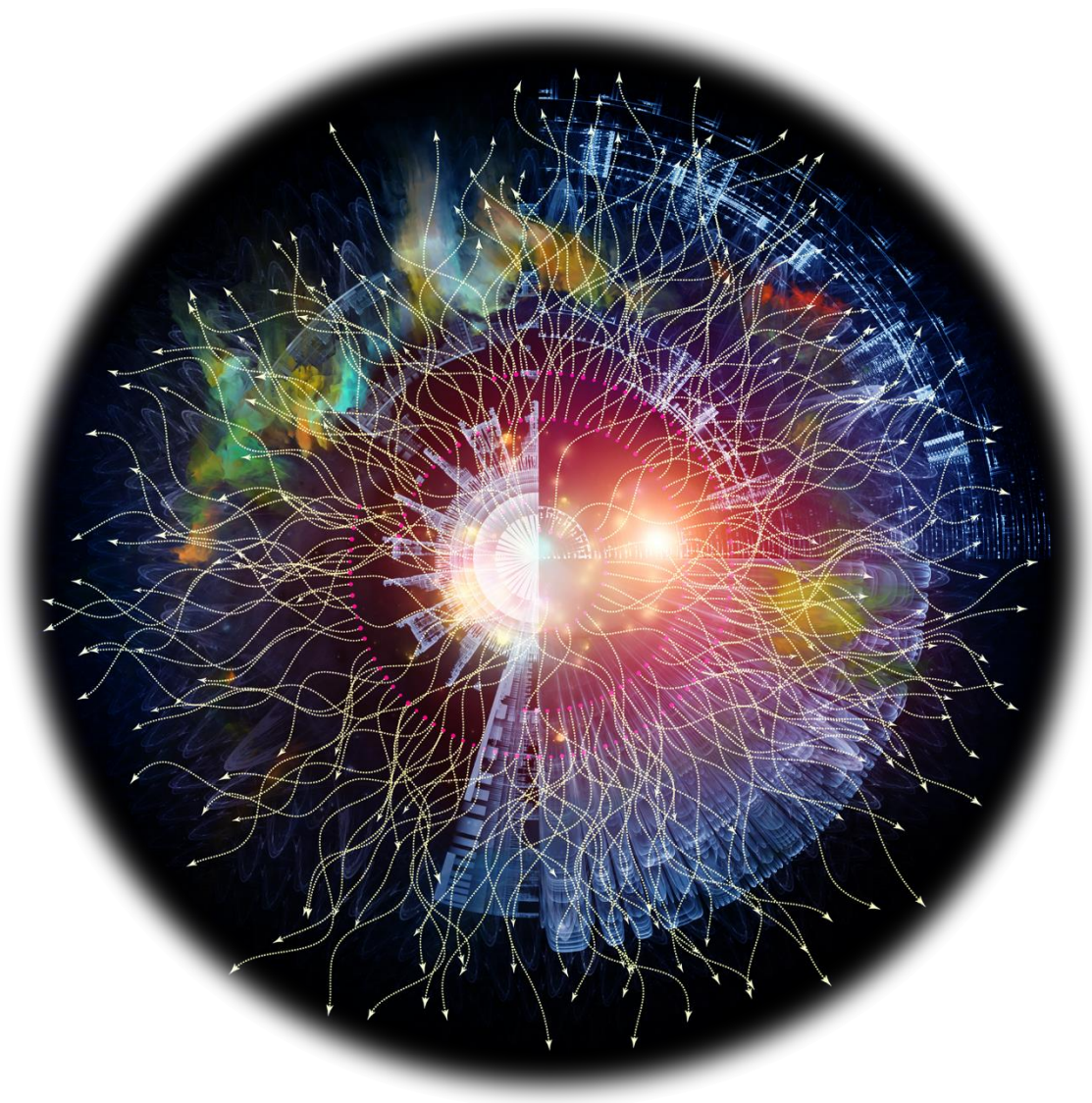




Performance Analytics Training

G-Cloud 15 Service Definition Document

January 2026

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1 Deloitte Overview

As a leader in professional services, Deloitte LLP is committed to making an impact to our clients, our people and for society. We have over 27,000 staff based across the UK providing audit, risk advisory, tax, consulting, financial advisory and legal services to public and private clients across multiple industries. We work together to build trust, support inclusive growth, and build capability, enabled by our **breadth and depth of expertise across advisory, delivery, engineering and managed services.**

Our **public sector practice** serves Central Government, Government Agencies, Local & Regional Government, Defence, Security and Justice, Health and Social Care, Transport, Education and Housing. We also provide services to the Northern Ireland Office, Scottish Government, Welsh Government and Crown Dependencies.

