

# Data ROI- Measuring & Maximizing ROI of Data Products

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## Andrew Psaltis

Founder – Founder Dragonfly Rising

Highly motivated and experienced subject matter expert and leader with extensive experience overseeing transformation, strategic planning, tactical development, and the implementation of groundbreaking technology solutions across enterprises

# Dragonfly Story

Rising from a humble nymph to  
take flight.





# Bridging Perspectives for Maximum ROI



## Business Leaders

- Focus on financial outcomes
- Measure customer retention & satisfaction
- Prioritize revenue growth & cost reduction



## Data & IT Teams

- Maintain system reliability & performance
- Ensure data quality & accessibility
- Optimize infrastructure investment



## Data Scientists

- Develop predictive algorithms
- Optimize model performance
- Translate insights into business value

# Why Data Products Fail



## IT-Business Misalignment

IT builds data platforms, business demands insights—but there's a gap. The strategy needs to align with business needs.



## Inefficient Centralization

Traditional centralized models create bottlenecks and inefficiencies. This slows down innovation.

# Asset or Cost Center?



**1**

## Data as an Asset

Data is an asset—but only if measured and used effectively. Measurement is key.

**2**

## Expensive Liability

Without clear ROI, data investments become an expensive liability.



# Data ROI in the AI Era

1

## Magnified Potential

AI initiatives magnify both the potential ROI and risks of data investments.

2

## Expensive Experiments

Without measurable ROI frameworks, AI projects often become expensive experiments.

3

## Compounding Returns

The same data can power multiple AI use cases, compounding potential returns.

# From Cost Center to Strategic Asset

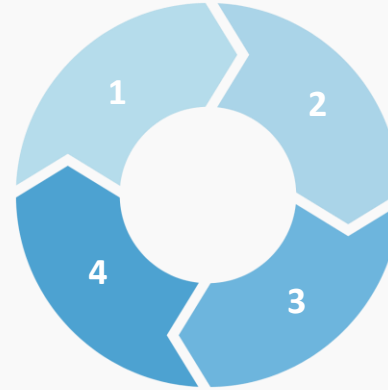


## Value Compounding

Each use compounds value

## AI as Accelerator

Multiply value across all dimensions



## Network Effect

Value grows by connecting sources

## Enterprise Asset

Data as an asset

Measuring direct and indirect ROI is challenging but vital. Transformation potential enables new business models.



# Data Mesh & AI Transforms Data

1

## Decentralized Ownership

Business units manage their own data products. This gives them ownership.

2

## Self-Service Access

Faster, more reliable insights for decision-making. Access is democratized.

3

## Clearer Value Attribution

Every data product has measurable impact. This is important for accountability.

AI-Ready Architecture enables faster AI deployment. Feedback Loops improve data quality. Cross-functional Teams collaborate on outcomes.



# Real- World ROI: Data Mesh in Action



## The Challenge

Bank struggling with slow, centralized data operations that created bottlenecks and delayed insights.



## The Solution

Implementing Data Mesh + ROI tracking enabled clear value attribution across business units.



## The Result

**Faster decision-making** and a **cost reduction**, dramatically improving operations.



# How to Improve Your Data ROI Today?

1

## Define Data Products

Define clear business-aligned data products. Focus on outcomes.

2

## Track ROI

Track ROI across financial, operational, and risk categories. Be thorough.

3

## Continuous Process

Make ROI tracking a continuous process, not a one-time report.

Implement AI feedback loops to improve data quality. Measure model performance. Establish translation between technical and business metrics.





# How Do You Measure Data ROI?



## Financial ROI

Cost savings, revenue impact.  
Track the monetary value.



## Operational ROI

Efficiency gains, time saved.  
Measure operational  
improvements.



## Risk Reduction ROI

Compliance, security  
improvements. Quantify risk  
reduction.



