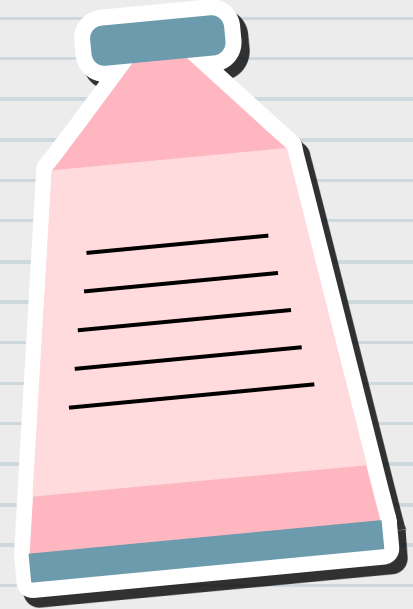
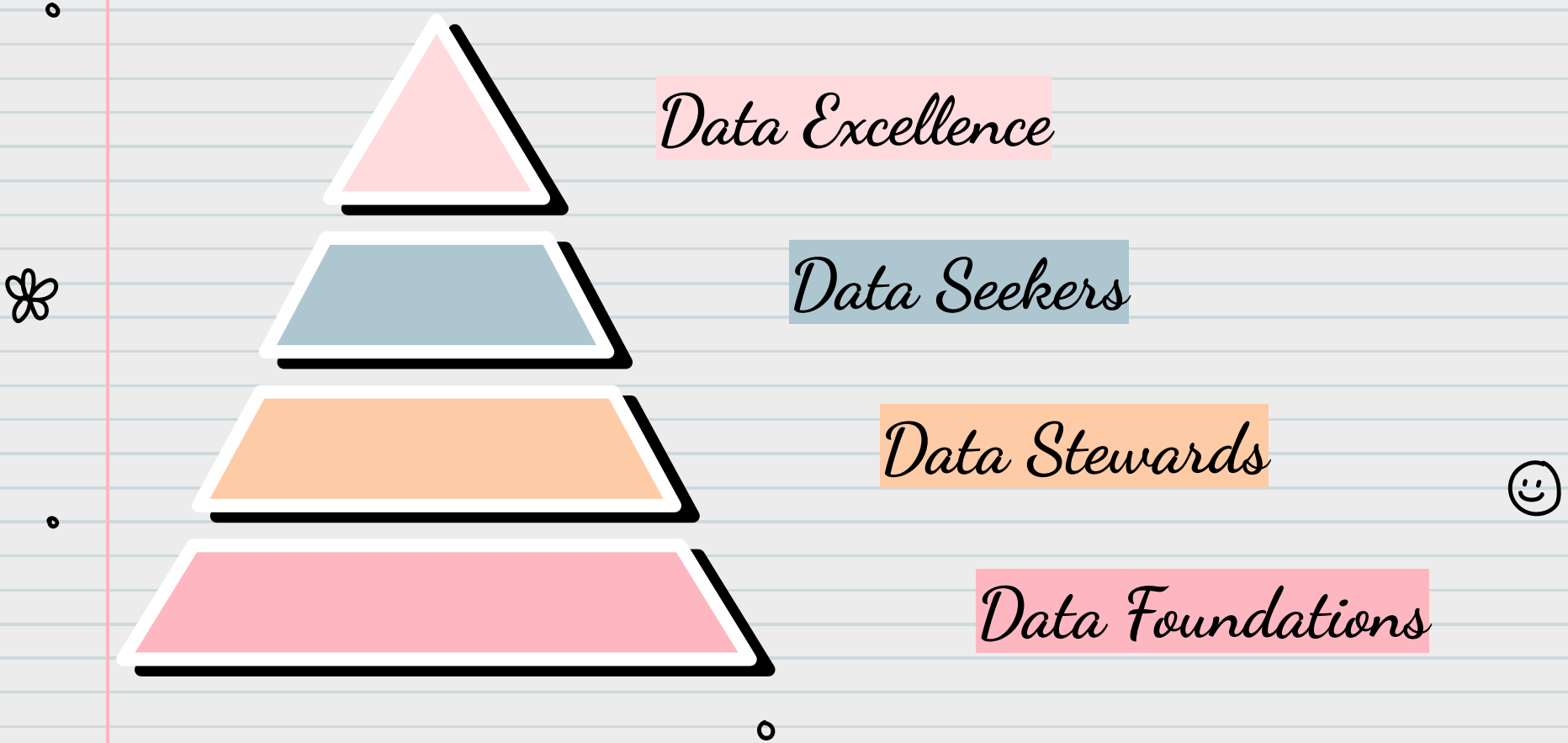


