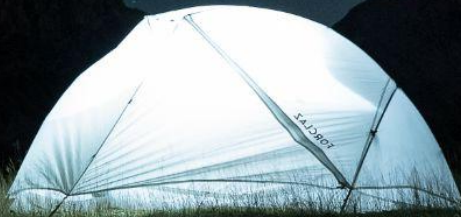


# Mapping out the path to Digital Analytics Maturity



**Peter O'NEILL**  
Director of Digital Analytics



# G'day, I'm Peter

Australian

Moved to UK in 2004  
NL since end 2020

Digital Analytics  
for 17 Years

Created agency in 2010,  
sold in 2018

Also founded  
MeasureCamp

Director of Digital  
Analytics at Decathlon  
since August



# World's largest multisport goods retailer



**15.4 B€**

Net sales in 2022  
+12% growth vs 2021

**2.6B€**

Digital sales in 2022  
+17% growth vs 2021

**105,000**

Passionate teammates

**70+**

Countries

**5,000**

Digital Teammates

**1,750+**

Stores



## My new role / challenge

- First Digital Analytics leader
- Current impact from Digital Analytics is low
- Future impact needs to be high
- Solve this...

## Purpose of Digital Analytics

To provide **intelligence** that informs **business actions** leading to an **improvement in performance** for online organisations



# Current Digital Analytics Maturity

# Decathlon Key Aspect #1: Personal Empowerment



Source: Image by [Jörg Möller-Jöhnk](#) from [Pixabay](#)

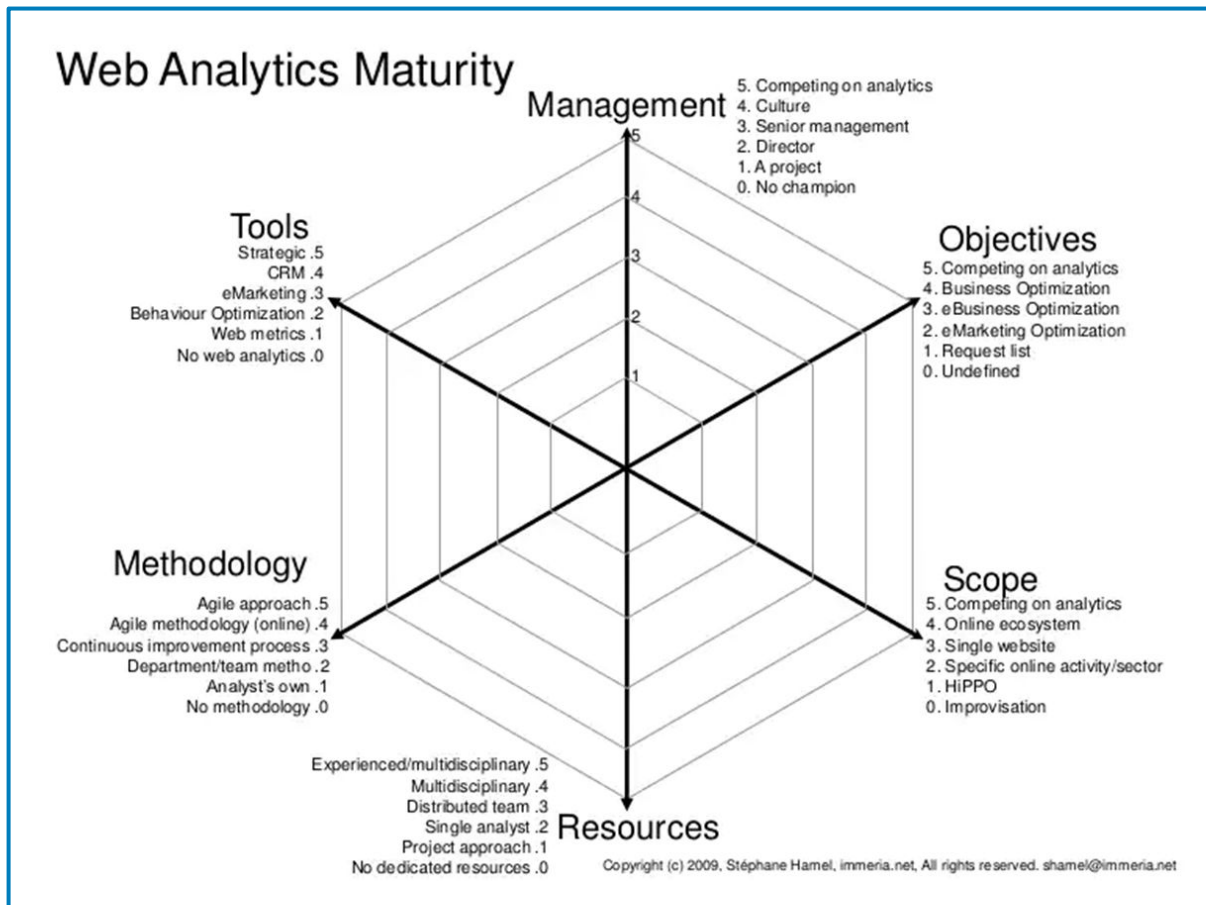
## Decathlon Key Aspect #2: Breadth of Business

