

# Quest Analytics

## Introduction

This case study of Quest Analytics is based on an August 2020 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.



“Now I have an understanding of the market framework that can establish consistency within our org.”

## Challenges

- They chose Pragmatic Institute for the following reasons:
  - Increase strategic focus
  - Gain clarity in roles and responsibilities
  - Align with internal departments
- Experienced the following challenges with the corresponding frequency:
  - delays in product launches: somewhat often
  - roadmaps that were guided by opinions and not market facts: extremely often
  - delivered features that weren't being used by customers: very often
  - important features that were dropped from each new release: uncommon
  - revenue goals that were not being hit: uncommon
  - deals that were being heavily discounted: uncommon

## Use Case

The key features and functionalities of Pragmatic Institute that the surveyed company uses:

- Employees have taken training classes in the following areas:
  - Foundations
  - Focus
- Had the following groups attend the Pragmatic Institute training:
  - Product management leadership

## Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Increased confidence in the roadmap
  - Better align with internal teams
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Institute training:

### Company Profile

Company:  
**Quest Analytics**

Company Size:  
**Small Business**

Industry:  
**Computer Software**

### About Pragmatic Institute

Pragmatic Institute is committed to providing great education to product leaders, business professionals and data scientists. Become market- and data-driven, and enhance your products, your business and your career with Pragmatic Institute.

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