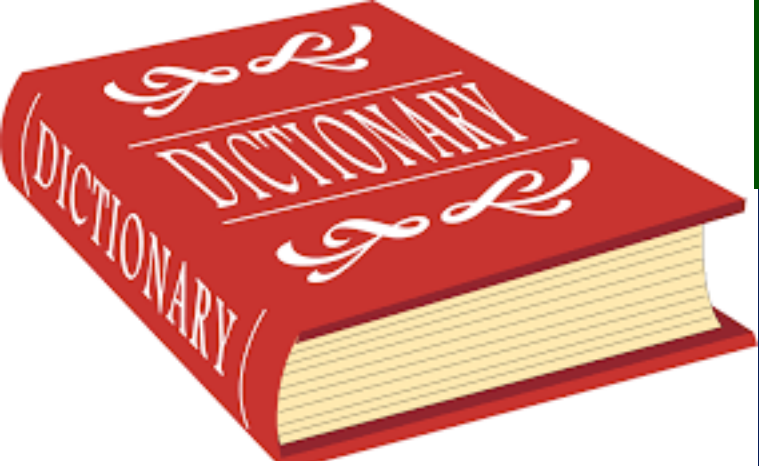


# Building a Big Data Strategy

# After this video you will be able to..

- Describe main steps to iteratively define a Big Data strategy that is relevant to your organization
- List three questions related to big data policy



# 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; E --> D
```

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 cycle: 'Come up with ideas' at the top, 'Deploy analytics' on the right, 'Include customers in your experiments' at the bottom, 'Deploy full scale' on the left, and 'Did it work?' in the middle-left. Yellow curved arrows connect the boxes in a clockwise direction: 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', and from 'Deploy full scale' to 'Come up with ideas'. Additionally, a yellow curved arrow points from 'Did it work?' back to 'Come up with ideas', and a thick green arrow points from 'Did it work?' down to 'Deploy full scale'.

**Deploy analytics**

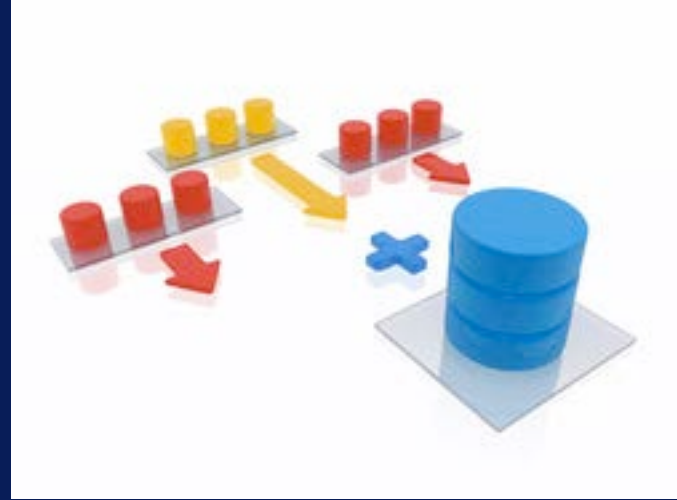
**Include customers  
in your experiments**

**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

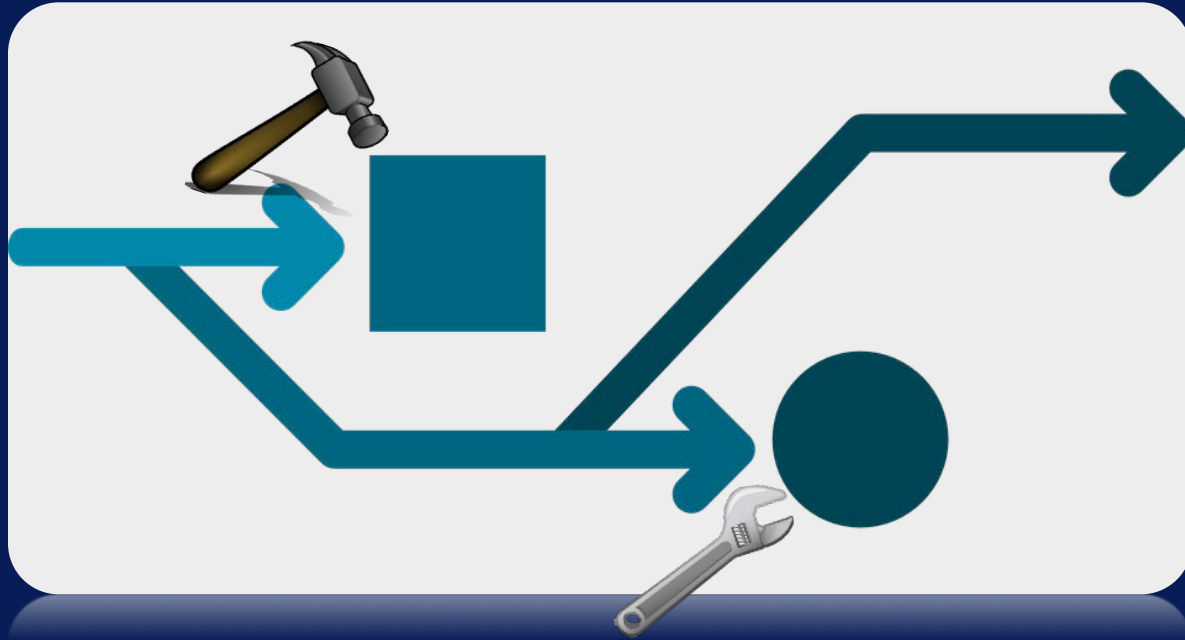
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=

Opportunities

Business

# Adapt strategy to your use cases



**Integrate  
analytics**



**Communicate  
goals**



**Adopt for new  
situations**



**Share data**



**Build teams**