DATA ANALYTICS & YOU!

Data Strategy Sample Approach



OUR JOURNEY TO THE SUMMIT



DEFINING OUR KEY OBJECTIVES

◦ **Goals:** it's more than just goal setting

Tools: the right tools make the job easy

✿ **Relationship with Data:** it's a living, breathing thing

Data Literacy: feeling comfortable and confident

◦ **Data Management/Processes:** safeguarding our work



WHAT ARE OUR ASSETS?

An asset is a resource with economic value

Tangible

Our computers

Office space

Raw materials

Employees

Creative supplies

Purple Carrot brand

Revenue

Contracts

Inventory

Intangible

Intellectual property

The test kitchen

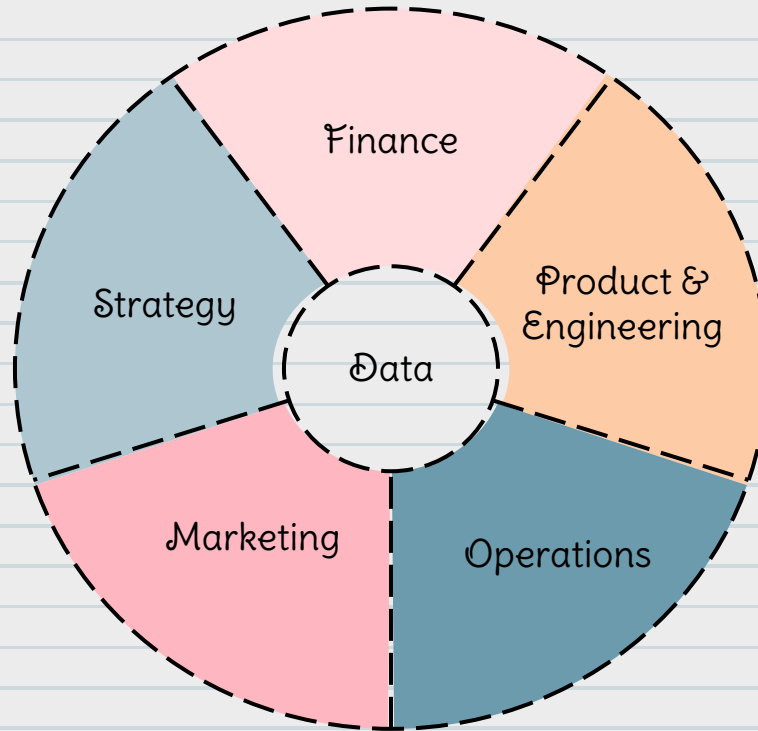
Vendor relationships

Recipes

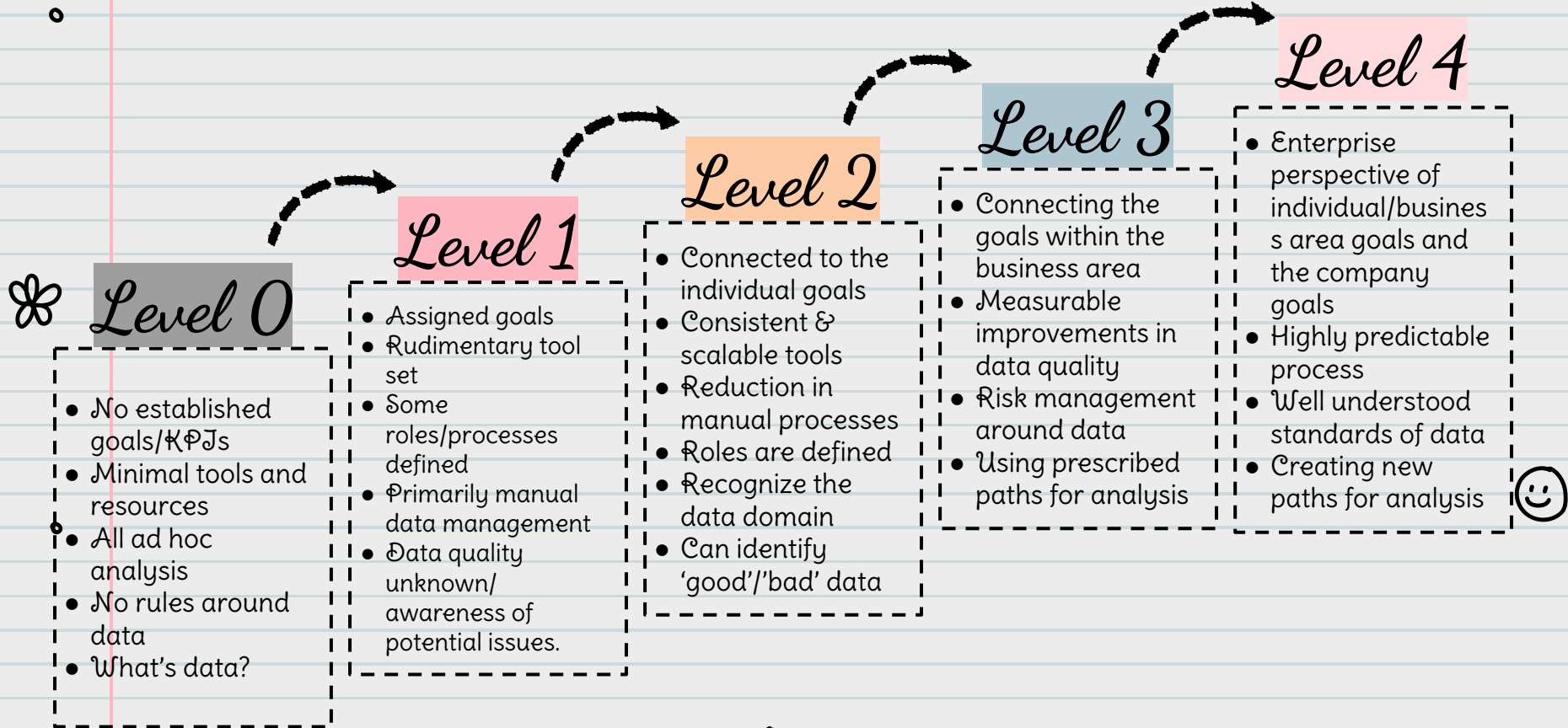
Our website



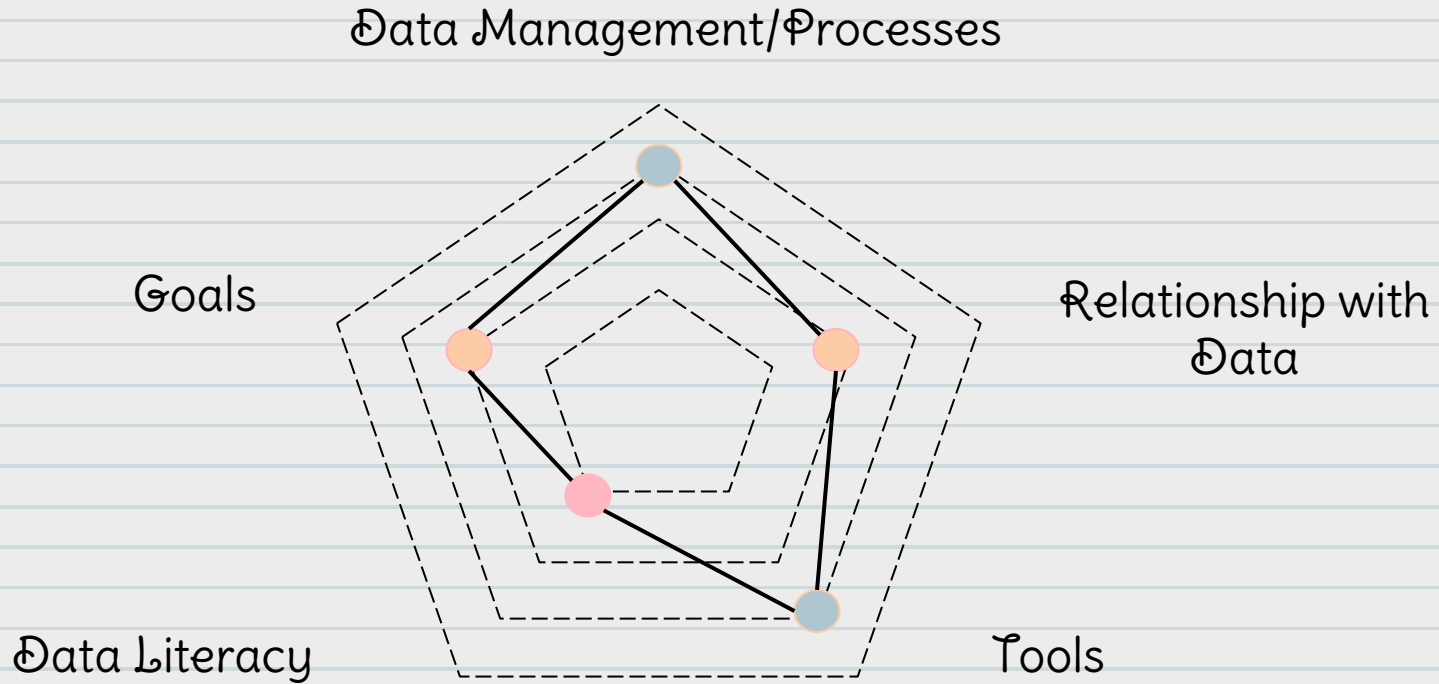
DATA IS AN ASSET



DATA MATURITY ASSESSMENT RUBRIC



DATA MATURITY ASSESSMENT



HOW DO WE REACH DATA EXCELLENCE?

Through Strategic Framework



DEVELOPING A DATA STRATEGY

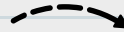
How to move through the levels with intention:



Goals



Assess



Share



Collab

Establish goals for
each level

Evaluate the
progress made
and progress to
be made

Train,
communicate,
and be
transparent

Develop the tools
and systems that
work for the
people and
processes who
use them



DEVELOPING A FRAMEWORK

Describe the objective at a high-level
Define the goals for the level

Business
Drivers

Identify the inputs & the
suppliers

Establish actions, participants, and their roles:

