DATOM

a step-by-step guide to creating data-driven business projects for managers

Guillaume Lecuyer &
Clément Levallois

ExpData Press

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Saint-Etienne

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by Guillaume Lecuyer and Clément Levallois

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Preface

A guide for managers

The target reader for this book is a manager who needs to act on the imperative to "create value with data" in their organization:

- Comex members in charge of deploying the strategic vision of the CEO
- Directors of business units and functional teams who must translate the directions of the Comex into concrete business projects and perspectives for development

DATOM is a step-by-step method guiding managers from a stated strategic vision to plans for action for projects with a data-centric logic.

a step-by-step guide to creating data-driven business projects for managers

Benefits of the method

- A guide to the creation of business projects aligned with the strategic objectives of the Organisation
- With precise instructions on how to include a data driven logic in the value creation process
- Graphical method, suitable for individual and team work.

Initial pitch / 4D Methodology

Designed by: _____

Date: _____

Our firm is …….. In the industry of ……..

The 2 strategic priorities as stated by our executive management are to

#1 ……

#2 ……

These sources of data:

……...

&

……...

Could be leveraged to create a product or service meeting the needs of this stakeholder

……..

which will contribute to the fulfillment of the strategic priorities stated above.

Figure 1. initial pitch

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Strategic obj. / 4D Methodology

