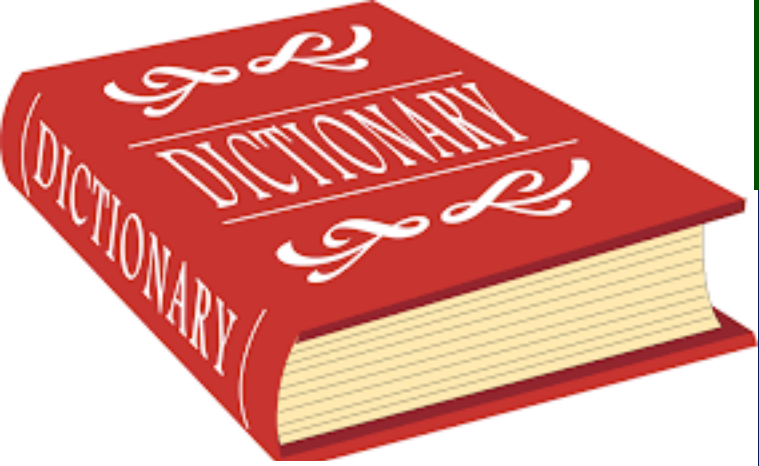


Building a Big Data Strategy



Strategy

**“a plan of action
or policy designed
to achieve an
overall aim”**

Strategy

```
graph TD; Strategy[Strategy] --> Aim[Aim]; Strategy --> Policy[Policy]; Strategy --> Plan[Plan]; Strategy --> Action[Action];
```

Aim

Policy

Plan

Action



Business Objectives



Long Term

Short Term

Business Objectives

Provide organizational buy-in



- **Commitment**
- **Sponsorship**
- **Communication**

Build diverse teams

- Diverse expertise
- Deliver as a team



Build in-house expertise



Training

Open a mini **Idea** Lab

Come up with ideas



```
graph TD; A[Come up with ideas] --> B[Deploy analytics]; B --> C[Include customers in your experiments]; C --> D[Deploy full scale]; D --> E[Did it work?]; E --> A;
```

The diagram is a flowchart on a dark blue background. It consists of five light blue rectangular boxes with red text. The boxes are arranged in a circular flow: 'Come up with ideas' at the top, 'Deploy analytics' on the right, 'Include customers in your experiments' at the bottom, 'Deploy full scale' at the bottom-left, and 'Did it work?' on the left. Yellow curved arrows connect the boxes in a clockwise cycle: from 'Come up with ideas' to 'Deploy analytics', from 'Deploy analytics' to 'Include customers in your experiments', from 'Include customers in your experiments' to 'Deploy full scale', from 'Deploy full scale' to 'Did it work?', and from 'Did it work?' back to 'Come up with ideas'. A thick green arrow points from the 'Did it work?' box towards the 'Deploy full scale' box, indicating a direct path from the decision point to the final deployment stage.

Deploy analytics

**Include customers
in your experiments**

**Deploy
full scale**

Did it work ?

Share data

- **Remove barriers to data access**
- **No data silos**
- **Data sharing mindset**



Define big data policies

Privacy and lifetime

Curation and quality

Interoperability and regulation

Cultivate analytics-driven culture

Analytics

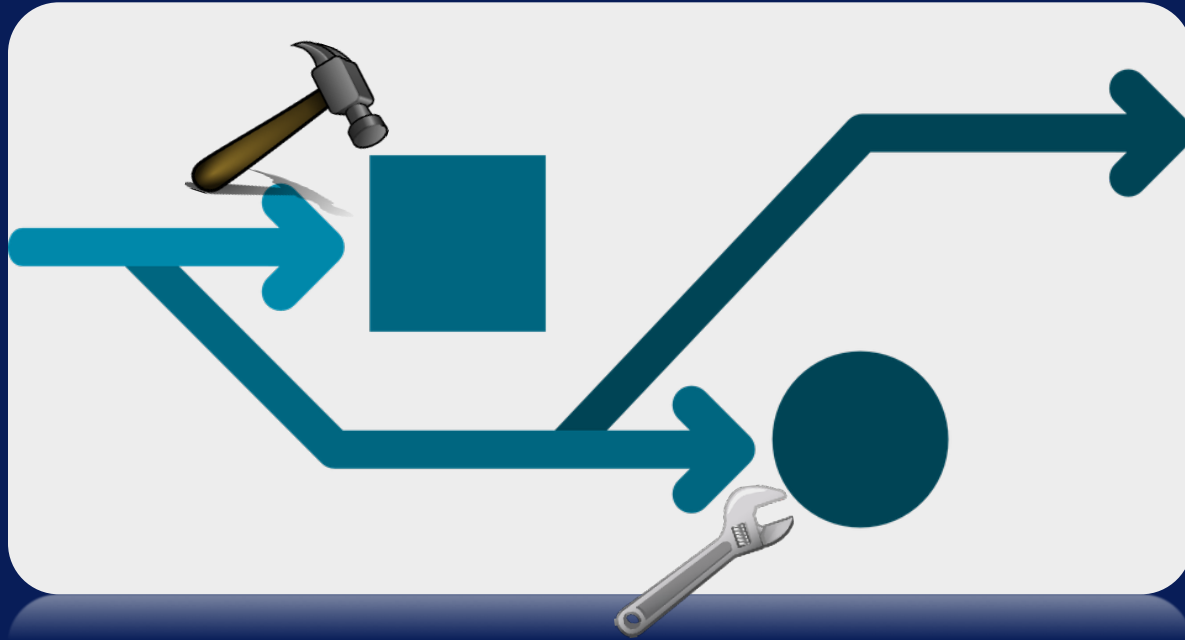
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Opportunities

Business

Adapt strategy to your use cases



**Integrate
analytics**



**Communicate
goals**



**Adopt for new
situations**



Share data



Build teams