Source: Image by [Timur Kozmenko](#) from [Pixabay](#)



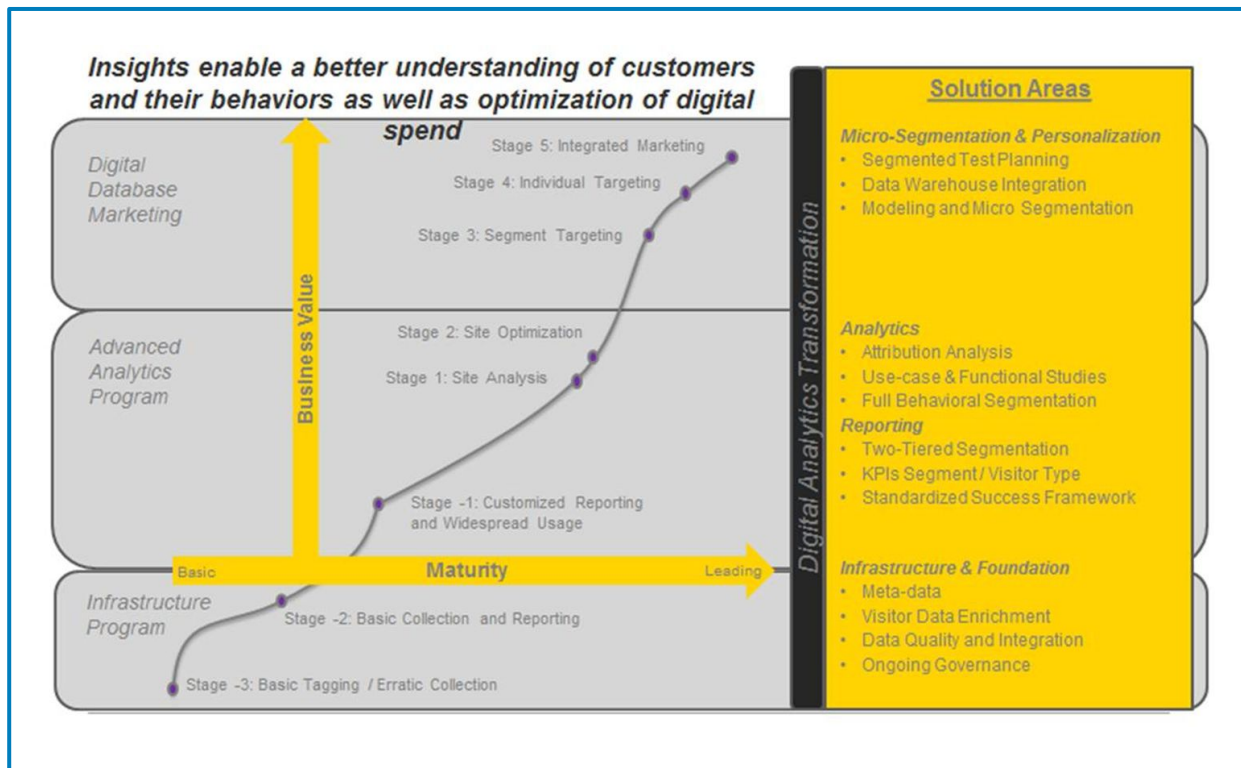


# Digital Analytics Maturity Models



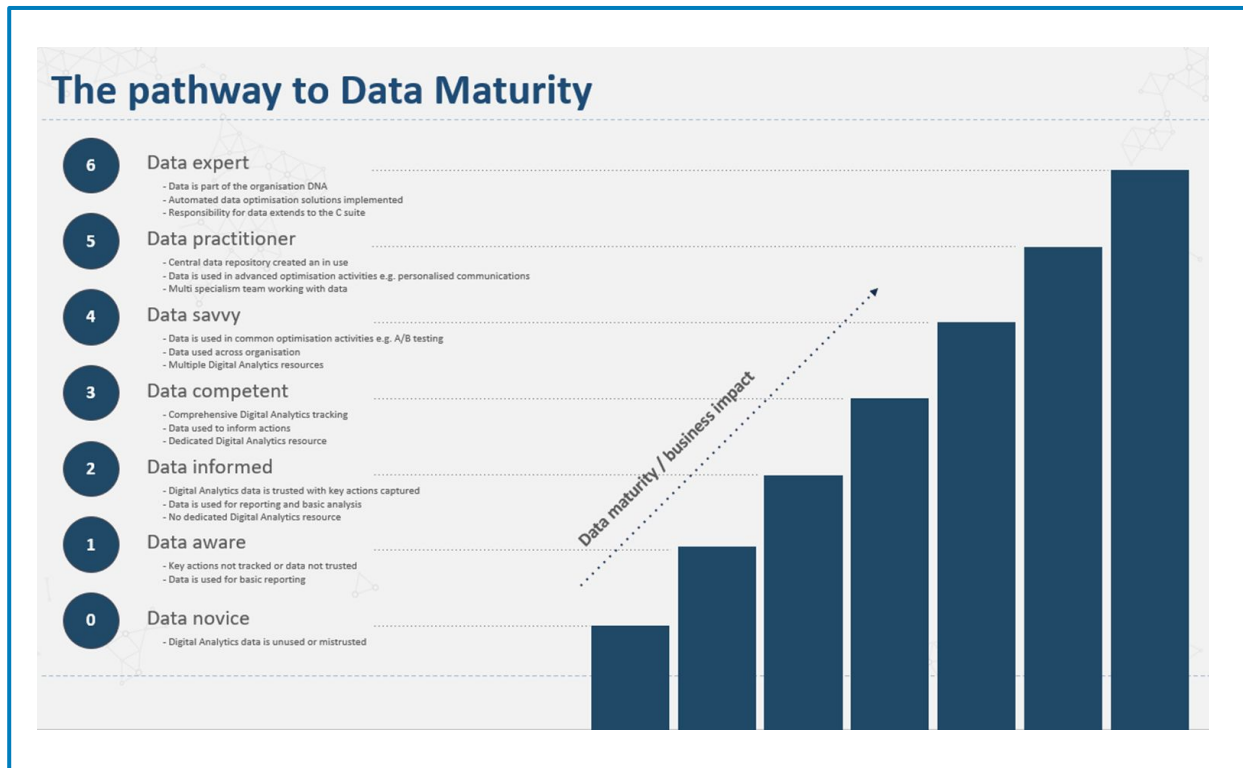
Source:  
<https://www.slideshare.net/shamel67/web-analytics-maturity-model>