Designed by: _____

Date: _____

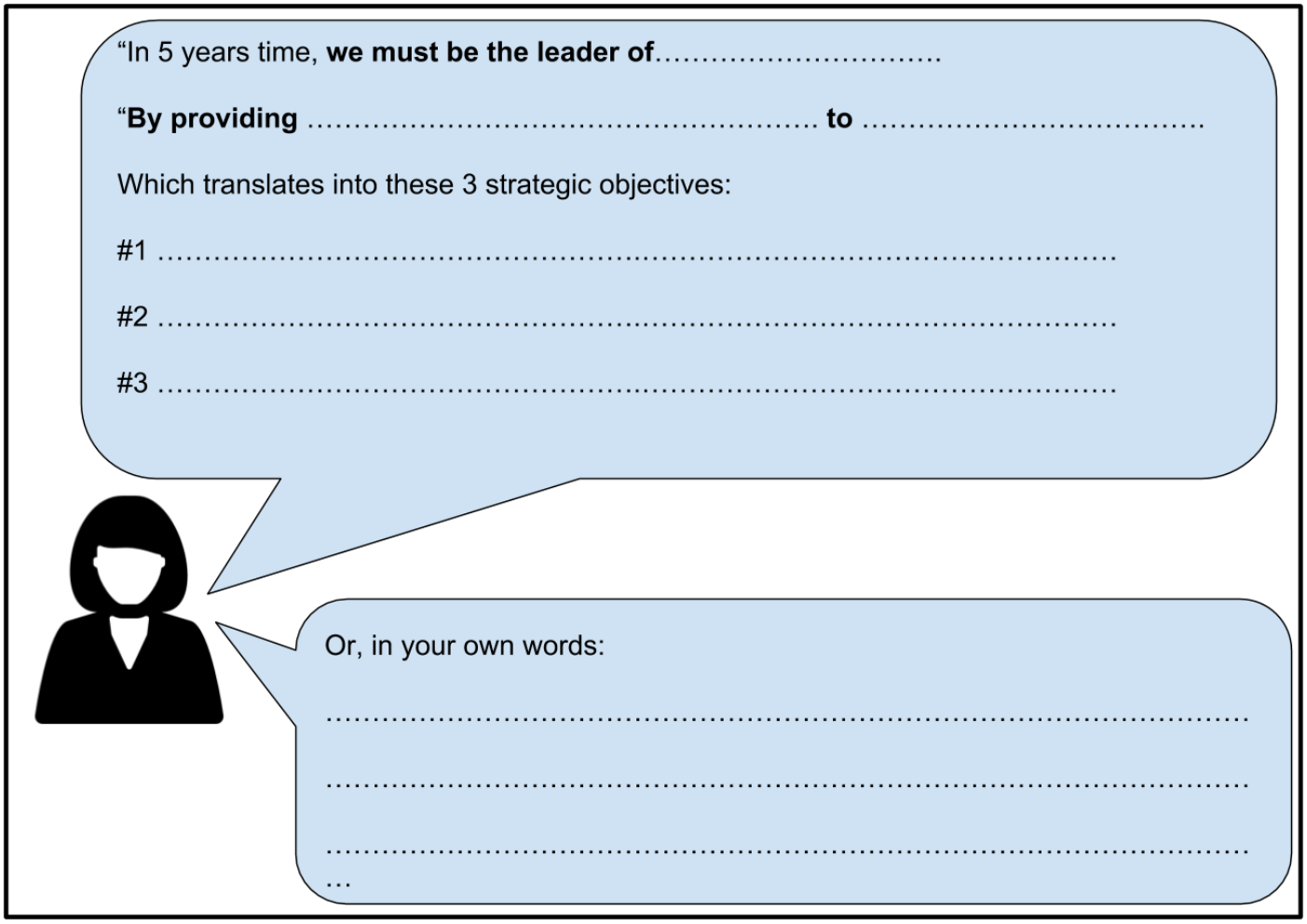

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Figure 2. restating the strategic objectives

Identifying the target / 4D Methodology

Designed by: _____

Date: _____

Headquarters / Corporate / Support functions

Name of the target department / user / segment:

_____

Production

Name of the target department / user / segment:

_____

Customers / users

Name of the target department / user / segment:

_____

New markets

Name of the target department / user / segment:

_____

Figure 3. identifying the target user of the project

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Designing the avatar / 4D Methodology

Designed by: _____

Date: _____

CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

DIGITALMARKETER

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Figure 4. detailing the avatar of the target user

