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Four Fundamental Components for Effective Data Culture

1. Literacy
2. Access
3. Demand
4. Results

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Literacy

- Different types of data literacy
    - E.g., producer vs. consumer
        - Producer: versed in statistical methods, computational techniques
        - Consumer: intuitive sense for how to use the data
- Cultivate understanding, engagement among all stakeholders/partners
- Talent is fundamental component
- Clear, concise models and explanations cultivate literacy
    - Start with the simple, move towards the complex
- Consider yourself an educator

Demand

- Data sells itself
    - Solves disagreements
    - Distinguishes between fact and opinion
- Viral loops within company or organization
    - People becoming more effective with data creates demand
    - Important to maintain link to source material
- Mental models help us make better decisions
    - Data enables better mental models
- Create demand by creating value for others

Access

- Visualizations, reports, and write-ups are lifeblood of analytics groups
    - Enable nontechnical stakeholders to engage with data
- Move towards self-service models (as opposed to bespoke or one-off)
    - Users at all levels can access data, answer own questions
    - Cultivates sense of transparency and agency
    - Product managers become technical thinkers
- Feedback loop between access and literacy

Results

- Material improvement on business
- Measure and test using core metrics
    - How is the model impacting the business?
    - Are we having product impact?
- Cultivate culture of measurement
- Performance evaluation tied to material impact
    - Creates sense of shared objectives, common goals
- Prioritize work based on alignment with core metrics