# Digital Analytics Maturity Models



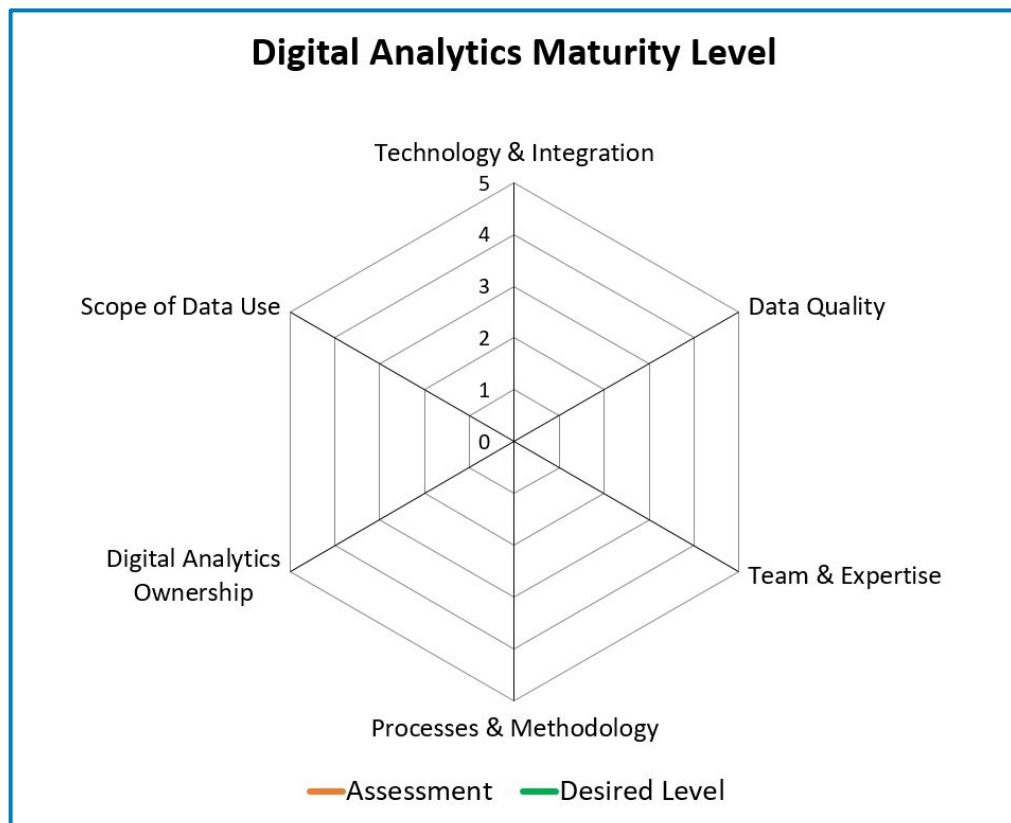
Source: [https://customerthink.com/digital\\_analytics\\_maturity\\_models\\_more\\_thoughts\\_from\\_x\\_change/](https://customerthink.com/digital_analytics_maturity_models_more_thoughts_from_x_change/)