Needs of the target / 4D Methodology

Designed by: _____

Date: _____

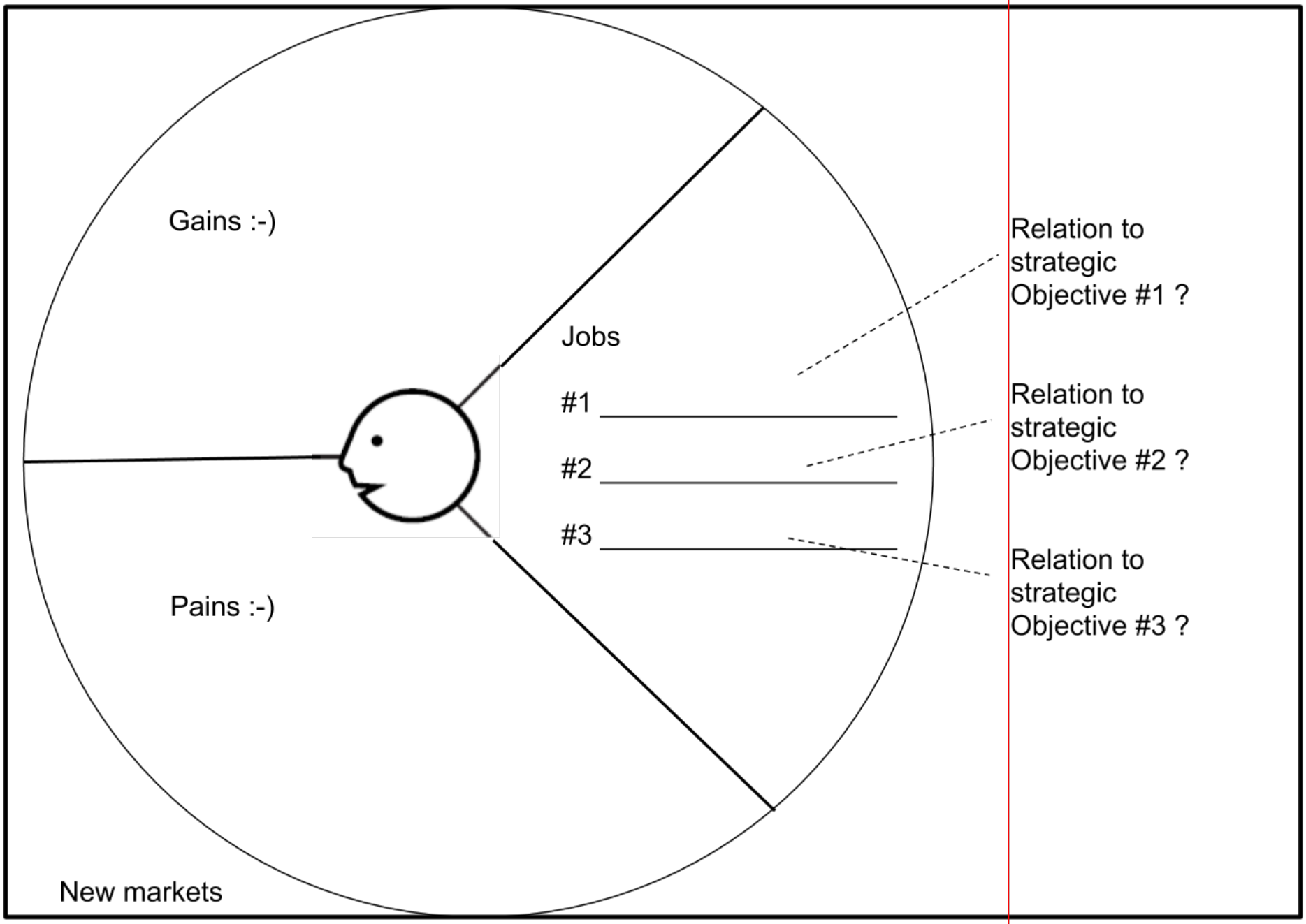

Figure 5. mapping the needs of the target user

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Sources of data / 4D Methodology

