Applying the data maturity model on Google

Characteristic	Level of maturity	Why
Motive	Experienced	Google uses analytics to pop up certain advertisements. They guide you to click on a certain item you statistically you are interested in, based on your past searches.
Functional proficiency	Transformed	- Google has 24/7 customer service. You can mail or call them. - Made plenty of risky deals in the past, such as buying spotify and youtube.
Business challenges	Experienced	- Google's number one thing is to grow their already enormous revenue. This becomes clear by the amount of data they sell to other companies.
Key obstacles	Experienced	
Data management	Transformed	- Google shares a lot of information, for a price. They have so much ways to gather devices, such as the Chromecast, or storing your past searches on the google search engine.
Analytics in action	Transformed	

Applying the data maturity model on Jumbo

Characteristic	Level of maturity	Why
Motive	Transformed	Jumbo uses data to check what people are buying, and can put discounts on products that are selling well.
Functional proficiency	Transformed	- Does a lot of work force planning. There's a lot of part time workers working for Jumbo - As multiple stages of management, from the CEO to region managers to store managers.

Business challenges	Transformed	-	There is a lot of competition for Jumbo, therefore retaining customers is very important for Jumbo.
Key obstacles	Experienced	-	Jumbo is not known for sharing data or information.
Data management	Experienced	-	Jumbo is very good in analyzing their data about the customers, but will not share it with anyone.
Analytics in action	Experienced	-	Jumbo will take almost immediate action based on what their competition is doing. It's an every day struggle. They also use their data to devise a strategy to grow on their own.

Applying the data maturity model on Jumbo

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