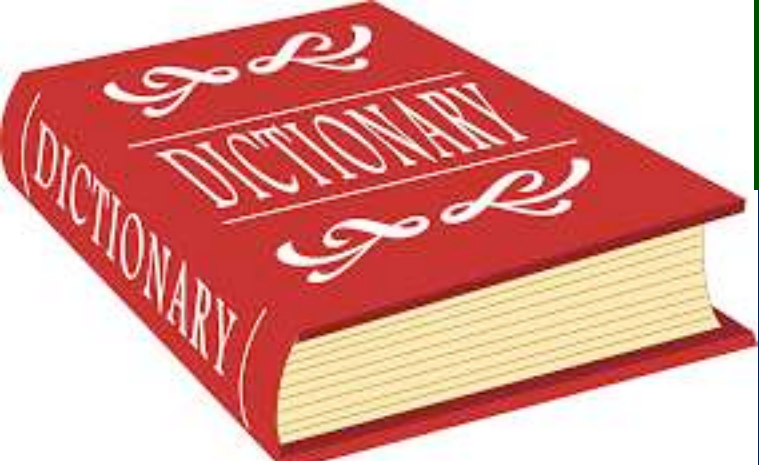


Building a Big Data Strategy

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;
```

The diagram illustrates a five-step iterative process for opening a mini Idea Lab. The steps are arranged in a circular flow: 1. 'Come up with ideas' (top), 2. 'Deploy analytics' (right), 3. 'Include customers in your experiments' (bottom), 4. 'Deploy full scale' (bottom-left), and 5. 'Did it work?' (left). Yellow curved arrows connect the steps in a clockwise cycle from 1 to 2, 2 to 3, 3 to 4, 4 to 5, and 5 back to 1. A green arrow points from the 'Did it work?' box to the 'Deploy full scale' box, indicating a decision point where a successful outcome leads to full-scale deployment.

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

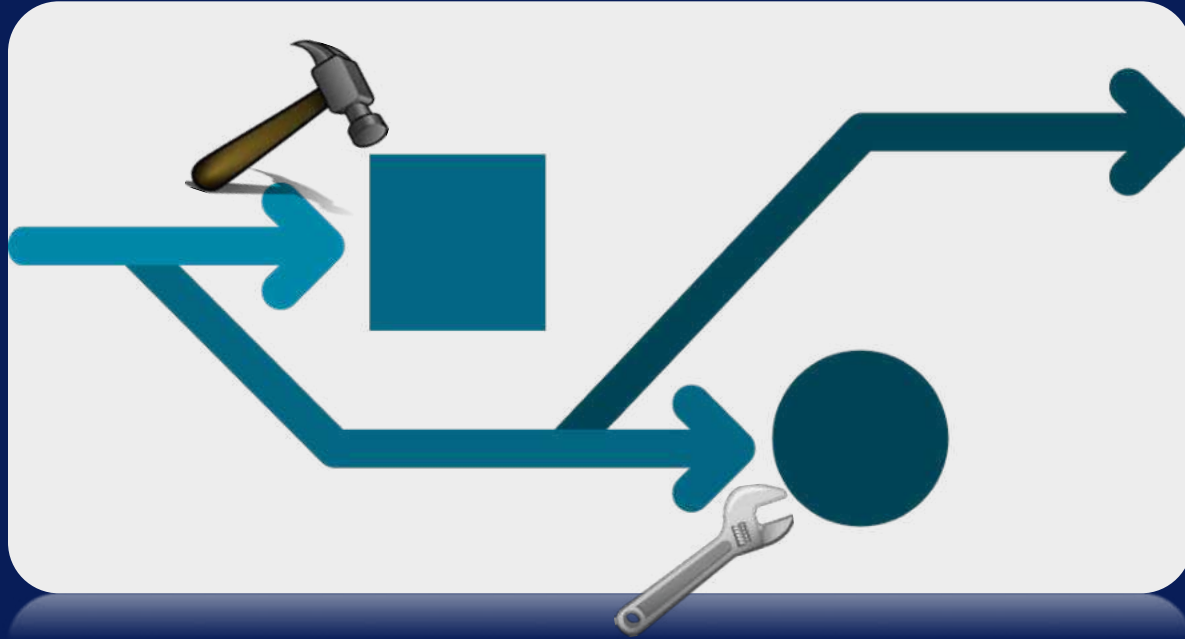
+

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Opportunities

Business

Adapt strategy to your use cases



**Integrate
analytics**



**Communicate
goals**



**Adopt for new
situations**



Share data



Build teams