Designed by: _____

Date: _____

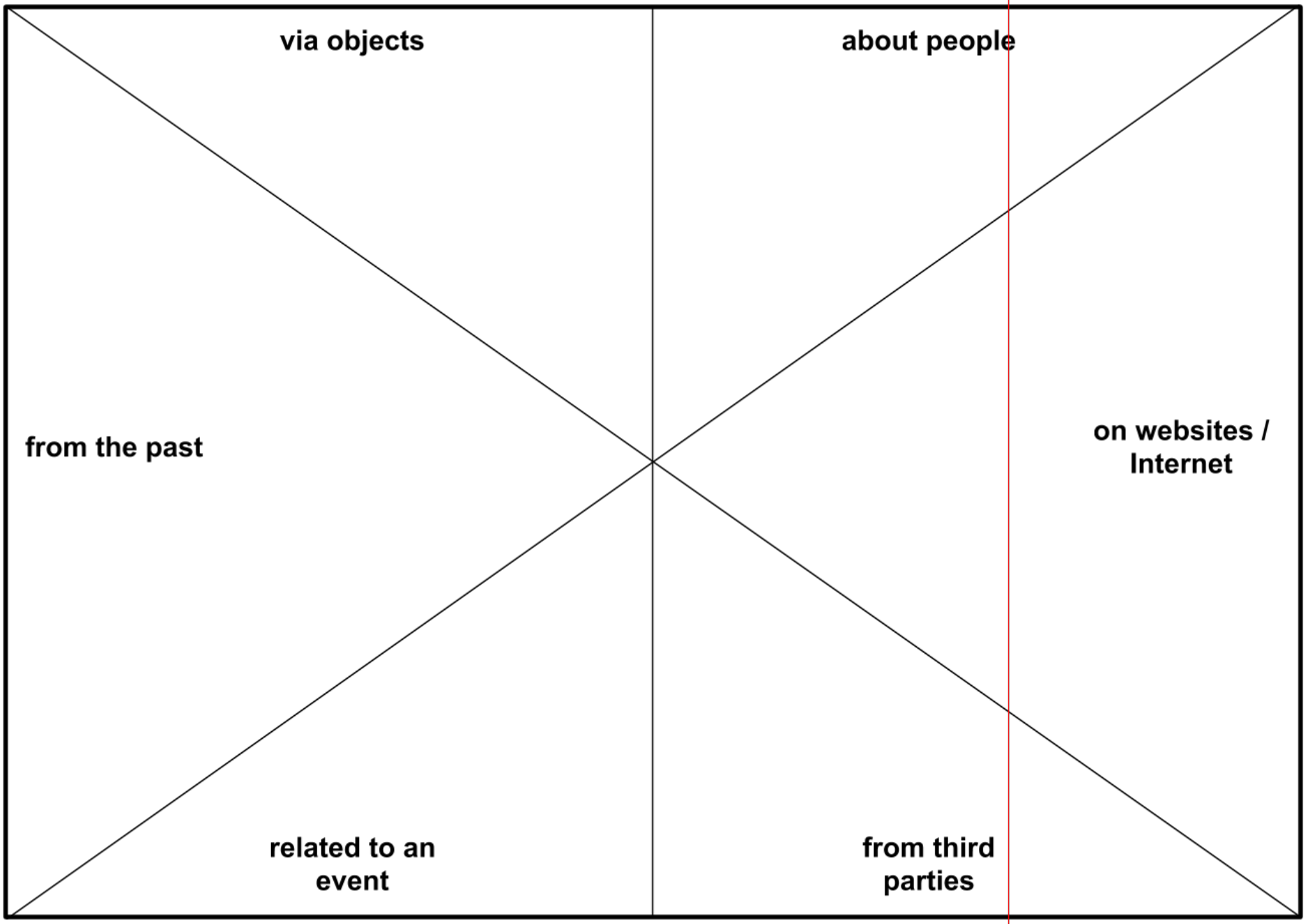

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Figure 6. ideation on potential data sources

