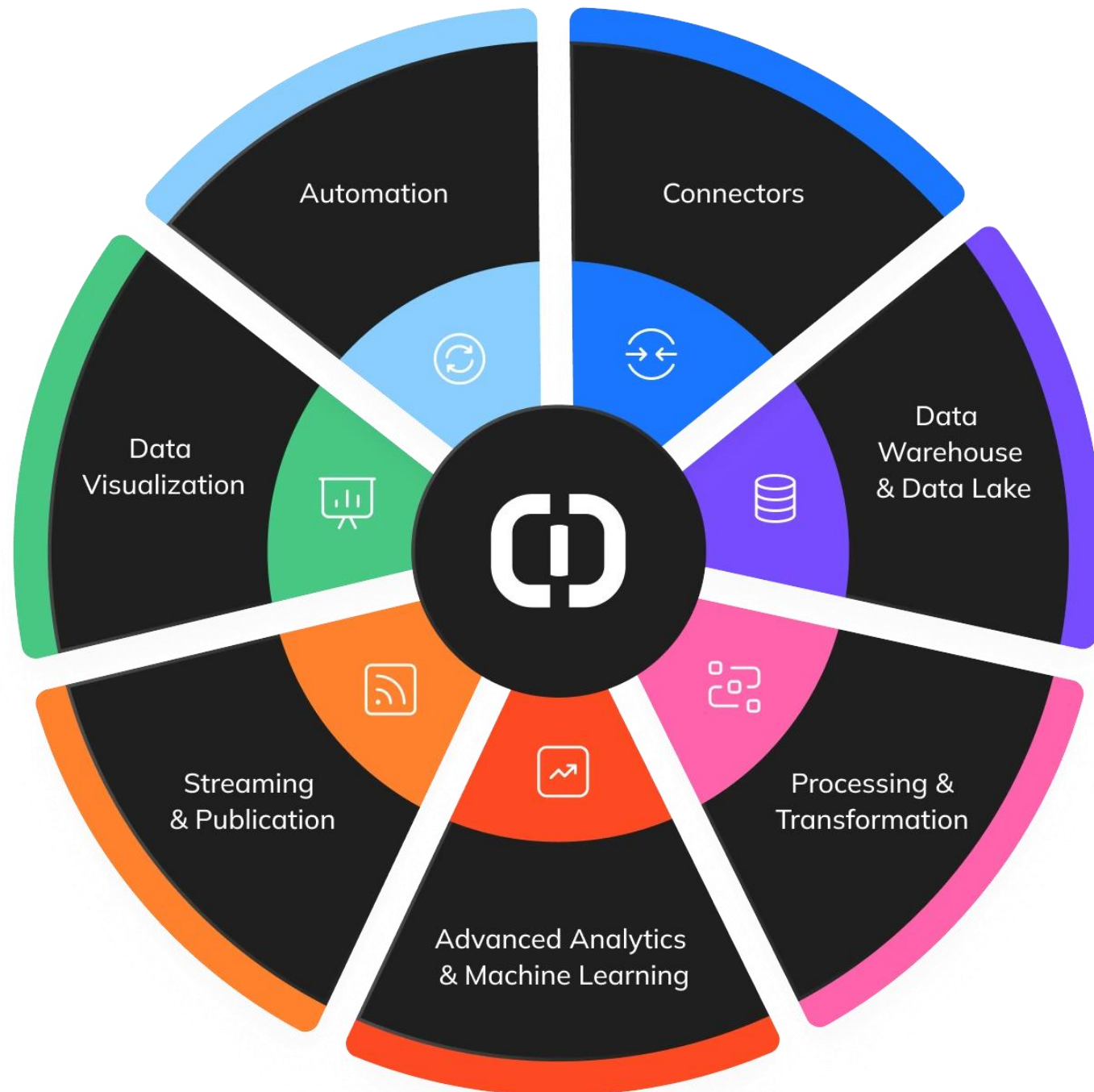
32 collaborateurs

- Dev
- Service
- Support
- Marketing & Sales

14000 utilisateurs

400 comptes

20 pays



Objectifs de la session



Comprendre pourquoi
les analyses ratent leur
cible



Panorama des canaux,
formats et temps de
diffusion



Analyse d'exemples de
visualisation qui font
mouche



Bonnes pratiques à
mettre en place

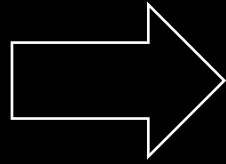
Pourquoi les analyses ratent leur public

3 raisons :

- *Les utilisateurs ne savent pas qu'une analyse est disponible*
- *Ils ne comprennent pas ce qu'ils voient*
- *Ils ne voient pas l'intérêt pour leur quotidien*

Ce que disent nos stats

105k dashboards
Publiés sur CD



87k = 0 vue

10k < 10 vues
(dont 4000 = 1 vue)

7.5K > 10 vues

Consultés sur les 3
derniers mois

7%

Solutions

1. Connaître son audience
2. Tester des techniques pour captiver
3. Choisir les bons canaux et formats
4. Faire des utilisateurs des ambassadeurs

Connaître son audience



Les Hobbits

Utilisateurs
occasionnels
> besoin d'être
guidés



Les Elfes

Experts
> veulent des
insights
profonds



Les Orques

Managers
> veulent des
réponses claires
et rapides

Quelques bonnes pratiques de viz

Less is more

Un graphique = une question

Interactivité = pouvoir

Le design c'est pas de la déco

Tendre vers le sur mesure



¿QUÉ QUEREMOS LOGRAR?



