

Data

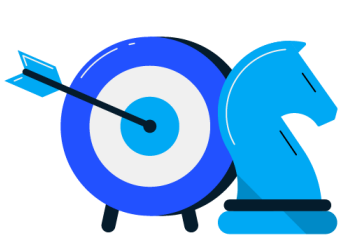
Workbook

Digital Essentials program



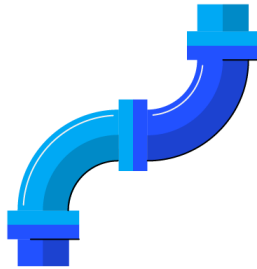
Five key components of data

A holistic approach to data includes five components: data strategy, data architecture, data governance, data culture, and data ethics.



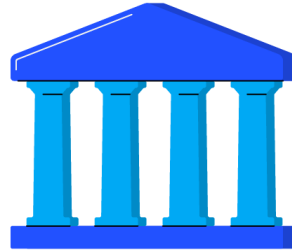
Data strategy

Data strategy identifies the organization's overall approach to data sources and formats, including a strategic plan to build data capabilities.



Data architecture

Data architecture refers to the “pipes” that generate, store, integrate, and distribute the data that enables an experience.



Data governance

Data governance includes organizational processes and guidelines to manage data and maintain quality.



Data ethics

Data ethics refers to regulations and policy guardrails when dealing with data—especially personal data.



Data culture

Data culture reflects employees’ mindsets as they use data to make decisions. In a healthy data culture, people treat data as a strategic asset, and they visualize, gather, analyze, and interpret data to achieve organizational objectives.