Sources of data / 4D Methodology

Designed by: _____

Date: _____

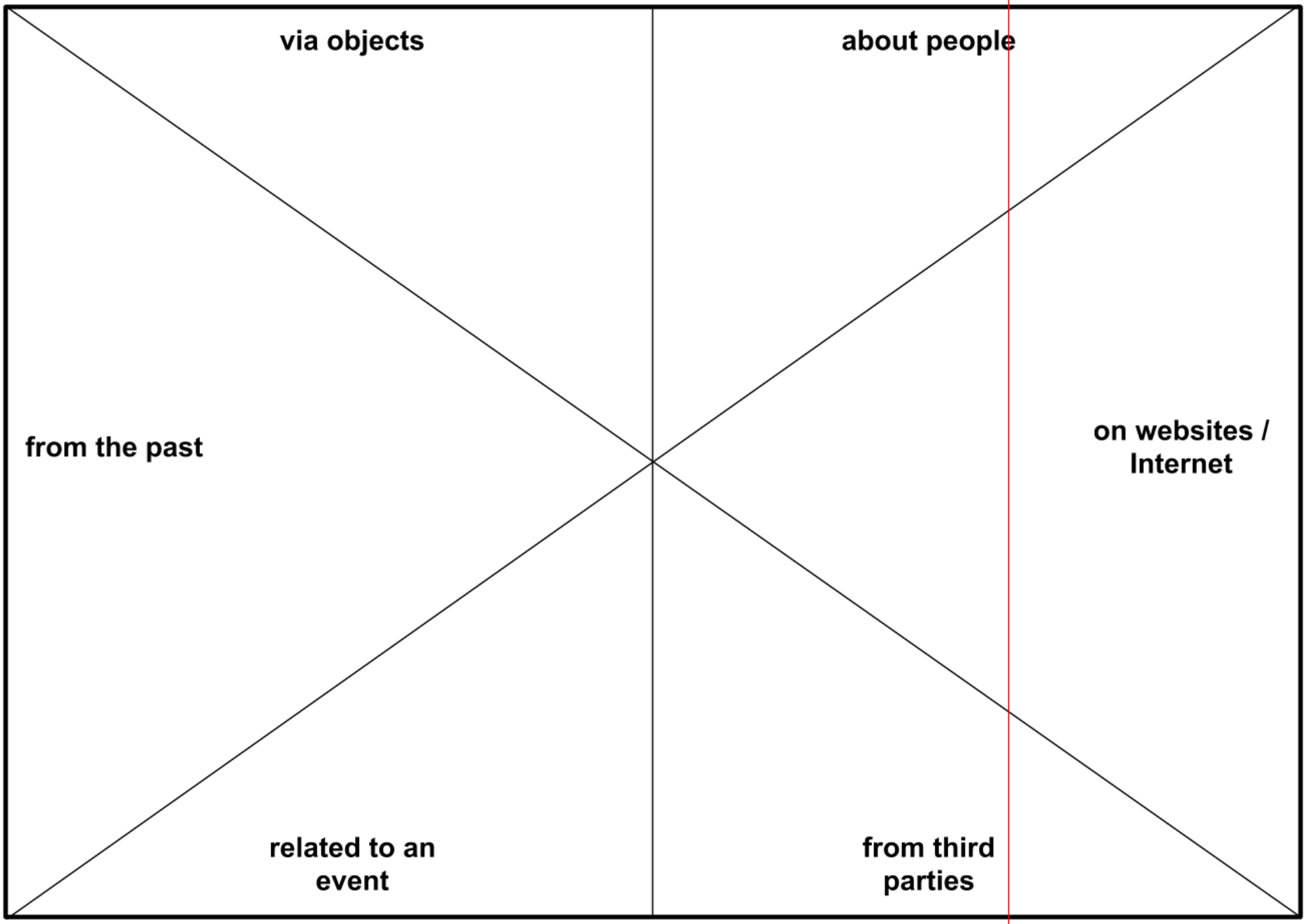

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Figure 7. ideation on potential data sources

Details of datasets / 4D Methodology

Designed by: _____

Date: _____

BONUS POINTS 1 to 5 (1 = hard, 5 = easy)	Explanations	Dataset 1: _____	Dataset 2: _____	Dataset 3: _____
Machine readable?	*if the data is in a .docx or pdf file, software can't read it. A database or even a csv file is better.*			
Structured or not?	*if the dataset is "Excel like' then it is quite structured. Free text, web pages or pictures are typically very unstructured.*			
Follows universal categories or is it firm specific?	*a dataset following INSEE or Eurostat categories is quite universal.*			
Time series?	*is the data collected several times across months or years?*			
Personal and sensitive data?	*Personal data comes with more constraints. Sensitive data even more.*			
Complete?	*No missing records, years, values, and no errors.*			

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Figure 8. detailing up to 3 data sources

Aid to brainstorming / 4D Methodology

Designed by: _____

Date: _____

Each cycle lasts 2 minutes max.
Turn until you you hit “stop” in step 3.

1

(Re)consider your datasets

- Pick the 3 datasets you identified in the previous canvas
- or consider new ones if necessary

2

How do these datasets contribute to creating a service meeting a need?

Think of the 7 roads to value creation!
predict / suggest / curate / enrich / rank / compare / match / segment / classify / generate / synthetize

3

Challenge your results and iterate

Play the devil’s advocate and be critical about your solution:

- Is it strongly aligned with the strategic objectives of your org?

- Is the user really served by the features you designed?

- stop if the solution stands the challenge!

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Figure 9. brainstorming on data x target user needs