CRECIMIENTO
SUSTENTABLE



PROPUESTA
DE VALOR



STORIES



BRAND & TECHNOLOGY



12 Meses X

Primas

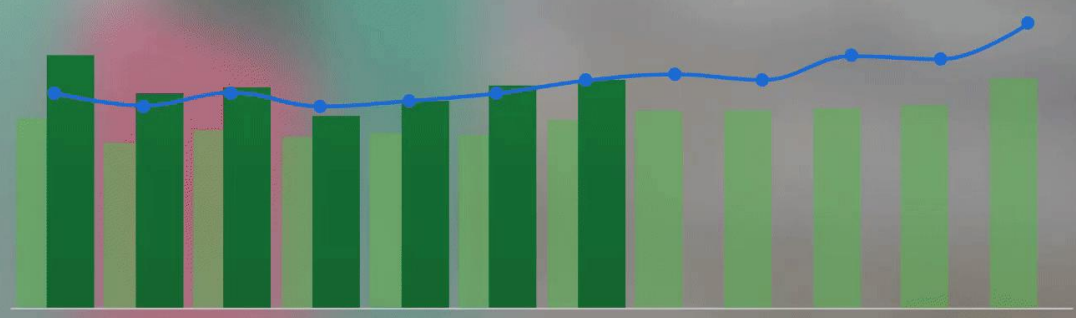


TOTAL

Real 2025
8,727

Plan 2025
15,362

Real 2024
12,905



Ene Feb Mar Abr May Jun Jul Ago Sep Oct Nov Dic

P 25 R 25 R 24



Total



Autos



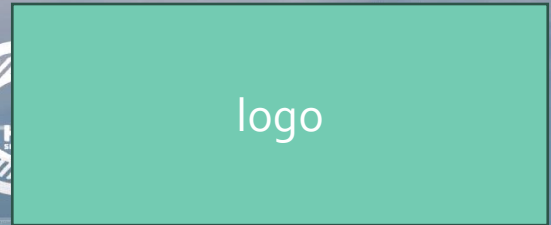
Daños



GMM



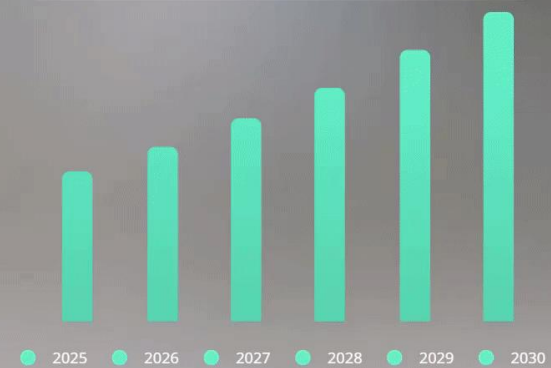
Otros



logo

\$15,362 → \$31,591
Plan 2025 Plan 2030

Faltan por alcanzar
\$16,230



F0. Lograr 30/30 (30 millones en 2030) primas con un ROE > 20% y CoR < 95%

ESTRALIDAD DE 56.4% DEL TOP 5 DE COMPAÑIAS EN AUTOS (CHUBB 56.6%, AXA 70.1%, BBVA 68.9%) ⚠️ ÍNDICE COMBINADO: 94.1%. PF

logo

YouTube fan facts....

14,897
subscriberCount

1 Sub per 22 views



430

Sub Growth/ month

166,761.0

Video Views
470 avg video views



12

Likes

120% Likes vs Dislikes



Top 3 Countries

United States of America

United Kingdom

India



Views from all world countries: 215 (195 countries in the world in 2018) \$

0.7M

Minutes Watched



198

Engagements

38

Shares



07-01-2016

Uploaded First video



Top video

102

DAX Fridays! Videos

150

Total Comments

1 Comment per 1112 views



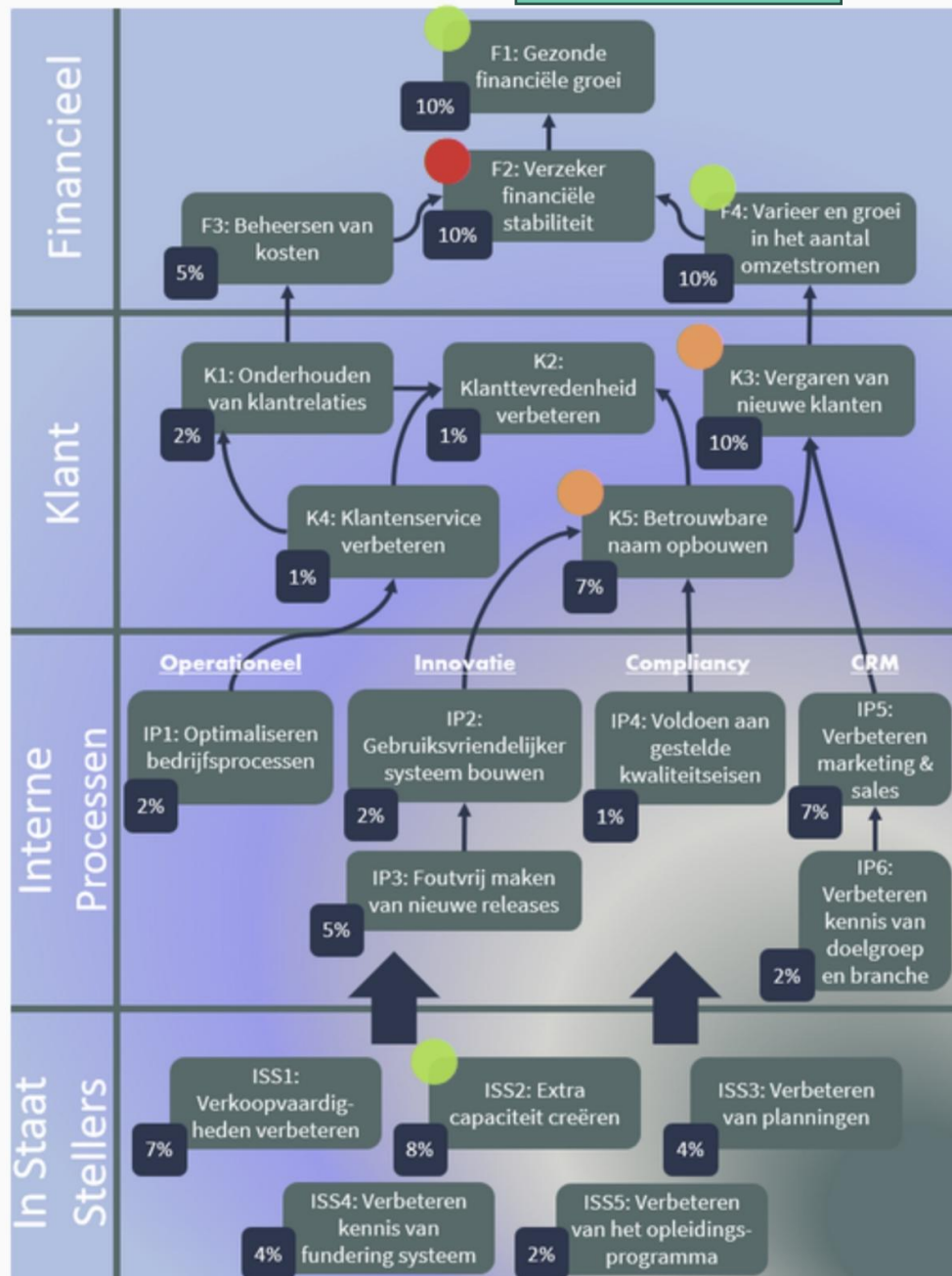
355

Videos Uploaded



Strategiemap

logo



Strategisch thema



Kansen



Audience ↗

Performance Tracking ↗

Best Content ↗

Analysis ●

Influencers Ranking ↗

Potential Reach ↗

Best fit ↗

● 4Rs Analysis

Campaign Analysis (TBD) ↗

Select Platform



Select Followers Range



Select Influencers

91 selected

Select Activation Purpose

Awareness

FOLLOWERS

Select the Criteria of

REACH

Include

GEOLOCATION

Select the Criteria of

RELEVANCE

United States

ENGAGEMENT

Select the Criteria of

RESONANCE

Include

POTENTIAL MEDIA VALUE

Select the Criteria of

RETURN

Included

FOLLOWERS GROWTH

In Percentage

INTERESTS

Activewear

ENGAGEMENT RATE

Include

AUDIENCE REACHABILITY

0-500

GENDER

Female

PAID PERFORMANCE RATE*

Include

AUDIENCE QUALITY

Mass Followers

13-1

Notice: at every modification of criteria, please wait ~1min till it's recalculated