Our Cloud Capability

At Deloitte, we help our clients **Imagine, Deliver** and **Run** the businesses of the future through the power of **Cloud**. We have deep Cloud architecture, engineering, operational, commercial, and business transformation expertise delivered by a team of more than 26,000 Cloud Practitioners globally. We have delivered over 2,000 cloud implementations over the past 5 years and have 60+ cloud centres of excellence supporting the delivery of cloud services to our clients.

In the UK, we have a team of over 100 Cloud managed service specialists plus the following certifications across AWS, Microsoft Azure, Google Cloud and Oracle Cloud Infrastructure (OCI):



We help our clients with all aspects of their journey-to-cloud and optimisation of their cloud and cloud-services investments. Our Cloud practice can support you to optimise your client investments, and to navigate your organisations cloud journey, providing specialist cloud architecture, engineering, and operational skills at all stages, with a large proportion of our team holding the clearances required to meet your specific security requirements.

Our AI Capability

Deloitte stands at the forefront of AI transformation and was recognised as a Leader in the 2025 IDC MarketScape for Artificial Intelligence (AI) services for the fourth consecutive time. Supported by a £3 billion investment in AI, Data, Automation, Cloud, and Cyber, we seamlessly integrate our deep AI expertise with our extensive cloud capabilities. Our UK team is part of 339K AI-fluent practitioners globally, and includes over 1,300 AI specialists and engineers, many of whom hold the necessary security clearances for public sector delivery.

Through the Deloitte AI Institute, our hub for cutting-edge research and innovation, and strategic alliances with leading hyperscalers, we empower public sector clients to optimise costs, streamline processes, and navigate their AI journey. We achieve this by leveraging our ReadyAI™ models, which provide end-to-end support for AI solution implementation, and our Trustworthy AI™ framework, ensuring responsible and ethical deployment.

Our alliances & ecosystems

To bring full value to our clients, Deloitte is a premier consulting partner with all the leading hyper-scale cloud vendors in the market including AWS, Google, Microsoft¹, Google and SAP. A selection of our partners and alliances are presented below:



What the analysts say

Don't just take our word for it. Deloitte is recognised by the analyst community as being **leaders in cloud transformation services**. This reflects the wealth of experience we have in delivering cloud services across the public sector and wider private sector combined with our out-of-the-box templates, tools and assets.

Gartner

Originating in 2021, Deloitte has been recognised as a Leader in this category for four years in a row. Deloitte was also positioned as a Leader in the **Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide** in 2021, 2020 and 2019, the previous form of this category.

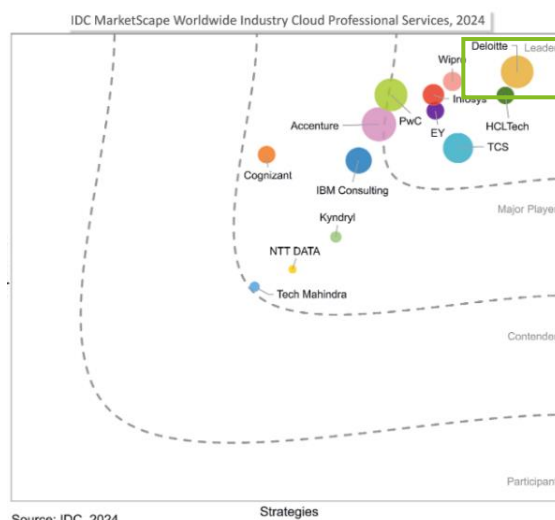


Gartner

Gartner: Magic Quadrant for Public Cloud IT Transformation Services. © Gartner inc. 2025

IDC

Deloitte has been awarded Leader status in the **IDC MarketScape: Worldwide Industry Cloud Professional Services 2024** Vendor Assessment. We have also been recognised as Leaders in **Hybrid IT Consulting & Integration Services** and **Software Engineering Services**.



IDC MarketScape: Worldwide Industry Cloud Professional Services Vendor Assessment © IDC inc. 2024

Cloud Transformation

Transform Faster, Transform Smarter

Deloitte's Cloud Transformation can fast-forward your journey to the Cloud, unlocking innovation, efficiency, and growth.

[Find out more here](#)



¹ As Microsoft's Independent Auditor, Deloitte cannot have a direct or material indirect business relationship with Microsoft, such as having an alliance or being a registered partner. Nonetheless, Deloitte can provide Microsoft-related technology services and invests heavily across its global business building technical skills and capabilities to develop world-class consulting and solution delivery capabilities.