# Digital Analytics Maturity Models

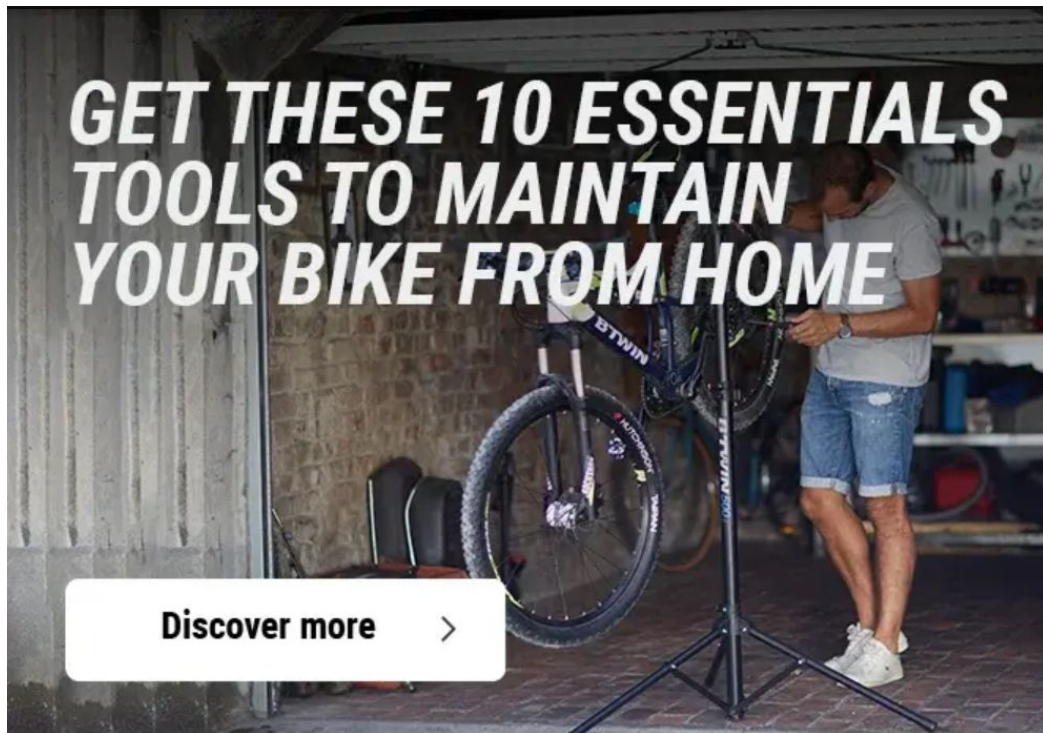


Source: My model from time at Ayima

# A framework exists to let you tell a story

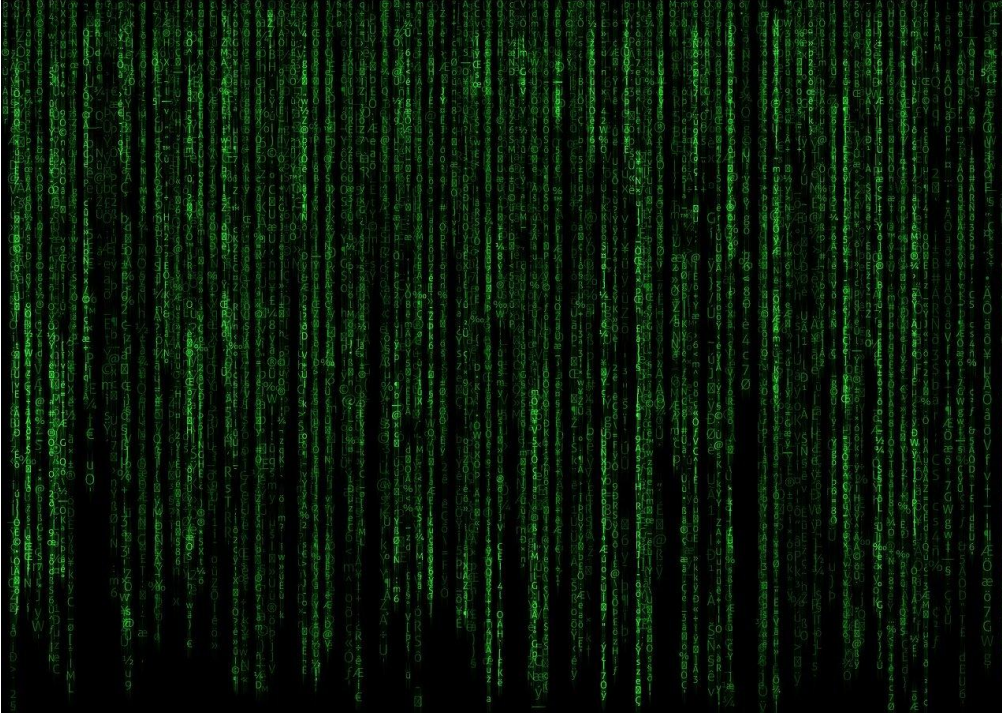