Export Full List



25

1



24

2



22

3



22

4



22

5



logo

Help menu

Off ☐ On



Click to select
a rim size

Manufacturer Selector



BRIDGESTONE

Continental
The Future in Motion

GOODYEAR



KUMHO TYRES



MICHELIN
A BETTER WAY FORWARD



YOKOHAMA TIRES

Rim Size Selector

75"

76"

17''

78"

79"

20'

27"

22'

Click a size to update the graph

[illegible]



CHOOSE YEAR

CBC - 2022

WHAT CATEGORY DID YOU COMPETE IN?

DEBUT BLUES

WHAT WOULD YOU LIKE TO SEE?

SUMMARY OF RESULTS >

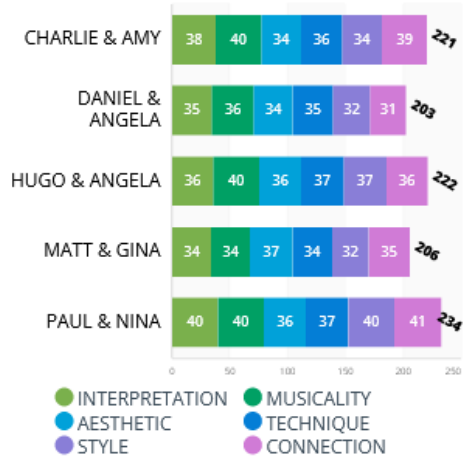
COMPARE DANCERS BY CRITERIA >

HOW THE AUDIENCE VOTED >

BY DANCER >

THE CRITERIA >

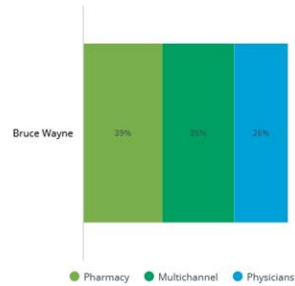
COMBINED JUDGES SCORES BY CRITERIA



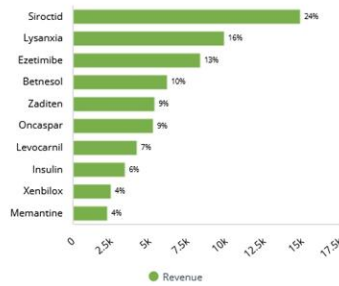
Hello Bruce, here is your Sales Performance 38 352€



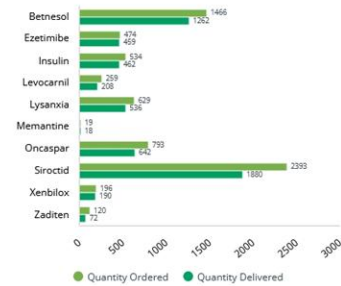
Your Sales



Your Top Products sold



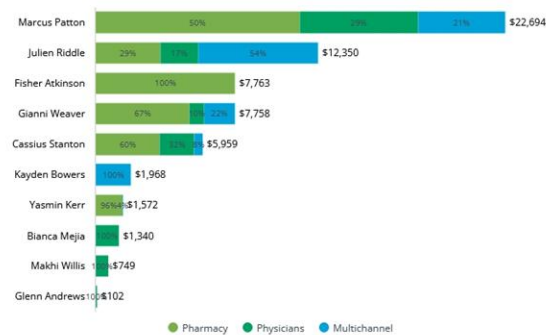
Quantities Ordered and Delivered



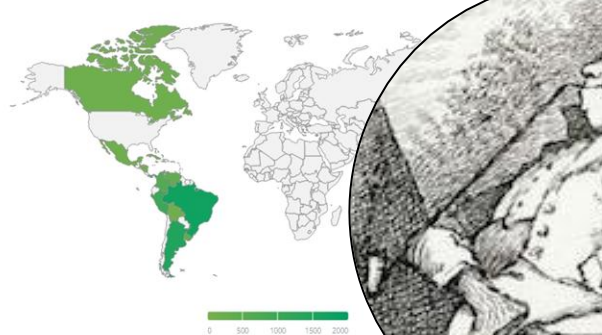
Region East

This is how you compare to others in your Region

How you compare to other Sales Reps



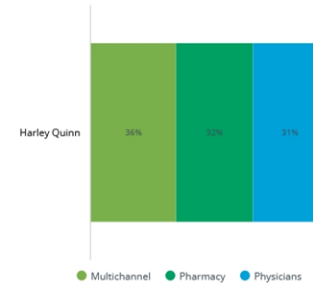
Revenue by Country in your Region



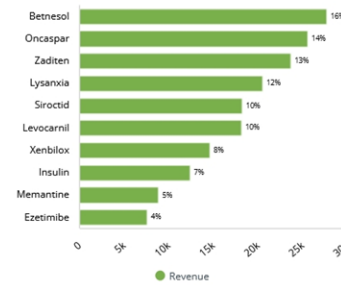
Hello Harley, here is your Sales Performance 177 300€



