



DATOM

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

Guillaume Lecuyer &
Clément Levallois



ExpData Press

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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.



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Figure 1. initial pitch

Strategic obj. / 4D Methodology

Designed by: _____

Date: _____

"In 5 years time, we must be the leader of....."

"By providing to"

Which translates into these 3 strategic objectives:

#1

#2

#3

Or, in your own words:

.....

.....

.....



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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:



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Figure 3. identifying the target user of the project

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:



Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:





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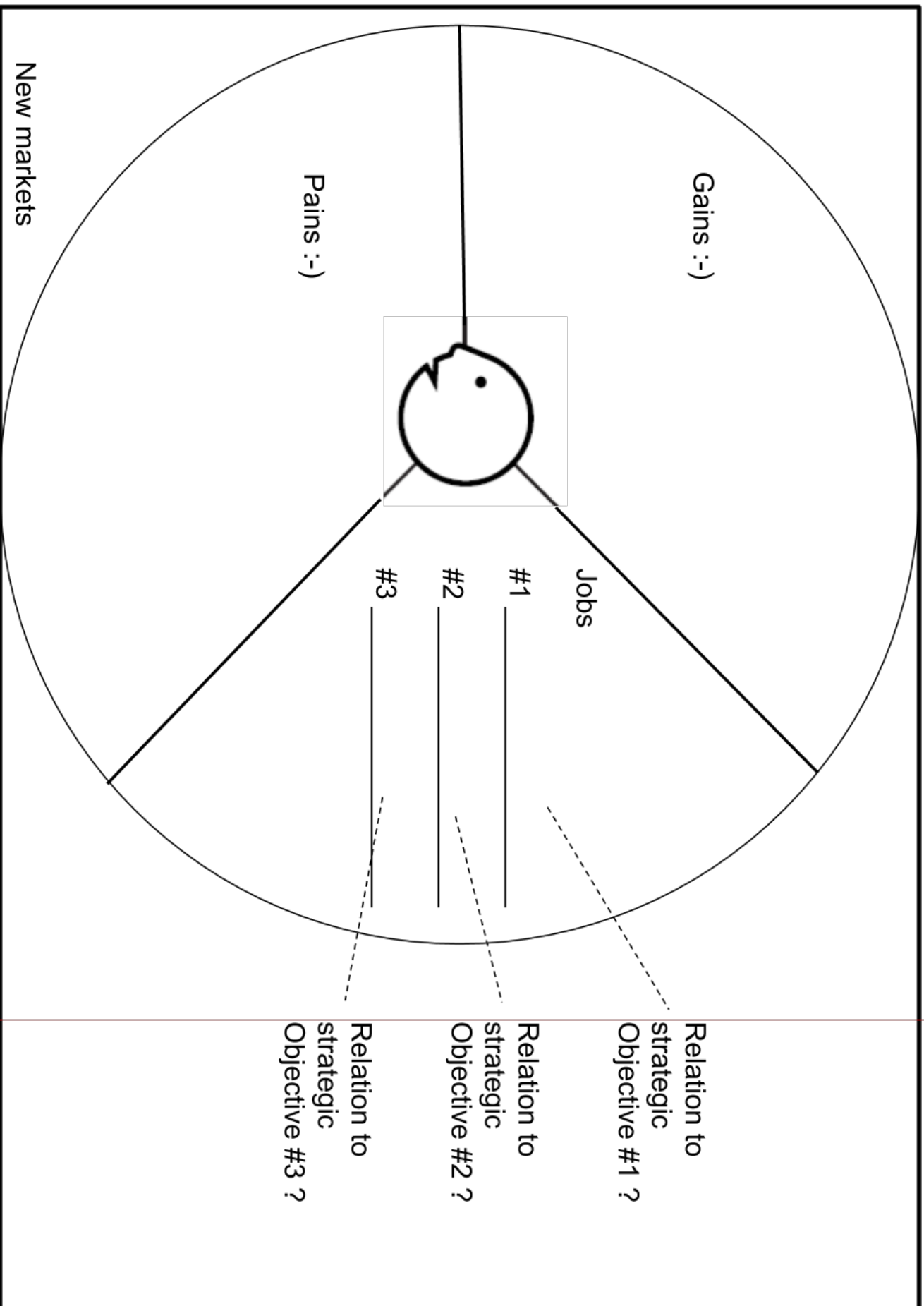
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Figure 4. detailing the avatar of the target user