2 Service Overview

Performance Analytics Training Service

Empowering Your Organisation with Expert Performance Analytics Training

Deloitte's **Performance Analytics Training Service** equips UK public sector organisations with the **skills and tools** to deliver impactful performance analytics independently. Our training **empowers teams** to unlock the **potential of data**, drive **data-driven decisions**, and align with public sector standards. Partnering with Deloitte enables your organisation to **build and sustain robust analytics capabilities**, enabling **long-term success** in managing performance analytics in-house.

What We Offer

Our tailored training service equips public sector organisations with the skills to deliver performance analytics effectively. We start with **Assessment & Strategy Development**, aligning analytics with organisational goals for measurable value. Through **Hands-On Training**, we build your team's independence in data analysis, visualisation, and reporting. Our **Technology Training** enables effective use of tools that meet public sector standards, while **Dashboard Development Training** helps create actionable insights aligned with stakeholder needs. We also provide **GDS Service Assessment Training** to meet government digital standards. Finally, our **Ongoing Support** offers advanced training, troubleshooting, and updates to keep your team ready for evolving data challenges.

Who Can Benefit?

Our Performance Analytics Training Service is designed for public sector organisations looking to build internal analytics expertise. It is ideal for **central government departments** aiming to meet service assessment requirements, **local authorities** seeking to improve performance measurement and operational efficiency, and **public sector teams** wanting to upskill their workforce to independently deliver analytics projects and implement new tools.

How We Deliver Value?

Our training service is designed to deliver measurable value by empowering public sector organisations. We focus on **Building Internal Expertise**, equipping your team with the skills to independently manage performance analytics. We support **Compliance** by training your team on public sector regulations, data security, governance requirements, and GDS Service Assessments. Through **Driving Strategic Alignment**, we help your team align KPIs with organisational objectives for improved performance tracking. We also **focus on Improving Service Delivery**, enabling your team to use data-driven insights to optimise resources and enhance outcomes. Finally, we maximise **Tool Adoption** with hands-on training, enabling your team can effectively utilise analytics tools.

Key Benefits

- **Empowered Workforce:** Equip your team with the skills to independently deliver performance analytics, including meeting GDS Service Assessment requirements.
- **Cost-Effective Solutions:** Reduce reliance on external support, maximising the return on your analytics investments.
- **Scalability and Flexibility:** Tailor training programmes to align with your specific needs and goals.
- **Actionable Insights:** Transform complex data into meaningful information that drives decision-making.
- **Trusted Expertise:** Leverage Deloitte's deep public sector knowledge and proven training methodologies.

By partnering with Deloitte, you gain a trusted advisor and training provider committed to helping your

organisation achieve its performance analytics goals. Our collaborative approach equips your team with the skills and confidence to transform data into a strategic asset, driving impactful improvements across your organisation.

3 Detailed Service Description

Performance Analytics Support Service

Our Approach

Our training programme is designed to seamlessly integrate with your organisation, providing expert guidance and practical learning to meet your performance analytics needs. The approach is structured into three key phases:

1. **Discovery and Planning:** We assess your current capabilities, challenges, and goals to define a tailored training plan. This training aligns with your organisational objectives and addresses specific skill gaps.
2. **Delivery and Enablement:** Our trainers work alongside your team to deliver hands-on, practical training in data extraction, analysis, visualisation, and reporting. We focus on knowledge transfer, enabling your team to independently manage analytics projects and tools.
3. **Ongoing Support:** We provide continuous learning opportunities, including advanced training sessions, troubleshooting guidance, and iterative improvements. We enable your team to be equipped to adapt to new challenges and evolving data requirements.

Inputs & Contributions Required from the Client

To maximise the success of the training engagement, we require the following from your organisation:

- **Access to Data and Systems:** Secure access to relevant data sources, systems, and tools.
- **Stakeholder Engagement:** Availability of key stakeholders to provide input, feedback, and approvals.
- **Clear Objectives:** Defined goals and priorities for the performance analytics training programme.
- **Collaboration:** A commitment to open communication and active participation in workshops and knowledge transfer sessions.

Training Outputs/Deliverables

Our deliverables are tailored to your organisation's needs and may include:

- **Performance analytics strategy training:** Guidance on developing a roadmap aligned with your organisational goals.
- **Dashboards and Reports development training:** Practical sessions on creating customised, actionable dashboards and reports.
- **Analytics Tools Training:** Hands-on training on implementing and using analytics tools effectively within your existing systems.
- **GDS Service Assessment Training:** Comprehensive guidance to help your team meet government digital service standards.
- **Knowledge Transfer:** Comprehensive training materials, guides, and resources to support ongoing learning.
- **Post-Training Support:** Follow-up sessions to address questions, troubleshoot challenges, and reinforce learning.