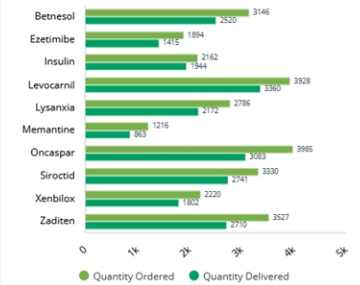
Your Sales



Your Top Products sold



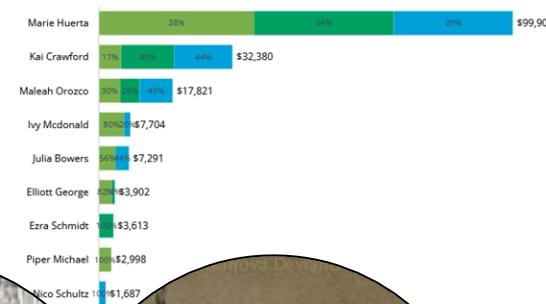
Quantities Ordered and Delivered



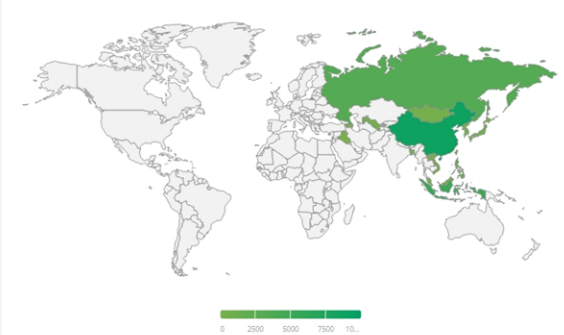
Region West

This is how you compare to others in your Region

How you compare to other Sales Reps



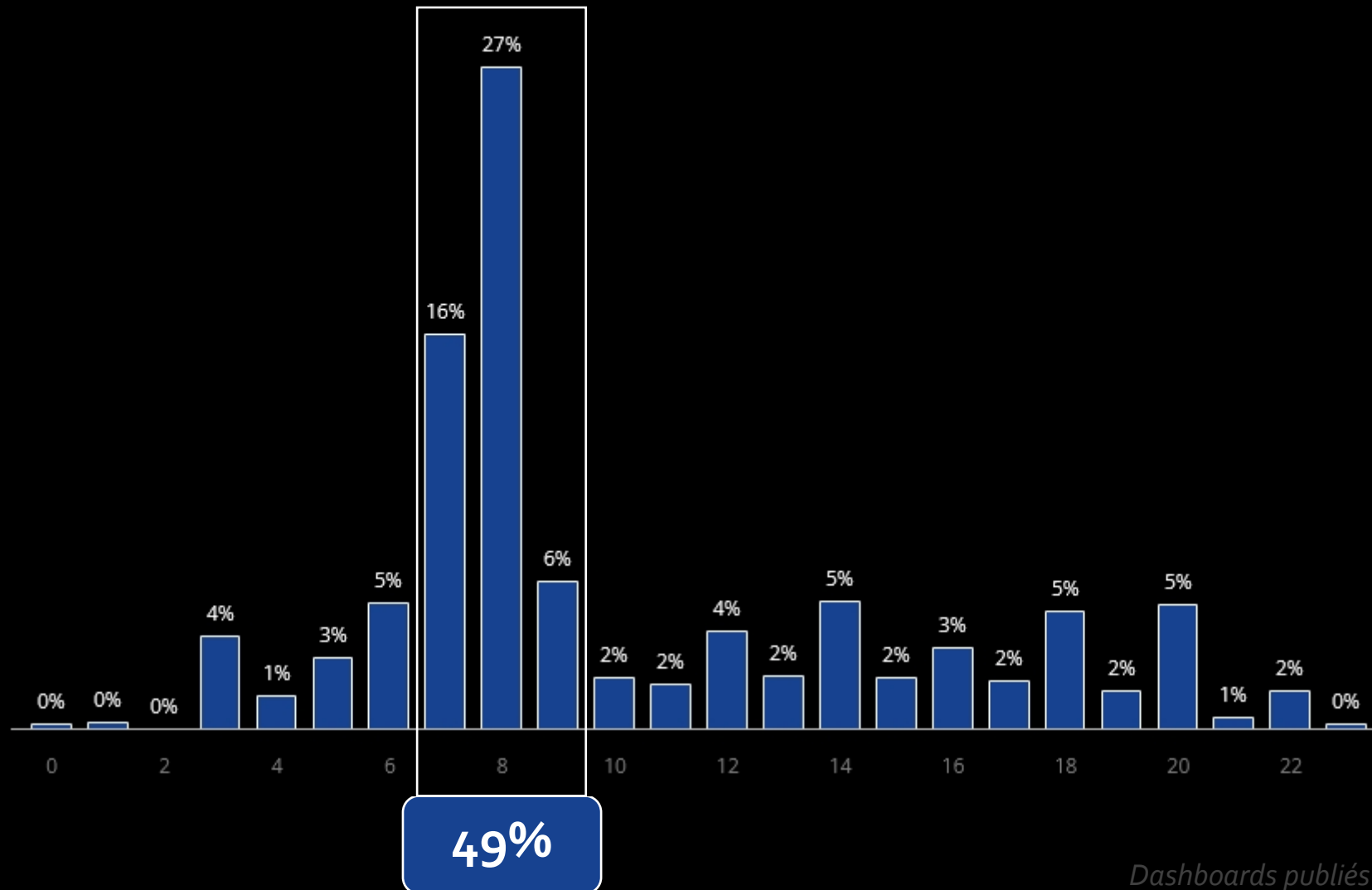
Revenue by Country in your Region



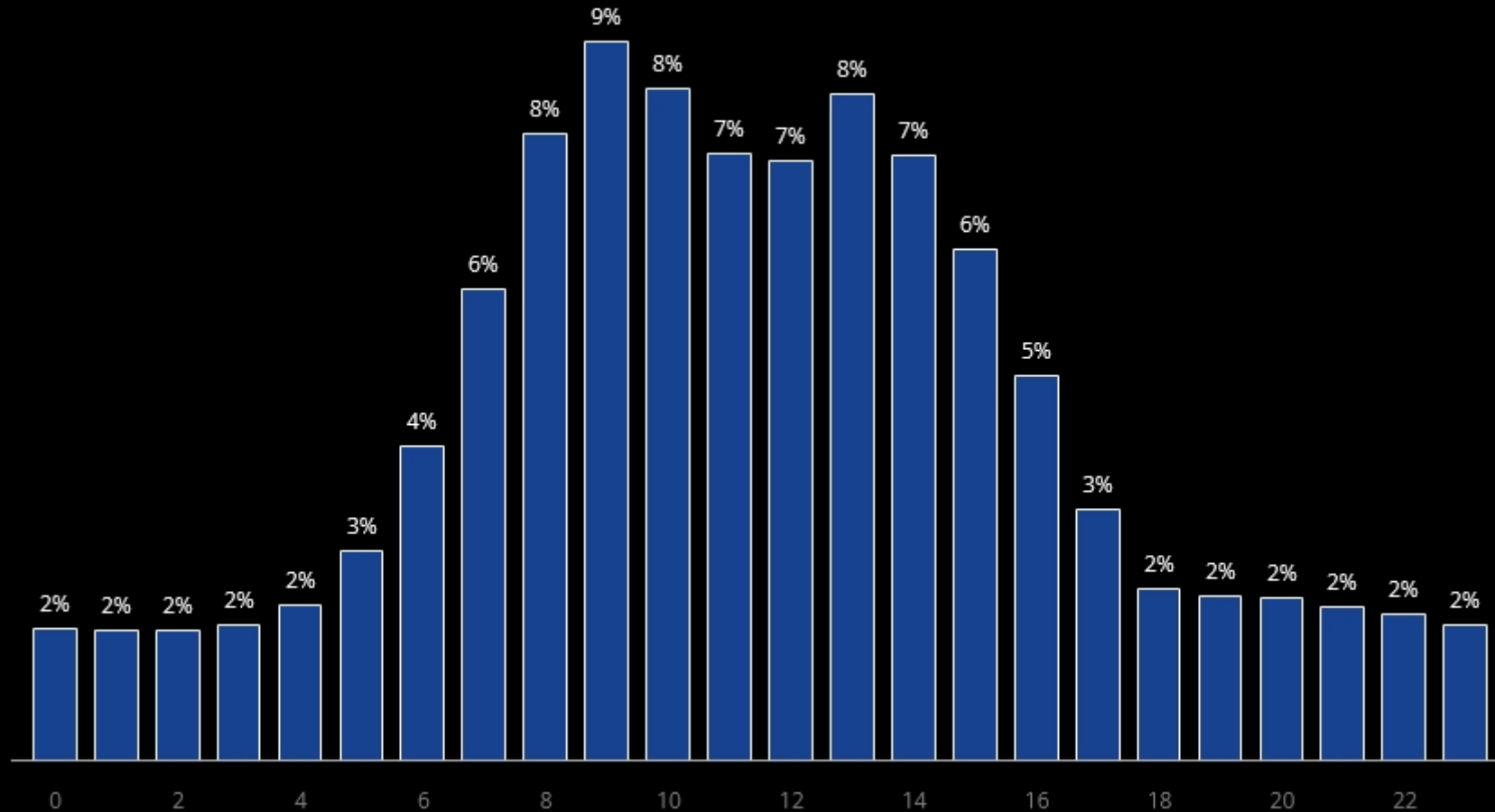
Et le timing ?

