

Instructions & Key Dates

Do you want your organization to be recognized for the great analytics work it has done? Would you like your industry peers to hear about one of your most successful projects? Would you like to join companies like Ford, Procter & Gamble, and Cisco as an ANNY winner?

The International Institute for Analytics is excited to invite you to nominate your organization for the **2024 Excellence in Analytics Award (ANNY)**. If you would like your organization's analytics project to be considered, please fill out the application below and send it to anny@iianalytics.com. (Analytics solution providers and vendors are not eligible for the ANNY but are encouraged to nominate a customer).

All applications must be submitted by **Friday, August 9, 2024** and will be reviewed by a panel of independent experts. The panel will ultimately select the 2024 finalists. Finalists will be notified **no later than Friday, September 13** and **MUST** present at IIA's ANNY awards ceremony to present on their projects. Date and location of the ANNY ceremony to be announced shortly.

IIA will treat applications as confidential; however, winners will be asked to give a brief presentation on their project virtually during the ANNY awards ceremony. If you cannot publicly share the details of your project, you should not apply.

Important note: Prior winners must skip three years before applying again and finalists must skip one year before applying again.

Nominees will be evaluated on the following criteria:

- **Outcomes:** Evidence of sustained, measurable success against planned targets and objectives
- **Ambition:** Evidence of innovative and unique quantitative analytical techniques being applied
- **Scale:** Level of coordinated internal resources to foster a meaningful, enterprise-wide analytics program
- **Skills:** Evidence of a commitment to improving analytical skills of all user types across the enterprise
- **Insights:** Evidence of higher quality insights and decision-making resulting from the analytical activity

Application

Organization name:

Organization's primary internal contact:

Name:
Title:
Email:
Direct phone:

Nominating sponsor, if applicable:

Name:
Title:
Email:
Direct phone:

Organization

1. Estimated number of analytics professionals (analysts, data scientists, analytical leaders) across the entire enterprise:
2. Number of divisions/functions that are actively utilizing analytics today:
3. Estimated number of officially sanctioned analytics projects undertaken by the organization in the past 12 months:

Initiative Submitted

Please describe a meaningful application of analytics that has had a measurable impact on one or more key areas of your business:

1. Summary headline description or title of project
2. Name of division, function, line of business
3. Names and titles of primary leaders of initiative
4. Description of project
 - Opportunity that was identified and pursued
 - Goals and purpose
 - Data utilized
 - Methods utilized
 - Tools and platforms
 - How the results were deployed and made available for use

5. Impact of project

- Calculation of quantifiable, measurable outcomes
- Qualitatively, why executives and the broader enterprise viewed this project as a success

Should you have questions about the application and required content submission, please send your questions to anny@iianalytics.com. All submitted questions and their answers will be shared with all applicants.