## Spoke 1: **Technology & Integration**



**3**  
Score

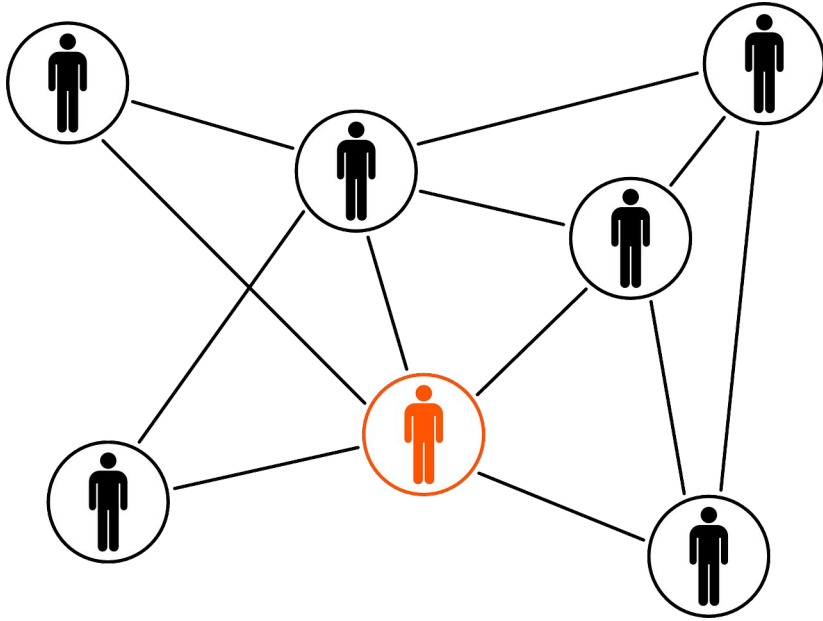
## Spoke 2: Data Quality



Source: Image by [51581](#) from [Pixabay](#)