- Quand mettre à jour les données ?
- Quand et comment diffuser les analyses ?

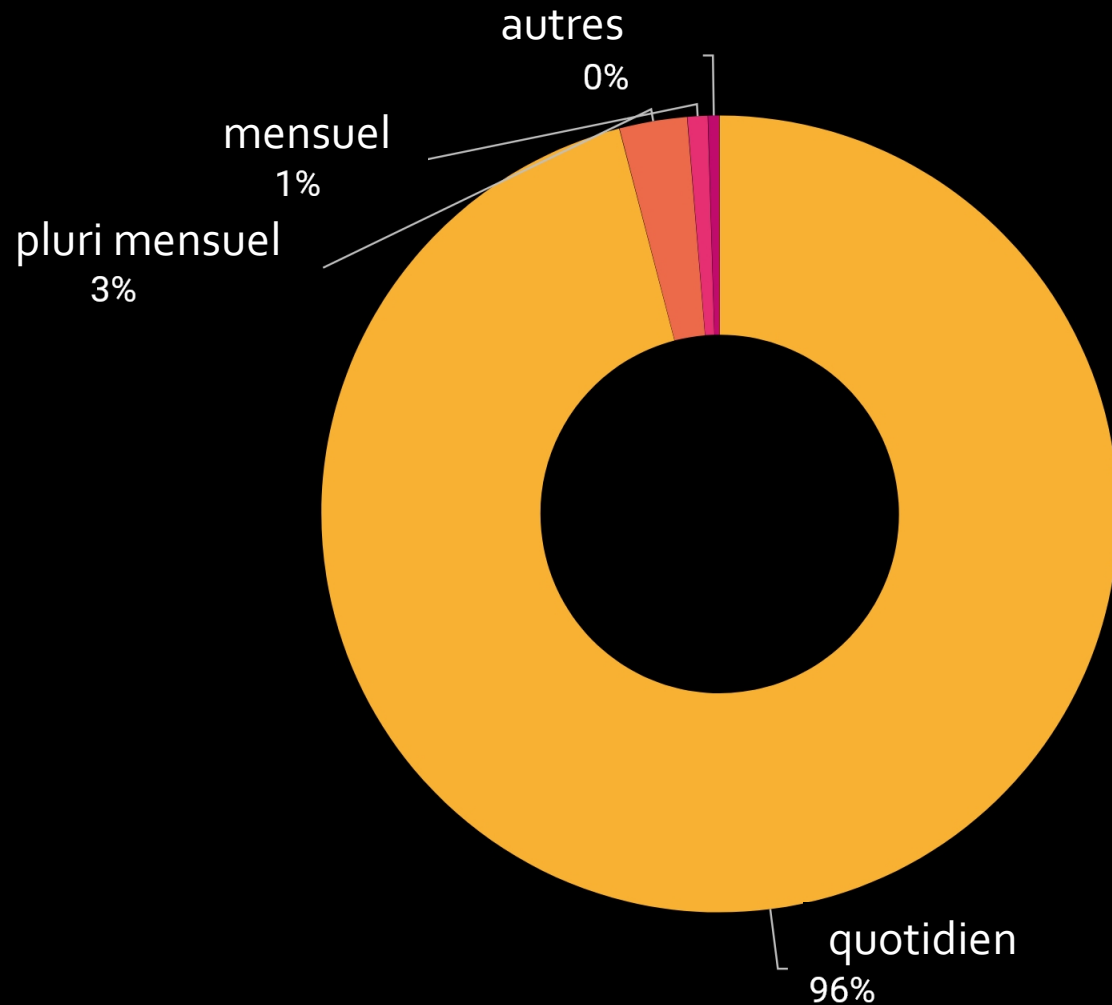
Heures de diffusion des dashboards



Heures de consultation des dashboards

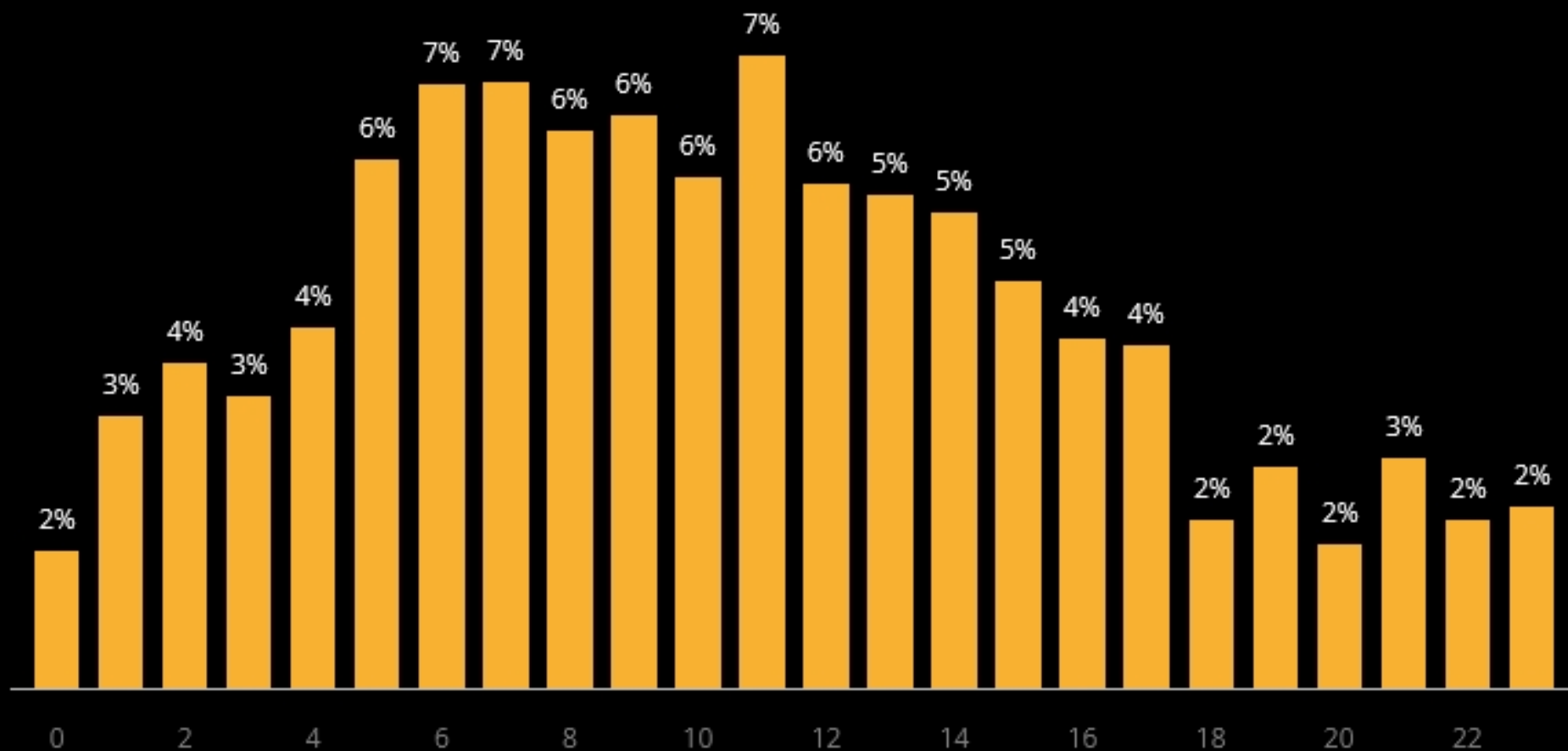


Fréquence de MAJ des data

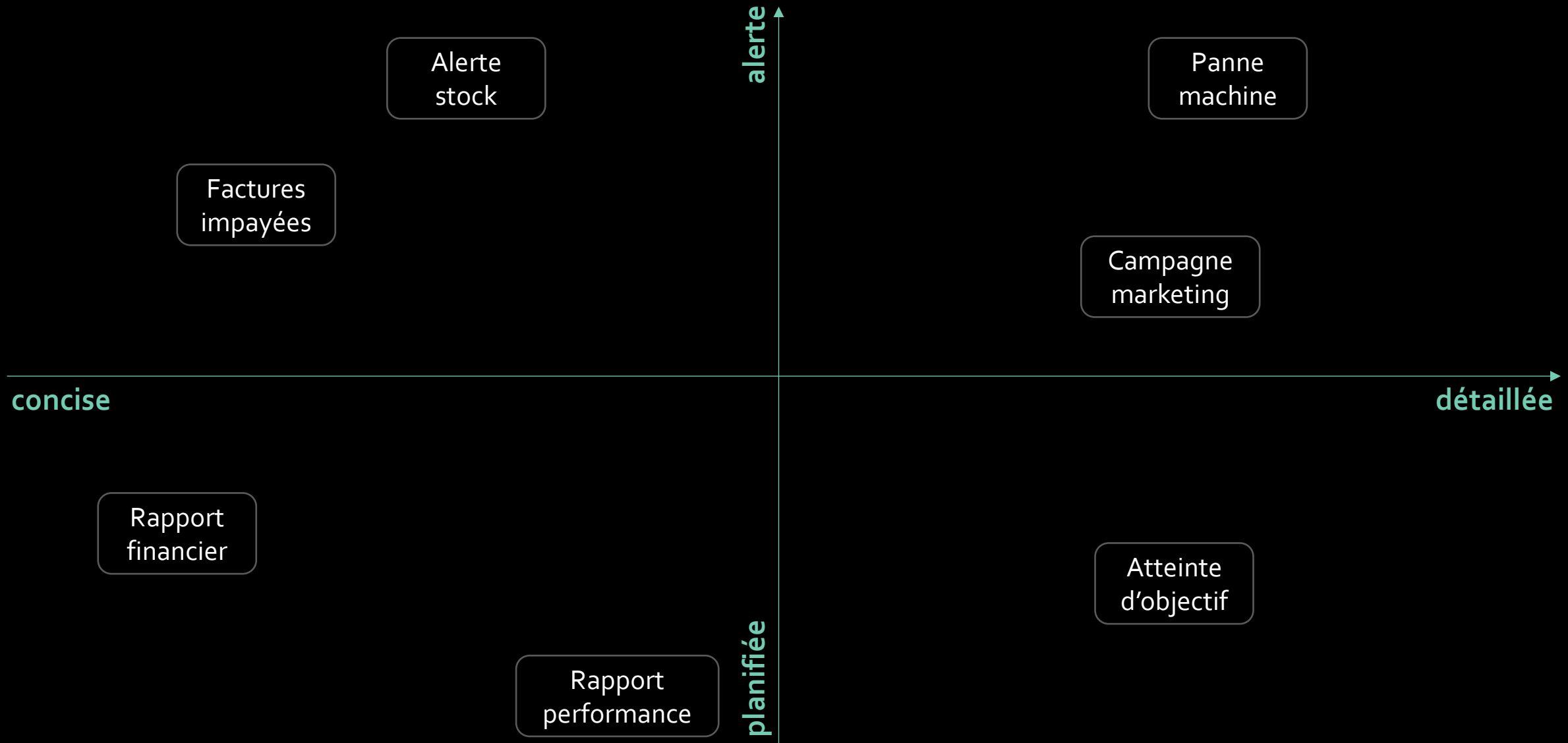


83% des MAJ se font
1x / heure

Heures de MAJ des data



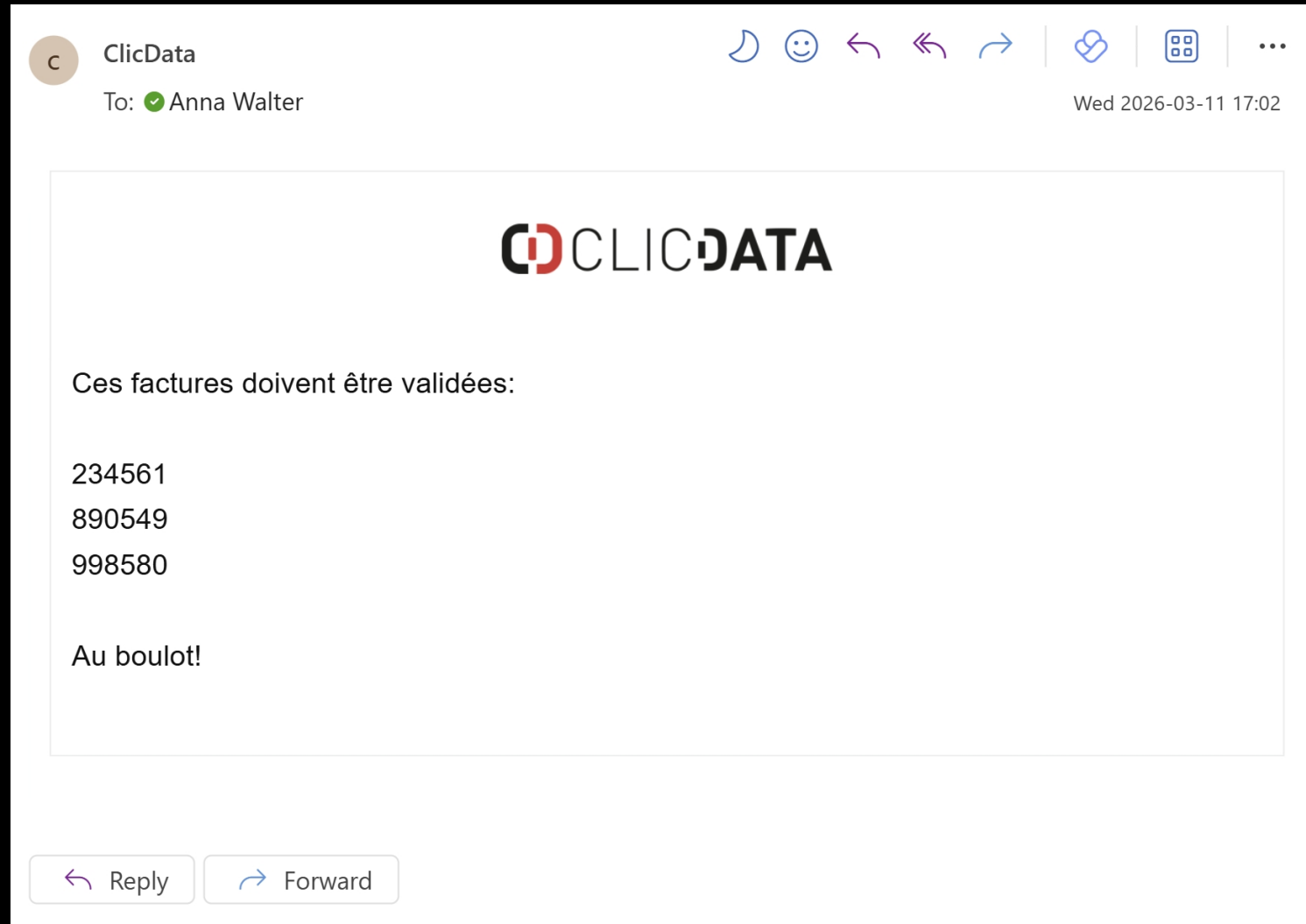
Catégoriser les analyses