Value proposition / 4D Methodology

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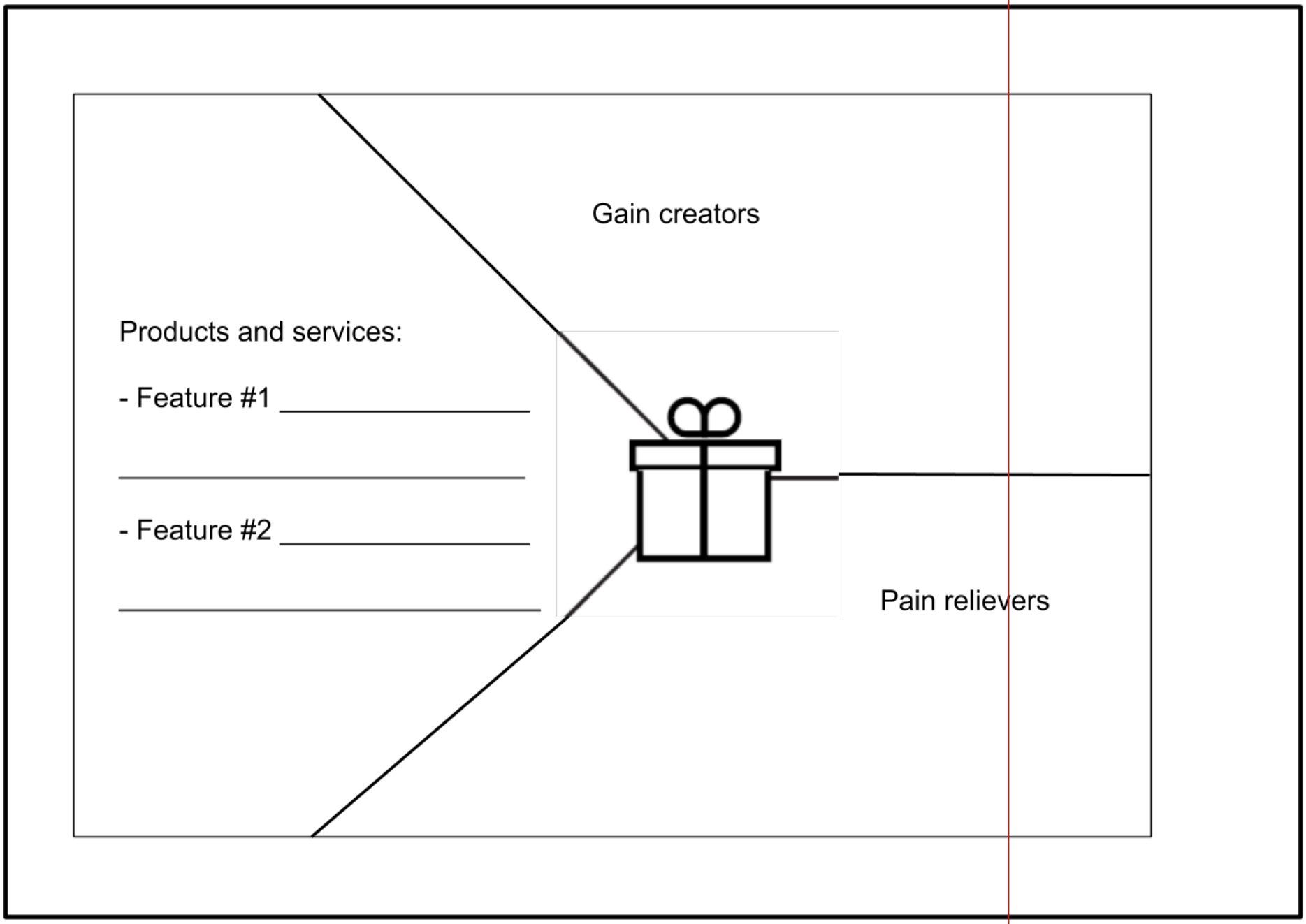

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Figure 10. formalizing the value proposition