Needs of the target / 4D Methodology

Designed by: _____

Date: _____



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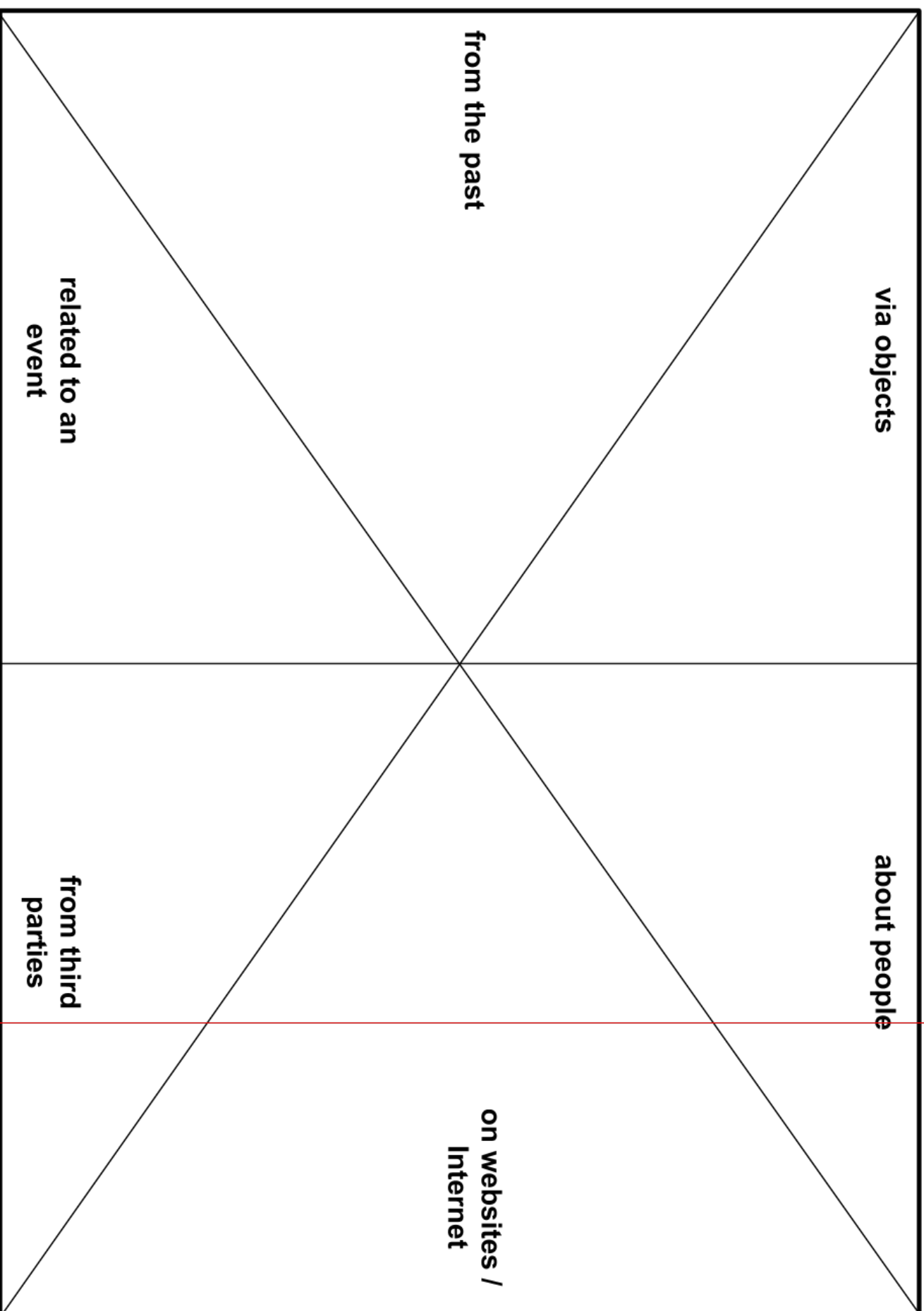
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Figure 5. mapping the needs of the target user