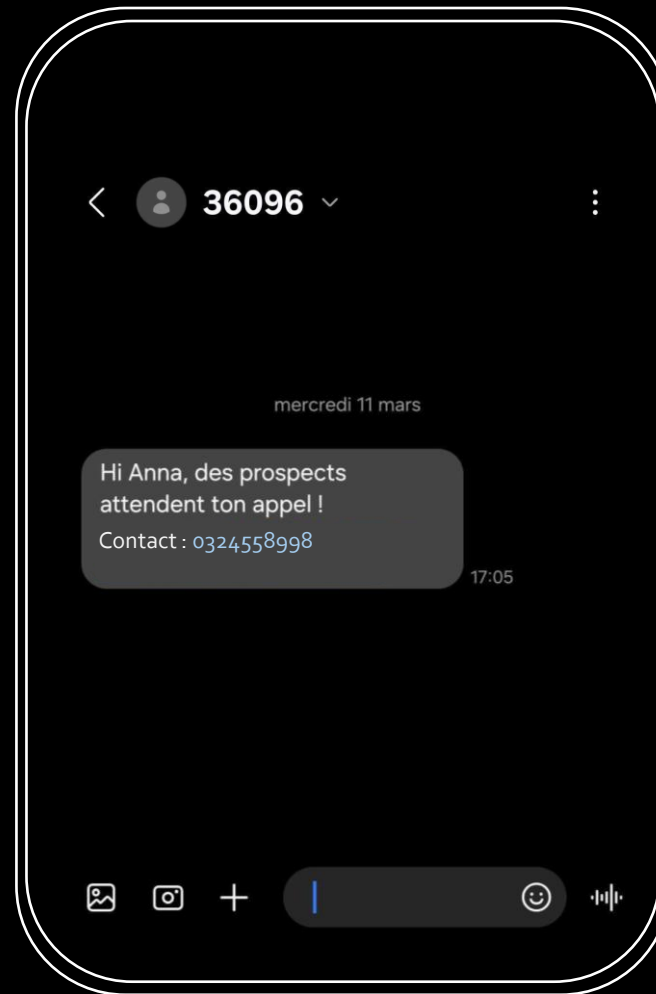
Les canaux à privilégier

Canal	Avantages	Inconvénients	Par exemple pour:
Email	Asynchrone, trace écrite	Ignoré si trop long	Analyses concises, Monitoring
Slack/Teams	Instantané, interactif	Bruit dans les conversations	Besoin de réaction, Alertes
SMS	Instantané, trace écrite	Format court	Atteinte d'objectifs, Alertes
Réunions live	Engagement fort	Chronophage	Analyses détaillées, peu fréquentes
Portail web	Toujours accessible	Profusion d'info	Analyses self service

Un Email peut tout détailler



Un SMS suffit souvent



Un Slack peut résumer 15 KPIs



incoming-webhook APP 16:36

You've reached your Q1 goals! 🎯🎉

Transformer les utilisateurs en ambassadeurs

Co-créer

Impliquer les utilisateurs dès la conception des analyses

Former

Organiser des tutos & ateliers à l'analyse

Engager

S'assurer de la bonne utilisation & compréhension des analyses



Tracker l'adoption !

