TIPS & TRICKS

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Analytics Intelligence Cycle Enterprise Overview

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Step 1: Identify the purpose: What are you looking to answer

Step 2: Identify your customer(s) - who requested & who else will benefit from the analysis

Step 3: Research & compile data, including internal, external, investigator intelligence, & etc

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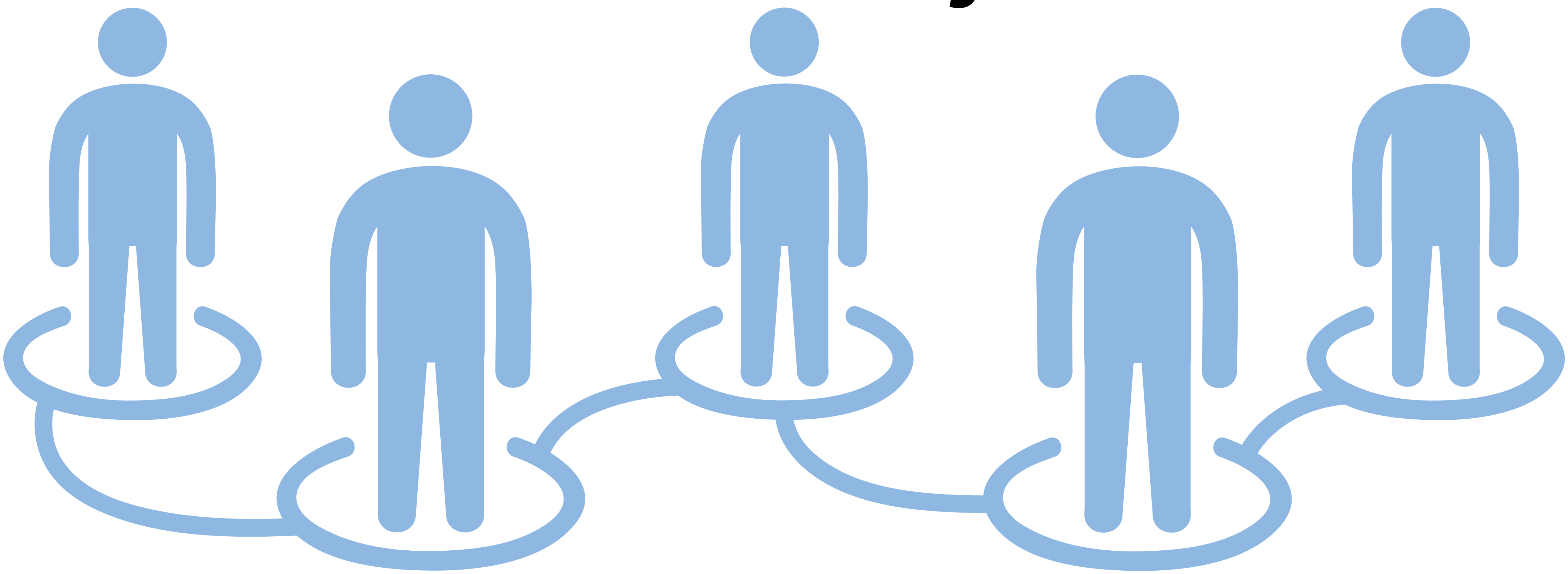
Step 4: Seek any additional updates from your customer(s) & prepare for the analysis



Step 5: Conduct analysis to build a 360° profile & to discover trends, patterns, & hidden connections

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Step 6: Compile findings, inferences, & hypotheses

Step 7: Discuss current findings & gather feedback from customer(s)

Step 8: Complete any follow-up & additional analysis from feedback

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Step 9: Compile report with findings, anomalies, and recommendations

Step 10: Present report to customer(s) & solicit feedback, updated intelligence

Step 11: Complete follow-up analysis as needed & report back to customer(s)

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Once the investigation is closed, consider completing a post-mortem analysis on complex or unusual cases.

The key here is to take a fresh look at all the facts, including those gathered before, during, and after, to determine if any new patterns, leads, or trends rise to the top.

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are our Keystones

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