Sources of data / 4D Methodology

Designed by: _____

Date: _____



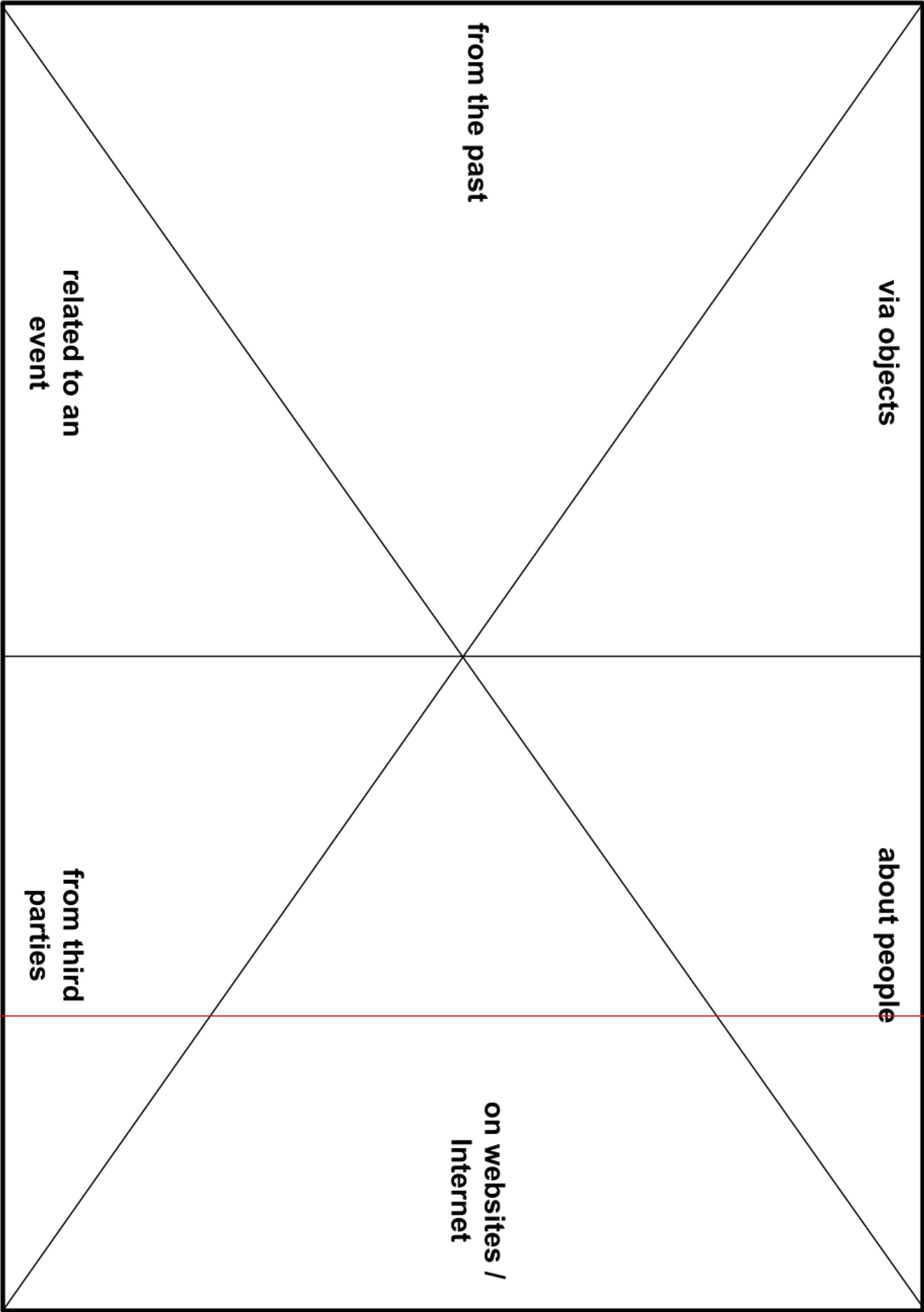
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Figure 6. ideation on potential data sources