Activités des tableaux de bord Wayne

Nom des tableaux de bord

203 selected

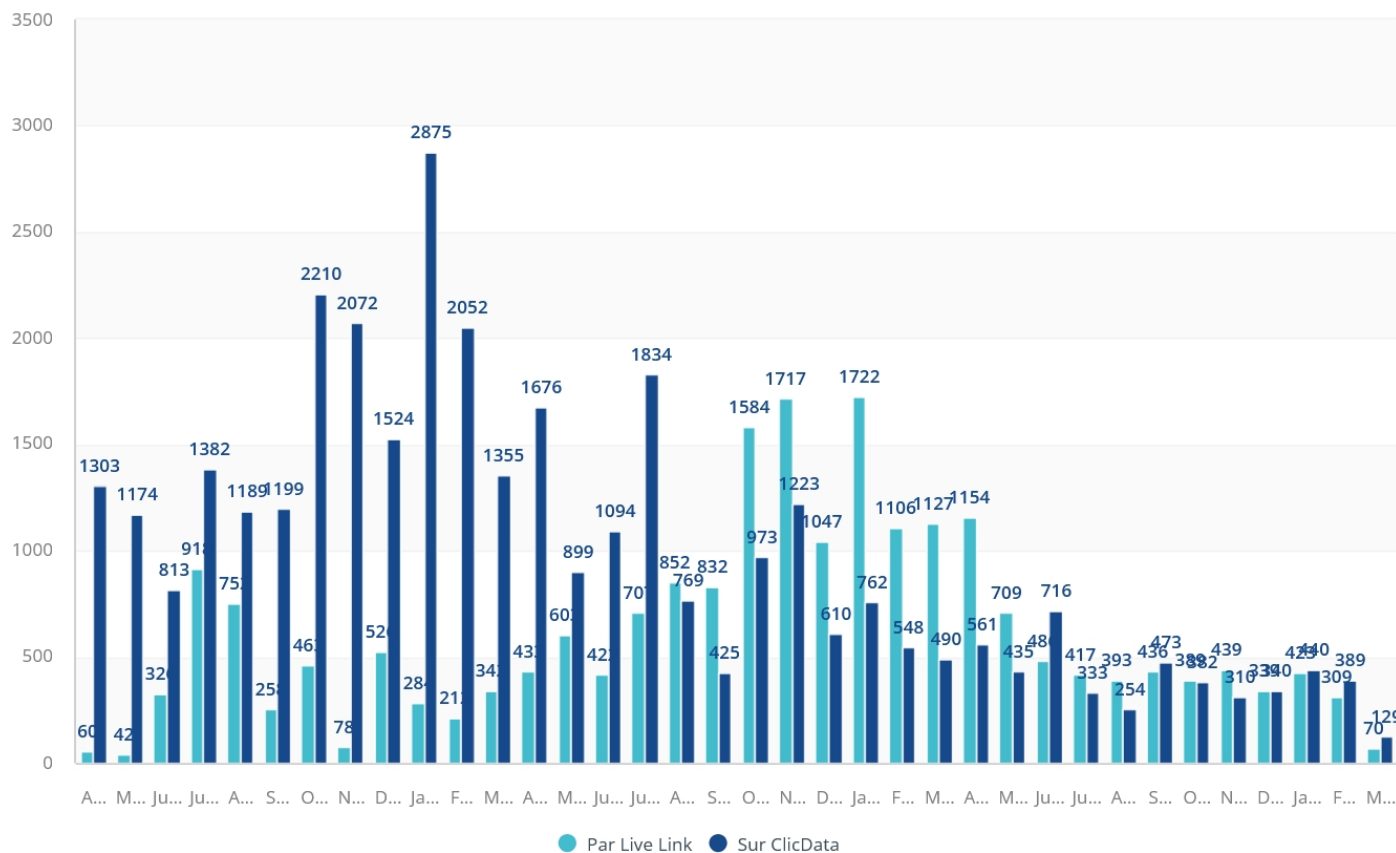


Nom des utilisateurs

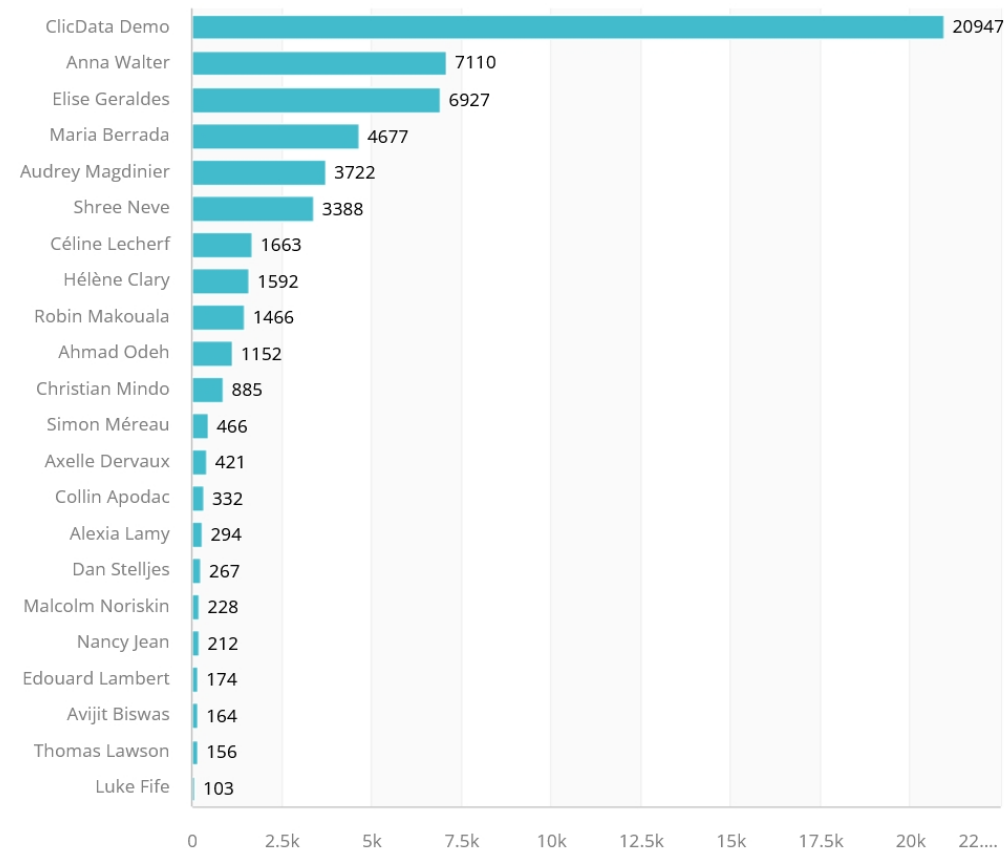
Tous les utilisateurs



Nombre d'accès aux tableaux de bord



Top des utilisateurs



Checklist

- ☐ J'ai identifié mes personas.
- ☐ Mes visualisations sont claires et concises.
- ☐ J'utilise les bons canaux pour le bon public.
- ☐ J'ai un plan pour mesurer l'adoption dans le temps.

Q&A

Lève la main !