1  
Score

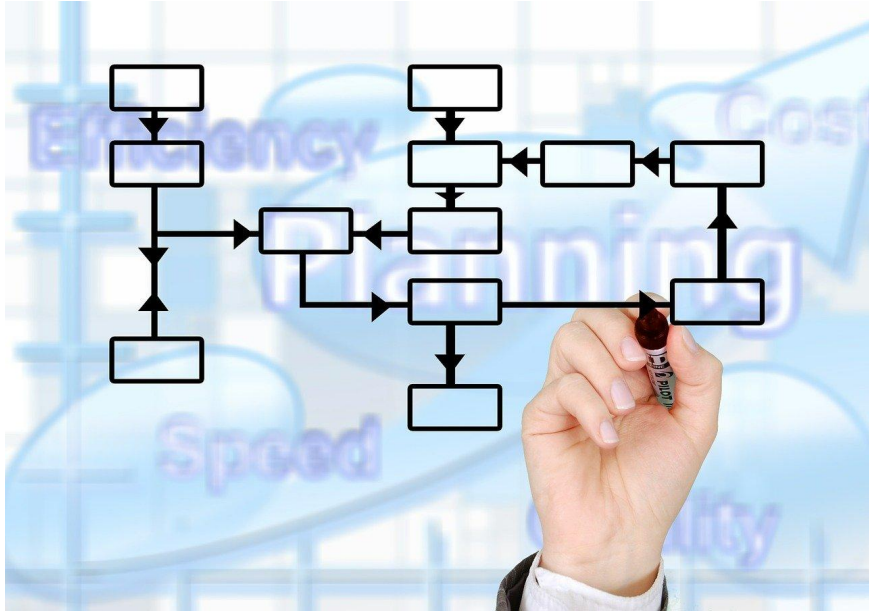
## Spoke 3: Teams & Expertise



**3**  
Score

Source: Image by [OpenClipart-Vectors](#) from [Pixabay](#)

## Spoke 4: Processes & Methodology



**2**  
Score

Source: Image by [Gerd Altmann](#) from [Pixabay](#)



## Spoke 5: Digital Analytics Ownership



Source: Image by [Arek Socha](#) from [Pixabay](#)



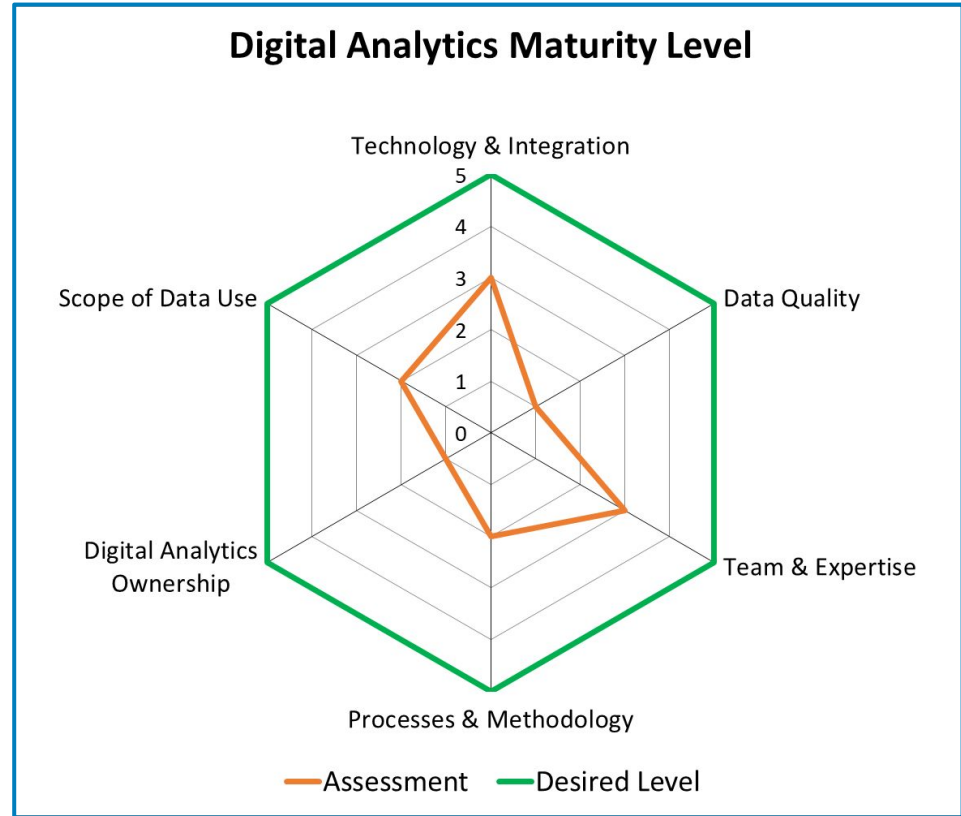
## Spoke 6: Scope of Data Use



Source: Image by [Brigitte Werner](#) from [Pixabay](#)

**2**  
Score

# Assessment of Decathlon Maturity Level



A group of men are gathered in a gym, looking at a basketball and a diagram. The man in the center is wearing a blue hoodie with "TRAINING" and "GAME" printed on it. He is holding a basketball with "AK" on it. The man to his left is pointing at a diagram on a piece of paper. The man to his right is also looking at the diagram. The background is a gym with a basketball hoop and backboard visible.

