

# Becoming Data-Driven

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# AGENDA

- Data-Driven, What & Why?
- Building Data Strategy
- Exploiting Emerging Technologies
- Applying Data Governance
- Building Data-Driven Culture

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# Data-Driven, What & Why?

- Introduction
- What is Data-Driven?
- Why to be Data-Driven?

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# Building Data Strategy

- Data Strategy, What & Why?
- How to build Data Strategy?
  - Quick-wins
  - Improving business decisions
  - Improving operations
  - Monetizing data

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# Exploiting Emerging Technologies

- Emerging Technologies, What & Why?
- How to exploit Emerging Technologies?
  - Stay updated
  - Know the use-cases
  - Assess the strengths & weaknesses
  - Start with POC/Prototype

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# Applying Data Governance

- Data Governance, What & Why?
- How to apply Data Governance?
  - Data Architecture
  - Data Security
  - Data Quality
  - Reference & Master Data
  - And so on...

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# Building Data-Driven Culture

- Data-Driven Culture, What & Why?
- How to build Data-Driven Culture?
  - Promote Data Literacy
  - Create Single-Source of Truth
  - Make Data Accessible
  - Invest in Self-Service Analytics

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**Questions?**





**Thank You**