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?	<i>if the data is in a .docx or pdf file, software can't read it. A database or even a csv file is better.</i>			
Structured or not?	<i>if the dataset is "Excel like" then it is quite structured. Free text, web pages or pictures are typically very unstructured.</i>			
Follows universal categories or is it firm specific?	<i>a dataset following INSEE or Eurostat categories is quite universal.</i>			
Time series?	<i>is the data collected several times across months or years?</i>			
Personal and sensitive data?	<i>Personal data comes with more constraints. Sensitive data even more.</i>			
Complete?	<i>No missing records, years, values, and no errors.</i>			



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Figure 8. detailing up to 3 data sources



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

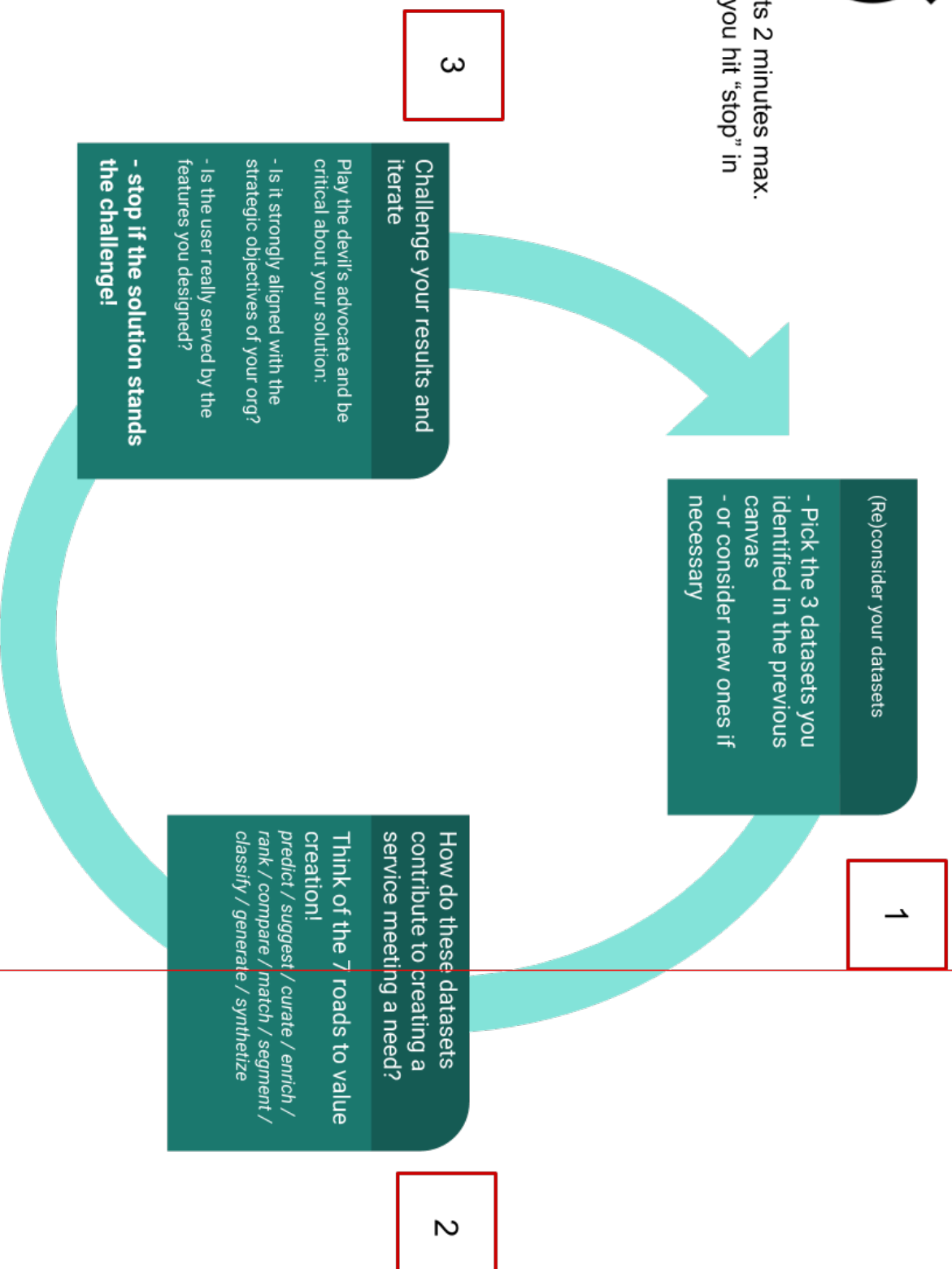
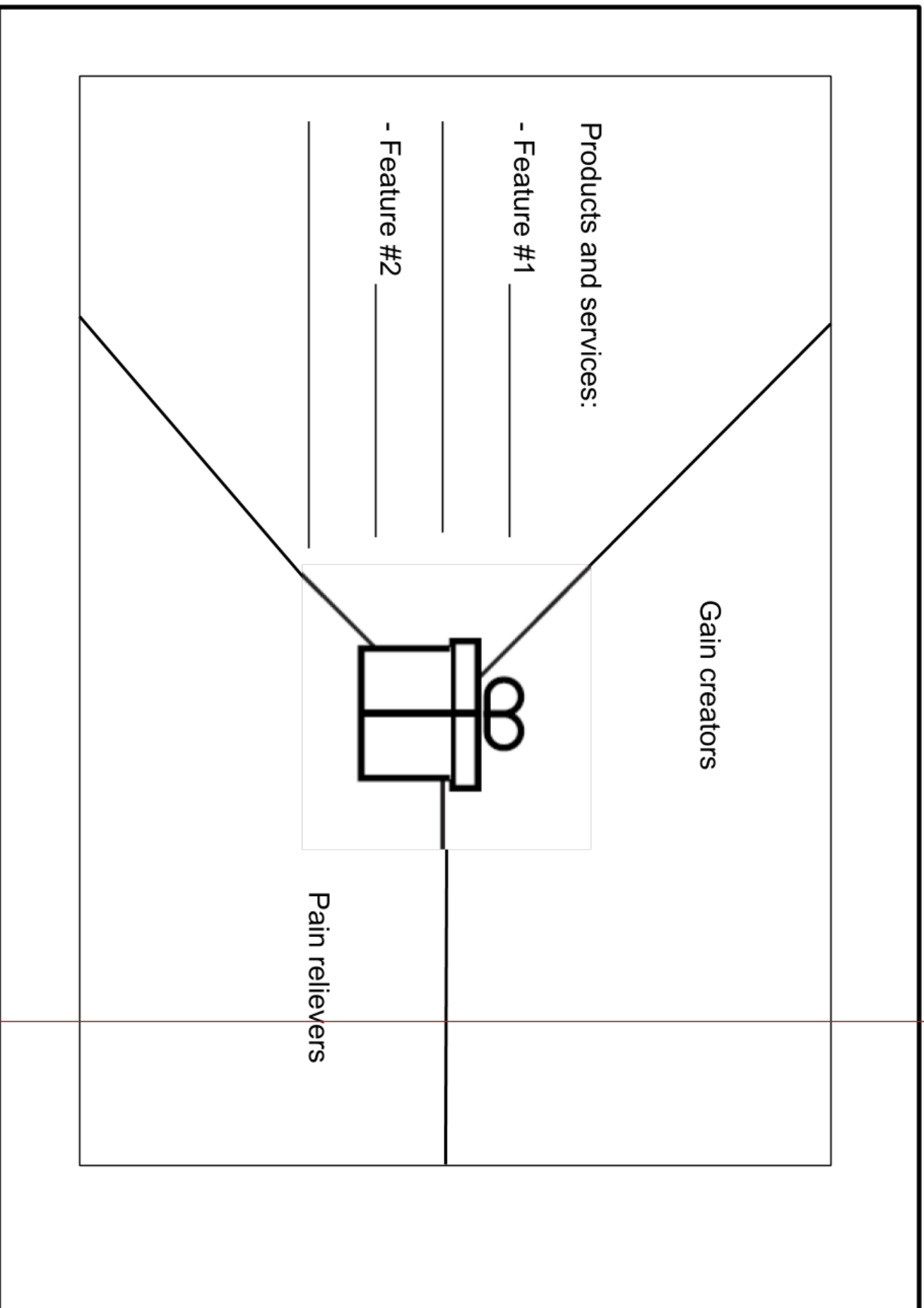