1. Planning Activity
2. Control Activity
3. Development Activity
4. Operational Activity

Determine deliverables
and the consumers

Technical
Drivers

Techniques

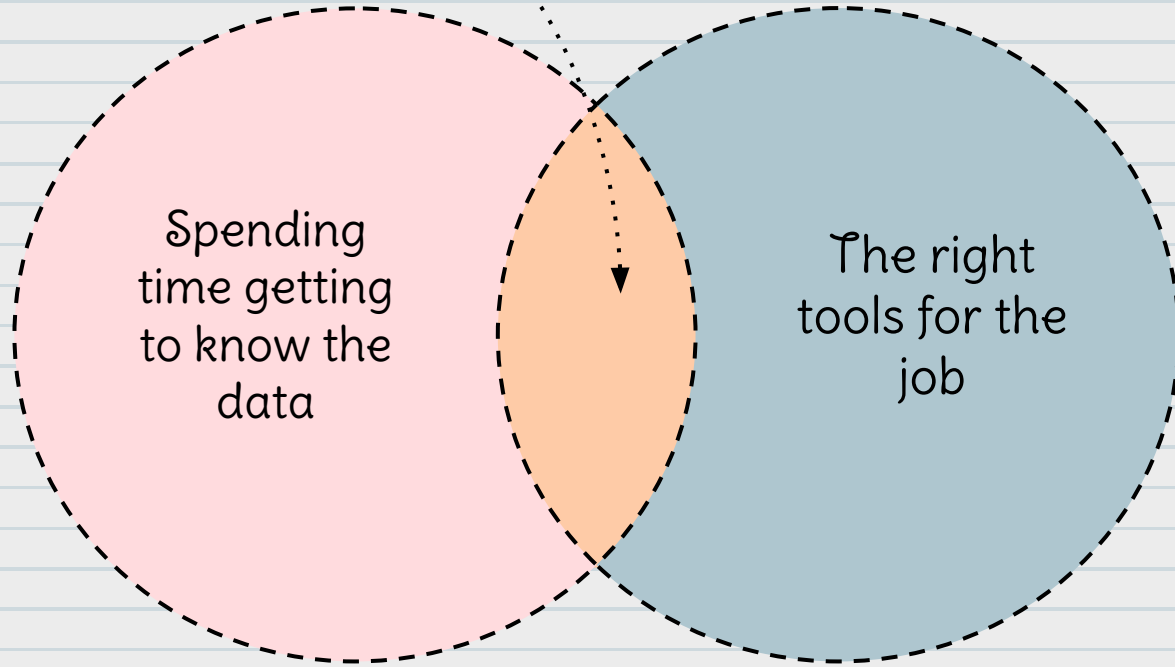
Tools

Metrics



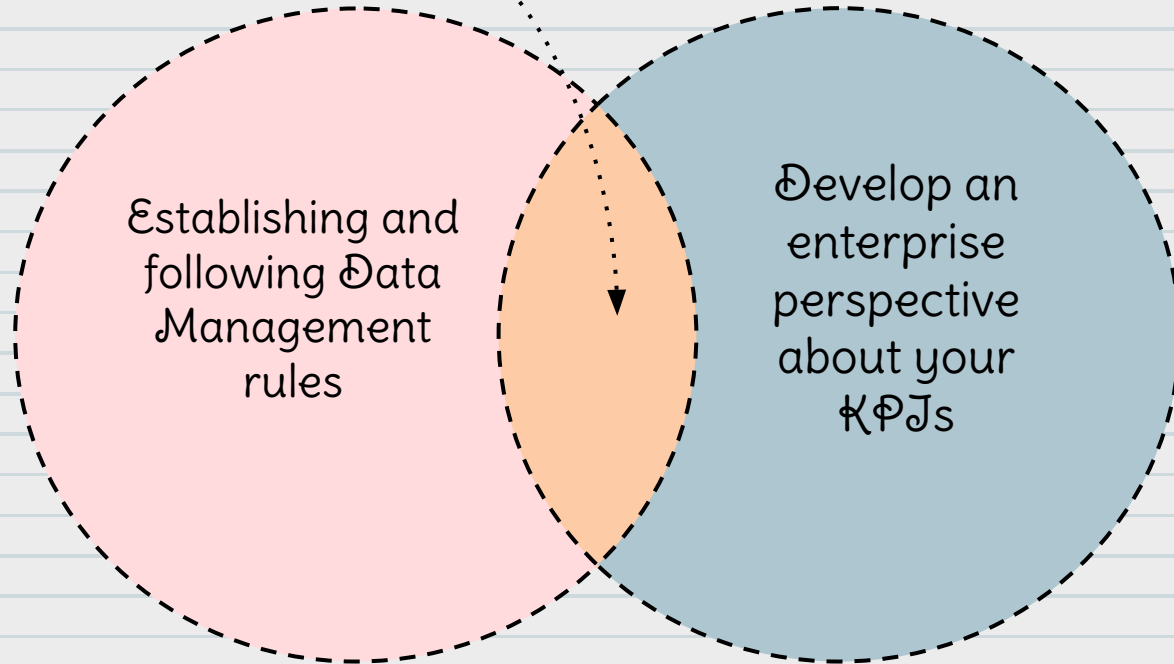
OUR OBJECTIVES ARE INTERCONNECTED

Data Literacy



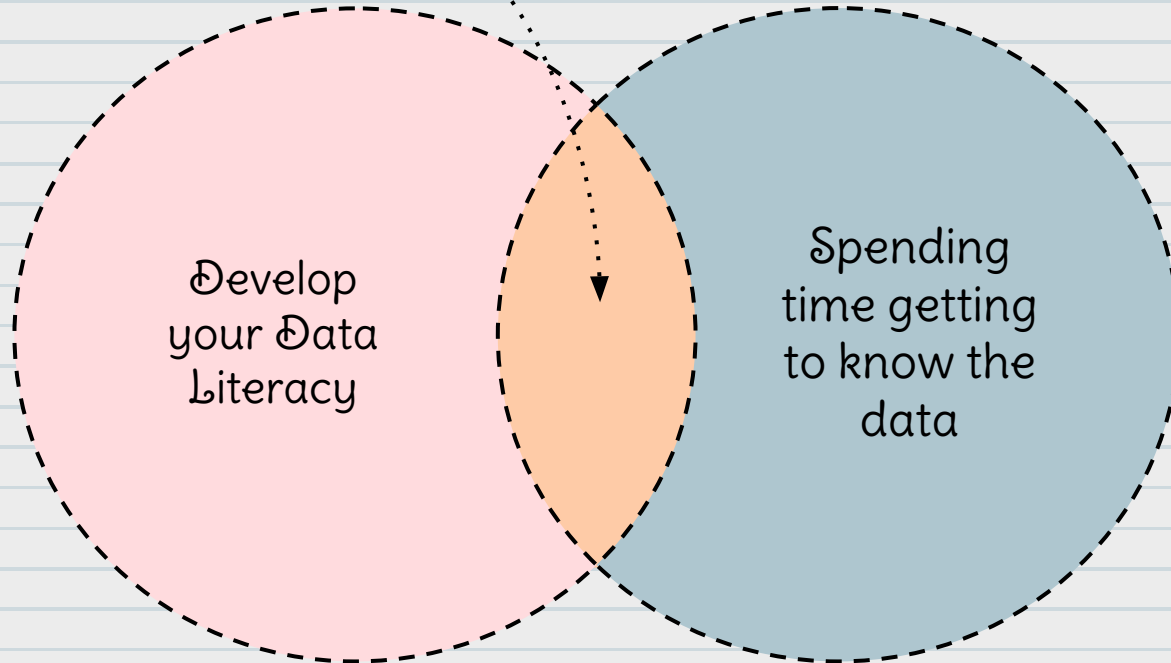
OUR OBJECTIVES ARE INTERCONNECTED

Investment in
proper tools



OUR OBJECTIVES ARE INTERCONNECTED

Better KPIs



HOW CAN WE MOVE FORWARD?

Objective: Where we currently stand



Phases: A goal or deliverable that is measurable

Questions to consider:

- What are the inputs?
- Who should be consulted?
- Who should be involved?
- What is the outcome we want to achieve?
- What are our metrics?
- What is the deliverable?



DATA FOUNDATIONS

- Assigned goals
- Users know that the data might have some issues
- Rudimentary tool set
- Data quality issues unknown
- Primarily manual data management
- Some roles/processes defined
- Low standards/expectations of data



DATA FOUNDATIONS

Goals

- Goals are assigned out
- Low levels of buy-in
- No opportunity for 'digestion' or discussion
- 'Just get it done' approach to the work

Phase 1

Easily define and reference the goals

Phase 2

Understanding the components that make the goal

Phase 3

Draw a direct connection between the actual work and goal

DATA FOUNDATIONS

Data Literacy

- Some processes are defined
- General recognition of data domain
- Definition of purpose