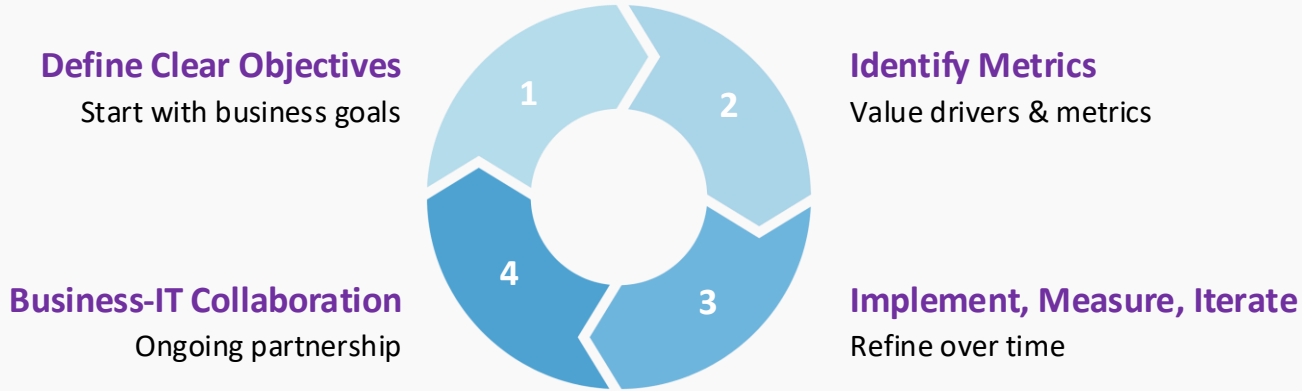
## Intrinsic Data Value

Strategic insights, competitive  
advantage. Identify the value  
to the organization.



# Practical Framework – Measuring & Maximizing Data Product ROI

A continuous improvement approach to maximize value from data investments



This framework creates a virtuous cycle of continuous improvement, ensuring data products deliver measurable ROI.

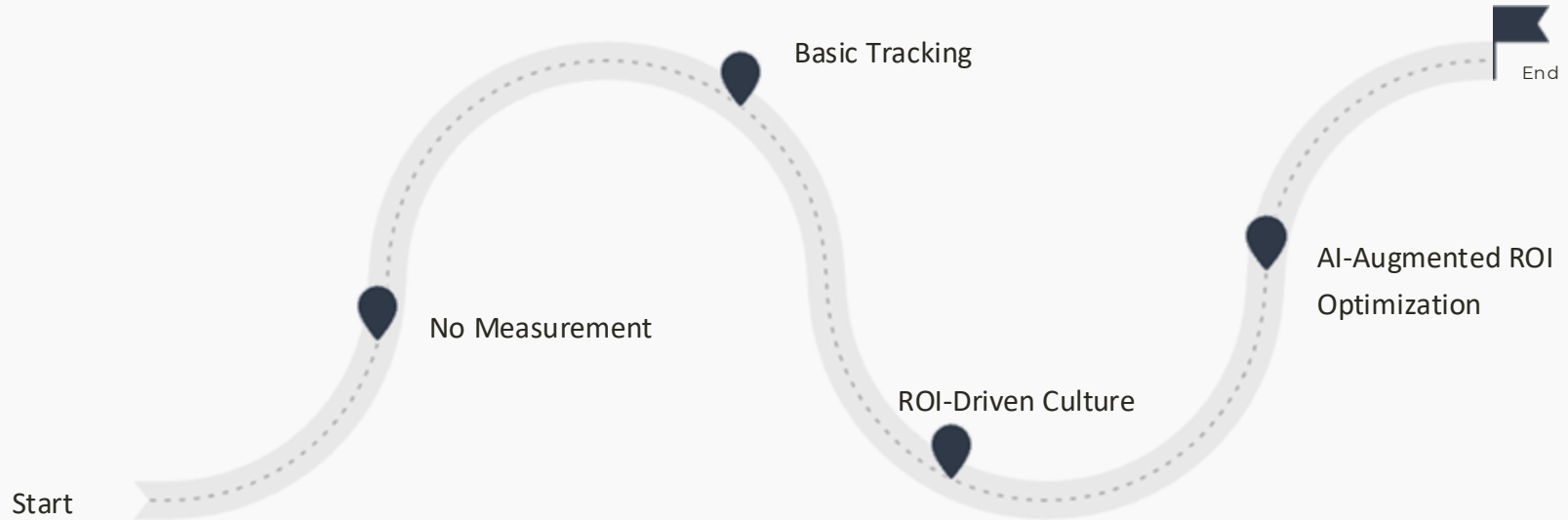


# Key Takeaways

- 1 Think of data as a strategic asset with multi-dimensional ROI. Always think of the big picture.
- 2 Bridge the Business-IT gap with shared goals and ownership. Get everyone aligned.
- 3 AI amplifies data ROI but requires clear metrics that bridge technical and business outcomes.
- 4 Successful organizations translate between model metrics and business metrics.
- 5 Data Mesh enables AI at scale by connecting domain experts with data scientists.
- 6 Make ROI measurement a habit for data investments.



# Where Are You in Your Data ROI Journey?





# Q & A





# THANK YOU

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