Figure 9. brainstorming on data x target user needs

Value proposition / 4D Methodology

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Date: _____



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Figure 10. formalizing the value proposition

Graphical synthesis / 4D Methodology

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Date: _____

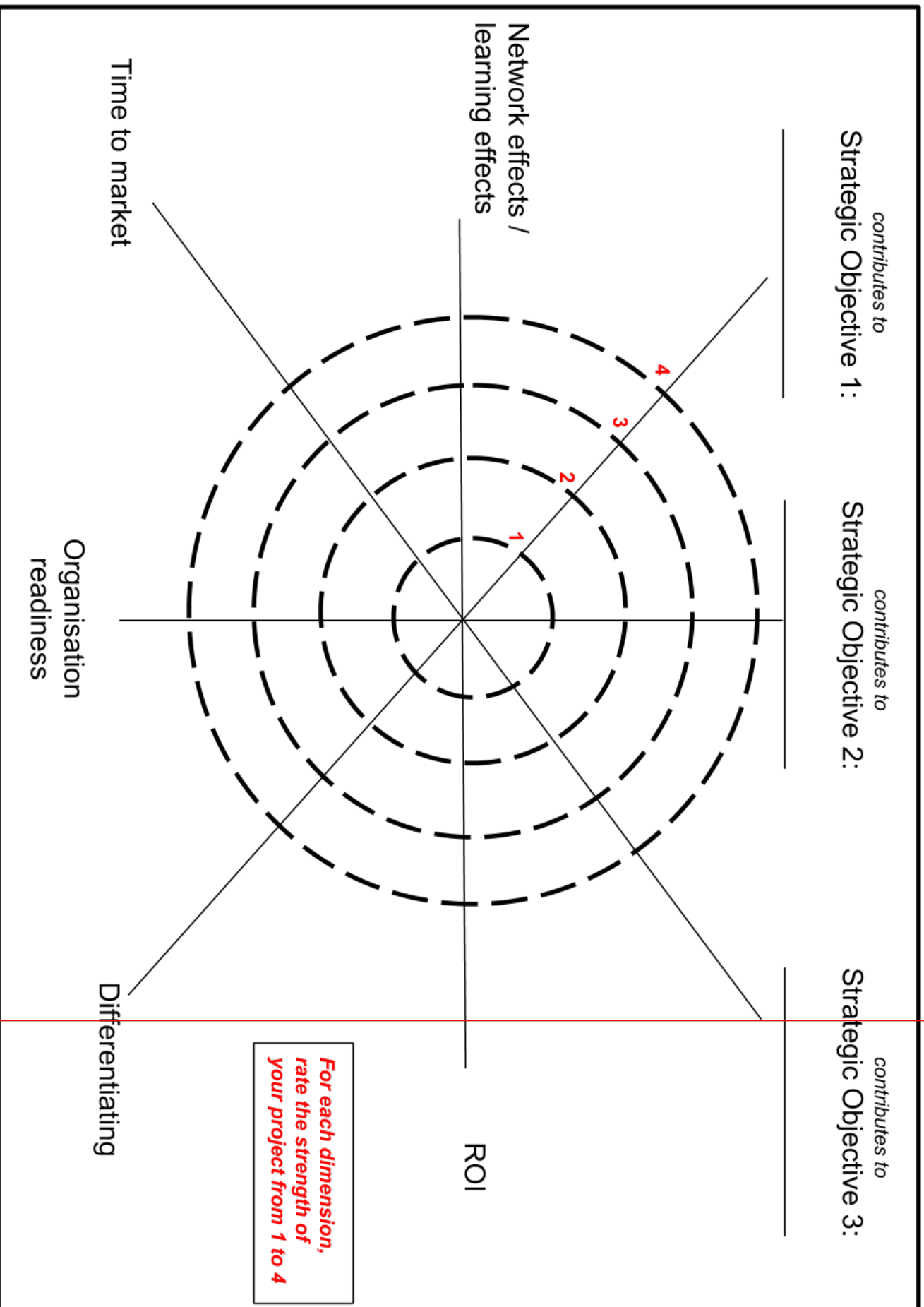


Figure 11. synthesis - in a visual format

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	

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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