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Role of Data in Organizational Culture

- Powerful tool to explain, understand state of world
- Backbone of decision-making process
- Strategic way to inform thinking

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Four Fundamental Components for Effective Data Culture

1. Literacy
 - Do people understand how to interact with data?
2. Access
 - Are the data easily available?
3. Demand
 - Is there an organizational need for the product?
4. Results
 - Is the work impacting the business?