Graphical synthesis / 4D Methodology

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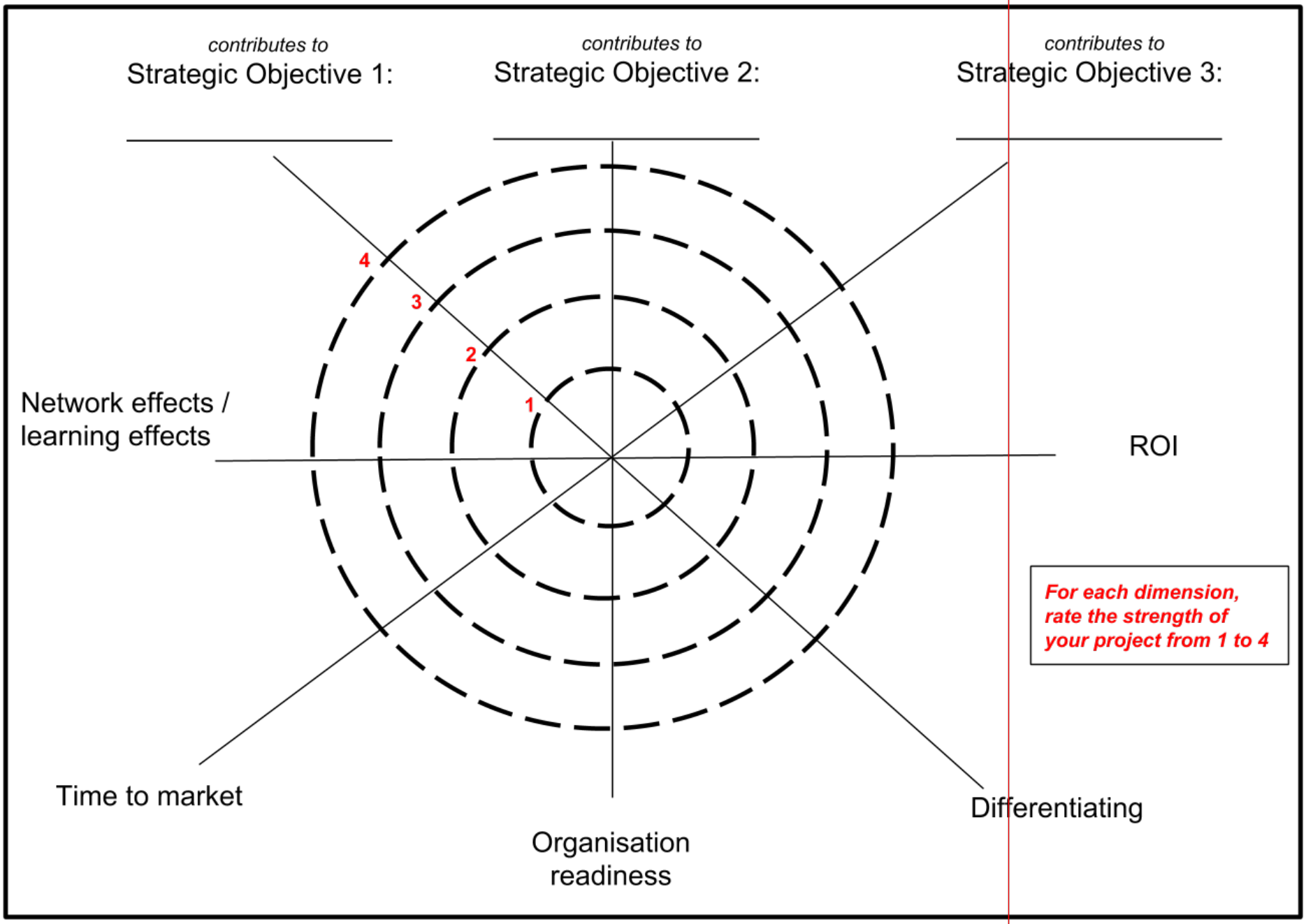

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Figure 11. synthesis - in a visual format

Graphical synthesis / 4D Methodology

Designed by: _____

Date: _____

Synthesis

Name of the organization	Name of the idea

Target users and their needs / problems to solve

Description of the idea

How does it match the strategic priorities of the org

Datasets / data sources contributing to the idea

Expected benefits

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Figure 12. synthesis - as a written memo

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ABOUT THE AUTHORS

Guillaume Lecuyer is Senior Product Marketing Manager at Visiativ. Graduate from Telecom Paris Sud, he worked in sales at Oracle EMEA before joining the CRM product management team at in California. He came back to France in 2005 to manage the CRM product strategy, still at Oracle. After 3 years at Coheris as a VP for Marketing, he joined Visiativ to supervise the strategy for marketing and product development.

Clément Levallois is professeur agrégé de l'école normale supérieure and Associate Professor at em **lyon business school**, where he conducts research projects in data mining, data visualization and network analysis in various fields of social sciences. His teaching activities center on the transmission of a digital culture to students and executive participants.

Clément Levallois is a Java coder and an active supporter of Gephi, the leading software for network visualization. In a previous academic life, he researched the history of economics and biology in post-war U.S.A.

His past and current projects can be seen at http://clementlevallois.net, and he can be reached on Twitter at @seinecle.

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A concise and visual method to go develop business projects aligned with the strategic priorities of the organization.

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