**Intro**

Spoken & worked with different teams & also with the key customers of our business to get a holistic view of end-to-end process, delved into the core of how this all started to help identify the gaps we have in the RWD business model. Chuck & Dave started this idea & then pulled in engg folks and found at the core of designing the business model which is totally dependent on strategy & decision science they had no Data Scientist on the team to consult & kinda started adding layers & layers to it until we reached at a point that we needed folks to figure out this whole web.

I have lead projects like this in the past as part of Data Strategy & Innovation.

So as a self-driven initiative to improve our RWD BU, I am collecting feedback from all leadership across RWD Insights BU for the Initiative proposal I have. I will walk you through some findings over the several months I have been here and get your thought to see if you feel the same or if you have any points to add.

Data sits at the heart of our organizations. At least it should! However, while we are consciously invest in marketing, sales, but I see fewer initiatives to know our own data & dynamics of data that we deliver. We don’t have a core dedicated data strategy dept to understand our own data well enough to know if it is fit for purpose and whether it is helping the organization to grow or achieve the mission.

I know initiatives are going on and some of these might be covered as part of the deck so this is no means of me trying to overwhelm or me trying to point that how we should run a business but merely empowering us to be more Data literate because I work with data on daily basis.

**Slide 6**

**What is Data Culture?**

Data culture is an [organizational culture](https://en.wikipedia.org/wiki/Organizational_culture) of data-driven decision making. Organizations build a data culture because they want to make better decisions. How does a data culture differ from other organizational cultures? Well, let’s consider some common alternatives — consensus culture and hierarchical culture:

In **consensus cultures**, achieving agreement is valued above all else. Consensus culture can feel warm and fuzzy on a day-to-day basis because everyone has a say and no one gets “steamrolled” or “overruled.” Unfortunately, consensus cultures move slowly and struggle to innovate over time, because in a large organization, invariably *somebody* won’t be comfortable with a novel idea that rocks the boat.

On the opposite end, **hierarchical cultures** value status or seniority above all else, and everyone defers to the “[HiPPO](https://www.linkedin.com/pulse/why-work-alation-because-future-aaron-kalb/)” — the highest-paid-person’s opinion. When the ability to generate ideas and make choices is limited to a select few, the experience is demoralizing for everyone else. Ultimately, these cultures end up crushing creativity and missing big opportunities. And since no one can be right all the time — and often the folks “at the top” are insulated from the realities “on the ground” — the HiPPO is frequently wrong.

In a data culture, by contrast, evidence and reason are valued above all else. It doesn’t matter who’s talking or what tone they’re using — what matters is whether the argument makes sense given the data.

Consensus and hierarchical cultures generally aren’t intentionally selected as preferred alternatives to data culture. Rather, they emerge because they’re *easy*. You can always turn to your peers in a meeting room to solicit their opinions or turn to the boss. But to be able to look at the data for answers, the data must be readily available, trustworthy, and interpretable.

If you have a Data, you have business — but data by itself won't let you optimize and improve your business. You need a data strategy if you want to turn data into value & that’s only how business can thrive & not just run.

Data strategy refers to the tools, processes, and rules that define how to manage, analyze, and act upon business data. A data strategy helps you to make informed decisions based on your data. It also helps you keep your data safe and compliant.

**Slide 8**

**Slide 9;**

demonstrates where an organization is in its ability to make data-driven decisions, as well as also act on them*.*