Critical Success Factors

The success of our service depends on:

- **Strong Collaboration:** A close working relationship between Deloitte and your team to provide effective knowledge transfer.
- **Executive Sponsorship:** Support from senior leadership to drive adoption and alignment with strategic goals.
- **Data Quality and Access:** Availability of accurate, complete, and timely data for training purposes.
- **Clear Objectives:** Well-defined goals and KPIs to measure the success of the training programme.

Exclusions and Constraints

To manage expectations, the following are excluded from this service:

- **Data Ownership:** Deloitte does not assume ownership of client data.
- **IT Infrastructure Changes:** Major infrastructure upgrades or changes are outside the scope of this service.
- **Third-Party Costs:** Costs associated with third-party tools or software are not included.

Case StudiesCase Study 1: Home Office (Visia & Immigration) – Building a Performance Analytics Function

Client Context: The Future Border and Immigration System (FBIS) programme faced challenges accessing reliable data, performing proactive analysis, and making evidence-based decisions. Issues included fragmented data sources, unreliable behavioural analytics setups, and limited expertise in data utilisation.

Deloitte was engaged to establish a performance analytics function to address these challenges. A key part of this remit was to upskill civil servants on the FBIS programme in data analytics, enabling them to independently manage analytics projects and make data-driven decisions.

Training Solution Provided:

- Delivered tailored training to enhance skills in data extraction, analysis, visualisation, and reporting.
- Conducted workshops on identifying key performance indicators (KPIs) and consolidating data into a single source of truth.
- Provided hands-on sessions to improve the use of behavioural analytics tools (e.g., Google Analytics) and journey analysis techniques.
- Shared frameworks and guidance to embed data-driven decision-making processes.

Outcome/Impact:

- **Enhanced Skills:** Empowered teams to independently manage analytics projects and generate actionable insights.
- **Improved Decision-Making:** Enabled civil servants to make evidence-based decisions using reliable data.
- **Optimised Processes:** Identified inefficiencies in visa application processes, leading to cost savings and better resource allocation.
- **Improved User Experience:** Leveraged behavioural analytics to enhance digital services and optimise the user experience.

Case Study 2: Dept. Business & Trade – Performance Analysis of content training

Client Context: A government department lacked evidence to assess the effectiveness of its content on GOV.UK and other DBT services. Deloitte was tasked with creating a framework to measure content impact, identify fit-for-purpose content, and retire underperforming material.

Training Solution Provided:

- Delivered training to a multidisciplinary team, including performance analysts, content designers, and service owners, on performance measurement techniques.
- Facilitated interactive workshops to train teams on identifying high-impact use cases and creating effective measurement plans.
- Provided hands-on training for content designers, using a "cheat sheet" as a practical guide to improve workflows and apply performance measurement techniques effectively

Outcome/Impact:

- **Enhanced Content Evaluation Skills:** Equipped teams with the knowledge and tools to develop and implement measurement plans for four key use cases, ensuring consistent and efficient content performance evaluation.
- **Enhanced Resources:** Developed a data source dictionary, a content designer "cheat sheet," and a playbook to support ongoing content measurement.
- **Empowered Decision-Making:** Trained teams to identify underperforming content, enabling them to make data-driven decisions to optimise resources and improve content effectiveness.

Details of the Team

Our team consists of experienced performance analytics professionals with expertise in:

- Data extraction, analysis, and visualisation.
- Performance measurement and KPI alignment.
- Public sector compliance, governance, and data security.
- Implementation and training on industry-leading analytics tools.

Onboarding and Offboarding Support

- Onboarding:
 - Initial discovery workshops to understand your needs and objectives.
 - Setup of secure access to systems and data.
 - Introduction of the Deloitte team and alignment on roles and responsibilities.
- Offboarding:
 - Handover of all deliverables, including dashboards, reports, and training materials.
 - Final knowledge transfer sessions to equip your team to continue independently.
 - Post-engagement support for a defined period to address any remaining queries.

By choosing Deloitte's **Performance Analytics Training Service**, your organisation will gain the skills and confidence to independently deliver performance analytics, transforming your data into a strategic asset. Let us help you build a data-driven future.

4 Contact Details

Please send your requirement to publicsectorbidteam@deloitte.co.uk. Alternatively, if you wish to discuss your requirements in more detail, please send us the following information and we will be happy to contact you:

- Your organisation name
- The name of this service
- Your name and contact details
- A brief description of your business situation
- Your preferred timescales for starting the work.



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