**“Mind the Gap”**

# Ambition for Digital Analytics at Decathlon



**Digital is the power engine of Decathlon - we are creating the future of sports**



**Data is the fuel for this engine**



**My intention is to create a world class Digital Analytics organisation**

# Cost & Investment to achieve ambition



This will  
take time



This will  
require a lot of people



People  
= business costs

# Defining the Value of Digital Analytics

## Indirect

enable an increase in sales to be generated

## Direct

be part of directly generating value through increasing sales

## Cost saving

reduce the time and resources to produce work

# My To-Do List



# Creating a plan



1 <input type="checkbox"/> Seilspringen 1 min <input type="checkbox"/> 20 skating <input type="checkbox"/> 20 burpees <input type="checkbox"/> Plank 1 min	2 <input type="checkbox"/> Seilspringen 1'15 min <input type="checkbox"/> 20 Hampelmänner <input type="checkbox"/> 20 Squats Sprünge <input type="checkbox"/> Plank 1'15 min	3 <input type="checkbox"/> Seilspringen 1'30 min <input type="checkbox"/> 20 Ausfallschritte mit Sprung <input type="checkbox"/> 20 Hochsprünge <input type="checkbox"/> Plank 1'30 min	4 PAUSE	5 <input type="checkbox"/> Seilspringen 1'45 min <input type="checkbox"/> 30 skating <input type="checkbox"/> 30 burpees <input type="checkbox"/> Plank 1'45 min	6 <input type="checkbox"/> Seilspringen 2 min <input type="checkbox"/> 30 Hampelmänner <input type="checkbox"/> 30 Squat Sprünge <input type="checkbox"/> Plank 2 min
7 <input type="checkbox"/> Seilspringen 2'15 min <input type="checkbox"/> 30 Ausfallschritte mit Sprung <input type="checkbox"/> 30 Hochsprünge <input type="checkbox"/> Plank 2'15 min	8 PAUSE	9 <input type="checkbox"/> Seilspringen 2'30 min <input type="checkbox"/> 40 skating <input type="checkbox"/> 40 burpees <input type="checkbox"/> Plank 2'30 min	10 <input type="checkbox"/> Seilspringen 2'45 min <input type="checkbox"/> 40 Hampelmänner <input type="checkbox"/> 40 Squat Sprünge <input type="checkbox"/> Plank 2'45 min	11 <input type="checkbox"/> Seilspringen 3 min <input type="checkbox"/> 40 Ausfallschritte mit Sprung <input type="checkbox"/> 40 Hochsprünge <input type="checkbox"/> Plank 3 min	12 PAUSE
13 <input type="checkbox"/> Seilspringen 3'15 min <input type="checkbox"/> 50 skating <input type="checkbox"/> 50 burpees <input type="checkbox"/> Plank 3'15 min	14 <input type="checkbox"/> Seilspringen 3'30 min <input type="checkbox"/> 50 Hampelmänner <input type="checkbox"/> 50 Squat Sprünge <input type="checkbox"/> Plank 3'30 min	15 <input type="checkbox"/> Seilspringen 3'45 min <input type="checkbox"/> 50 Ausfallschritte mit Sprung <input type="checkbox"/> 50 Hochsprünge <input type="checkbox"/> Plank 3'45 min	16 PAUSE	17 <input type="checkbox"/> Seilspringen 4 min <input type="checkbox"/> 60 skating <input type="checkbox"/> 60 burpees <input type="checkbox"/> Plank 4 min	18 <input type="checkbox"/> Seilspringen 4'15 min <input type="checkbox"/> 60 Hampelmänner <input type="checkbox"/> 60 Squat Sprünge <input type="checkbox"/> Plank 4'15 min
19 <input type="checkbox"/> Seilspringen 4'30 min <input type="checkbox"/> 60 Ausfallschritte mit Sprung <input type="checkbox"/> 60 Hochsprünge <input type="checkbox"/> Plank 4'30 min	20 PAUSE	21 <input type="checkbox"/> Seilspringen 4'45 min <input type="checkbox"/> 70 skating <input type="checkbox"/> 70 burpees <input type="checkbox"/> Plank 4'45 min	22 <input type="checkbox"/> Seilspringen 5 min <input type="checkbox"/> 70 Hampelmänner <input type="checkbox"/> 70 Squat Sprünge <input type="checkbox"/> Plank 5 min	23 <input type="checkbox"/> Seilspringen 5'15 min <input type="checkbox"/> 70 lunges ges jump <input type="checkbox"/> 70 Hochsprünge <input type="checkbox"/> Plank 5'15 min	24 PAUSE
25 <input type="checkbox"/> Seilspringen 5'30 min <input type="checkbox"/> 80 skating <input type="checkbox"/> 80 burpees <input type="checkbox"/> Plank 5'30 min	26 <input type="checkbox"/> Seilspringen 5'45 min <input type="checkbox"/> 80 Hampelmänner <input type="checkbox"/> 80 Squat Sprünge <input type="checkbox"/> Plank 5'45 min	27 <input type="checkbox"/> Seilspringen 6 min <input type="checkbox"/> 80 Ausfallschritte mit Sprung <input type="checkbox"/> 80 Hochsprünge <input type="checkbox"/> Plank 6 min	28 PAUSE	29 <input type="checkbox"/> Seilspringen 6 min <input type="checkbox"/> 90 skating <input type="checkbox"/> 90 burpees <input type="checkbox"/> 90 Hampelmänner <input type="checkbox"/> 90 Squat Sprünge <input type="checkbox"/> 90 Ausfallschritte mit Sprung <input type="checkbox"/> 90 Hochsprünge <input type="checkbox"/> Plank 6 min	30 <input type="checkbox"/> Seilspringen 6 min <input type="checkbox"/> 90 skating <input type="checkbox"/> 90 burpees <input type="checkbox"/> 90 Hampelmänner <input type="checkbox"/> 90 Squat Sprünge <input type="checkbox"/> 90 Ausfallschritte mit Sprung <input type="checkbox"/> 90 Hochsprünge <input type="checkbox"/> Plank 6 min