Phase 1

Identification of all data sources & domains

Phase 2

Providing a narrative around the data

Phase 3

Questioning processes and definitions

DATA FOUNDATIONS

Tools

- Tools are rudimentary
- All analysis and data collection is manual
- Process around tools is cumbersome, difficult to learn, and not sustainable

Phase 1

Questioning if this tool is working

Phase 2

Identifying all manual steps involved around the tool

Phase 3

Developing/defining how the tool should be used and why

DATA FOUNDATIONS

Relationship with Data

- Data is only considered a by product of the business
- A necessary evil, something that is not easy to work with

Phase 1

Recognizing your role in the relationship

Phase 2

Going on a date with the data:
Getting to know your data,
how it works, how it's made

Phase 3

Developing ownership over
the data domains

DATA FOUNDATIONS

Data Management

- Understand there might be quality issues
- Data management is almost entirely manual

Phase 1

Explore the data domain, the impact of data quality issues

Phase 2

Evaluate how or why data quality issues appear in the data

Phase 3

Research a plan for mitigation

DATA STEWARDS

- Connected to the individual goals/KPIs
- Users can identify 'good' vs 'bad' data
- Consistent and scalable tools
- Users can recognize their data domains
- Reduction in manual processes
- Roles are defined



DATA STEWARDS

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DATA STEWARDS

Data Management

- Commitment to data integrity
- Management plan developed to support current processes
- Outlining roles and responsibilities

Phase 1

Recognizing 'good' or 'bad' data

Phase 2

Communicating about data quality issues and discuss solutions

Phase 3

Introduce and explore controls

DATA SEEKERS

- Connecting the goals within the business area
- Using prescribed paths for analysis
- More automation within tools
- Users can recognize their data domains
- Measurable improvements in data quality
- Risk management around data



DATA SEEKERS

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DATA SEEKERS



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DATA SEEKERS

Data Management

- Measurable improvements in data quality
- Introduction of Metadata
- Risk management plan
- Data governance
- Data is considered a company asset

Phase 1

Data quality is vastly improved through automation

Phase 2

Data Resources are easily accessible to all users via governance software

Phase 3

Metadata is leveraged within the company to improve internal processes

DATA EXCELLENCE

- Enterprise perspective of goals
- Users are creating new paths for analysis
- Data follows a highly predictable process
- Well understood standards of data
- Have high expectations of data
- Well designed data governance and management



DATA EXCELLENCE

Goals

- Individuals have an enterprise perspective of the goals.
- They understand how their work ties in to goals at all levels of the company
- There is enthusiastic buy-in and a belief that they can make change

Phase 1

Fully engaged in weekly and monthly business reviews

Phase 2

Can confidently contribute data-driven ideas to improve KPIs

Phase 3

Can offer suggestions and ideas to develop internal goals and KPIs

DATA EXCELLENCE



Data Literacy

- Data is considered a critical component to the success of the business
- Individuals have high standards and expectations around their data
- They are capable of creating new pathways for analysis

Phase 1

Using data in creative ways to make decisions

Phase 2

Understand the nuances of their data and how to account for it in conversation

Phase 3

Data champion-level users of all available analytical tools



DATA EXCELLENCE

Tools

Phase 1

Investment in advanced tools to assist in analytics for every user type

Phase 2

These tools are adaptable and "future-proof" as well as can be expected

Phase 3

There is trust in the tool and what it can do

- Tools are intuitive and easy to use
- They are no longer the focus when challenges arise

DATA EXCELLENCE



Relationship with Data

- Individuals have a deep understanding of their data
- They use it daily to answer questions but also ask critical questions of the data

Phase 1

Can use the data to problem solve

Phase 2

Can clearly articulate the flow of data, how it is managed, where it is used, and why

Phase 3

Recognize that the relationship-building with data does not have an end



DATA EXCELLENCE

Data Management

- Data flows through the business area in a highly predictable and reliable manner
- Everyone in the area is aware of data governance and there is buy in
- Internal controls allow for easy onboarding

Phase 1

Business processes are no longer tied to an individual

Phase 2

There is absolute trust in the integrity of the data

Phase 3

The company has made a long-term commitment to data management