Für Einsteiger: Du kannst die Zeit und Wiederholungen durch zwei teilen.



Wir empfehlen das Outfit 500 pink

71 € 99

Komplettes Outfit



# Fixing Data Quality



Source: Image by [Skarlet Motion](#) from [Pixabay](#)

# Suite of reports



Source: Image by [Darwin Laganzon](#) from [Pixabay](#)

# Documentation



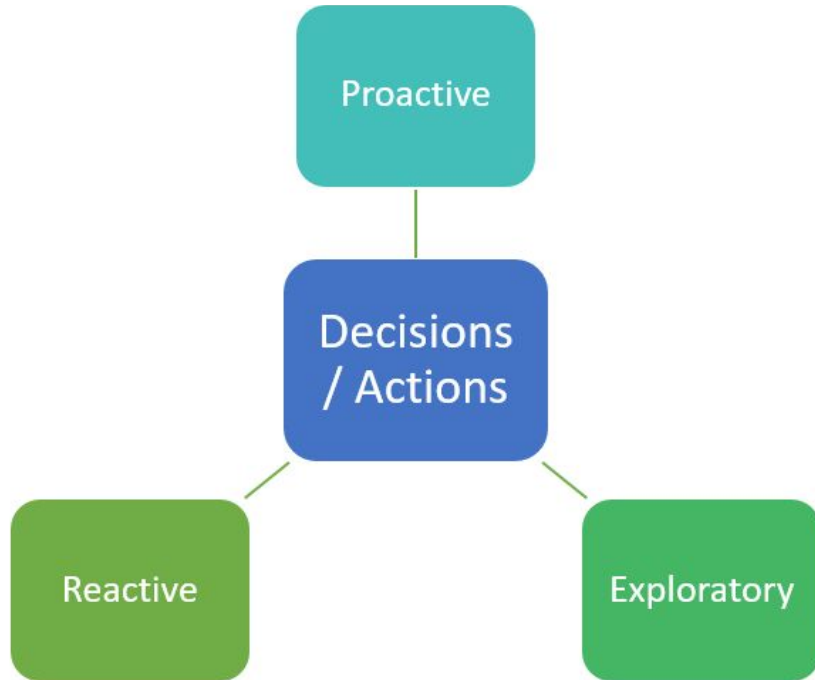
Source: Image by [Pexels](#) from [Pixabay](#)

# Education



Source: Image by [Dorothe](#) from [Pixabay](#)

# Analysis => Insights => Recommendations



# Data Activation



# Culture



Source: Image by [Waleed Khalid](#) from [Pixabay](#)



# My Needs

Time

People

Recruitment



**We are not recruiting - yet**

<https://www.linkedin.com/in/peteroneill/>

**Digital Analytics Summit 2024:  
Decathlon - Year 1 of the Journey to  
Digital Analytics Maturity**

# Thank you!

Connect with us @DecathlonDigital

LinkedIn

Medium

Welcome  
to the Jungle

