

Building a Data Culture with Power BI

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CUSTOMER ENGAGEMENT

We remove deep technical issues to drive revenue, satisfaction, and adoption from our top customers

EVANGELIZATION

We drive significant product awareness across many different channels

PATTERNS & PRACTICES

We curate "How-to" & "Best practices" content for Power BI

FIELD & PARTNER ENABLEMENT

We enable thousands of sellers/partners to drive revenue, satisfaction and adoption

PRODUCT FEEDBACK

We influence the product roadmap through engineering feedback rhythms

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Today: Working with the world's biggest companies to help them adopt, implement, and improve Power BI.

Yesterday: Building and shipping products and services for data governance, data management, ETL, and BI.

Forever ago: Training, mentoring, and consulting with companies of all sizes as a data architect and technical lead.



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A brief history of business intelligence

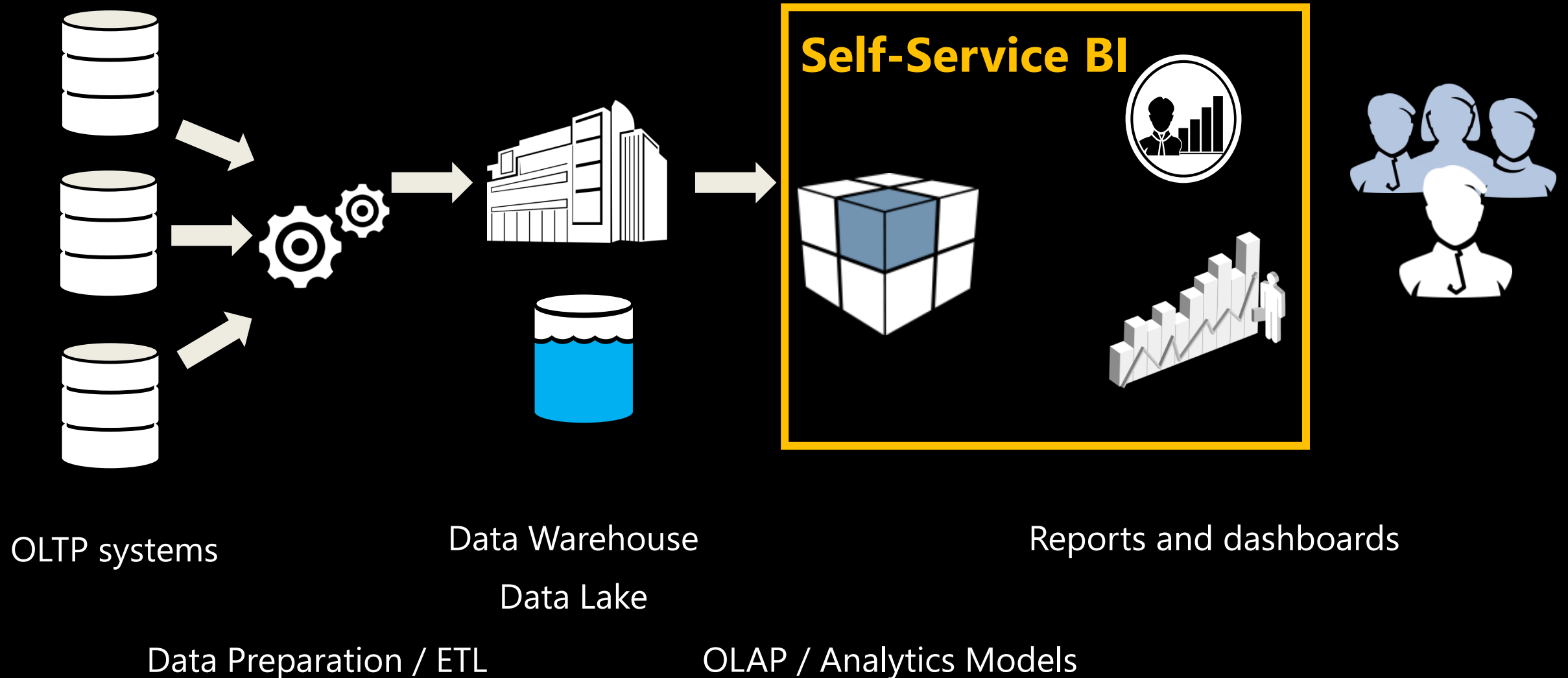


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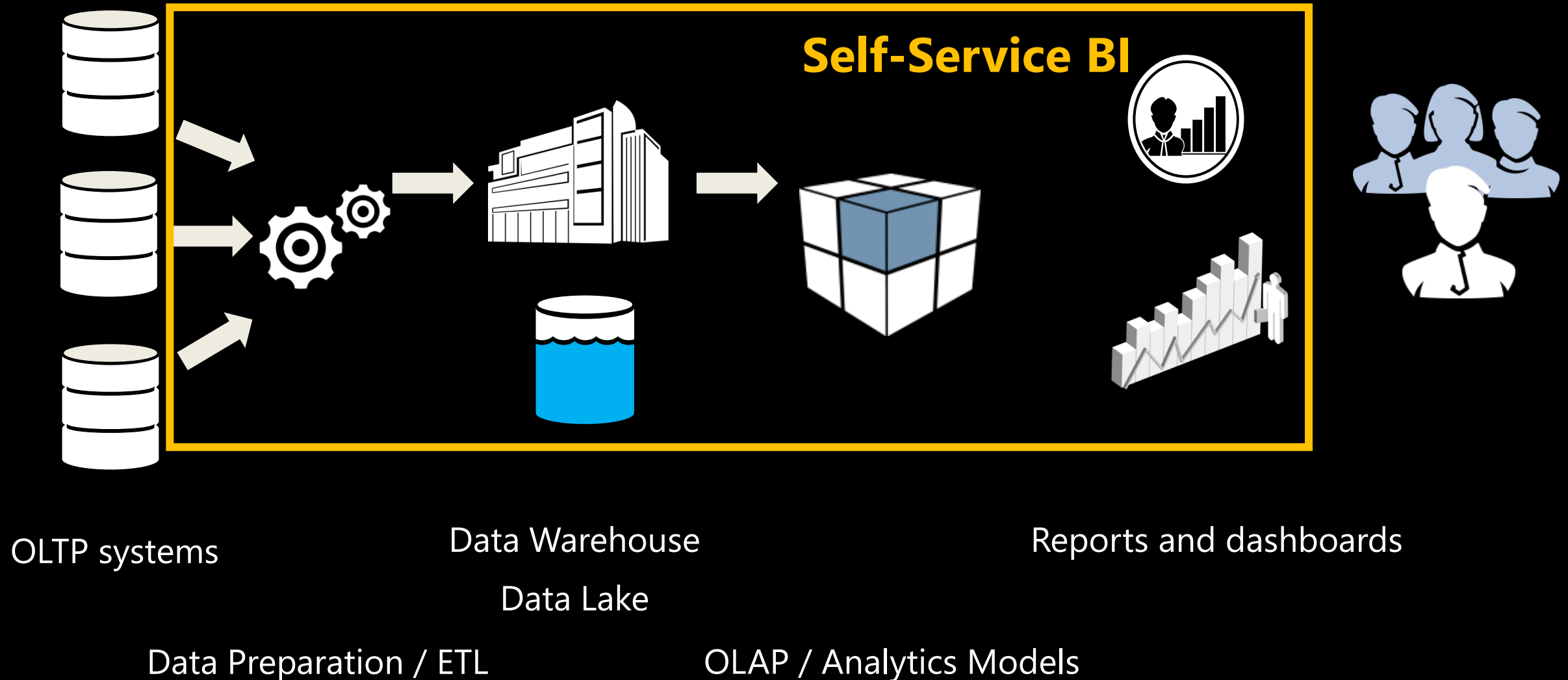
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A brief history of business intelligence



A brief history of business intelligence



From Business Intelligence to Data Culture



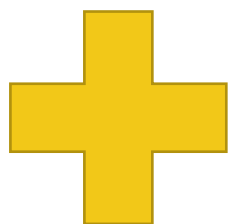
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cul•ture kŭl'chər

- n.* The arts, beliefs, customs, institutions, and other products of human work and thought considered as a unit, especially with regard to a particular time or social group.
- n.* These arts, beliefs, and other products considered with respect to a particular subject or mode of expression.



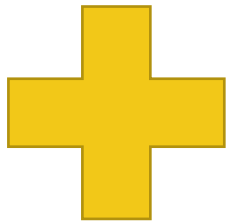
Data culture

Data culture is the principle established in the process of social practice in both public and private sectors which requires all staffs and decision-makers to focus on the information conveyed by the existing data, and make decisions and changes according to these results instead of leading the development of the company based on experience in the particular field. [Wikipedia](#)



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Imagine a world where...

- Making decisions based on common trusted data is the norm
- Business users have access to the tools, reports, and data they need
- Business users are part of a supported and valued community of practice where guidance and assistance are readily available
- Business users are recognized and rewarded for their contributions
- IT focuses on architecture, scale, and complex strategic investments
- Data governance is applied in ways that enable business users to work efficiently within the system, not outside it
- IT and business work in true partnership to achieve shared organizational goals



Top Tip:
Executive sponsorship



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Without an executive
sponsor, you will fail



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Executive sponsorship

The scope of a data culture is typically defined by the authority of its executive sponsor.

Lacking executive sponsorship is like running a marathon in sand: everything is much harder than it needs to be, no one wants to sign up, and the whole thing typically ends with disappointment for the people who tried the hardest.



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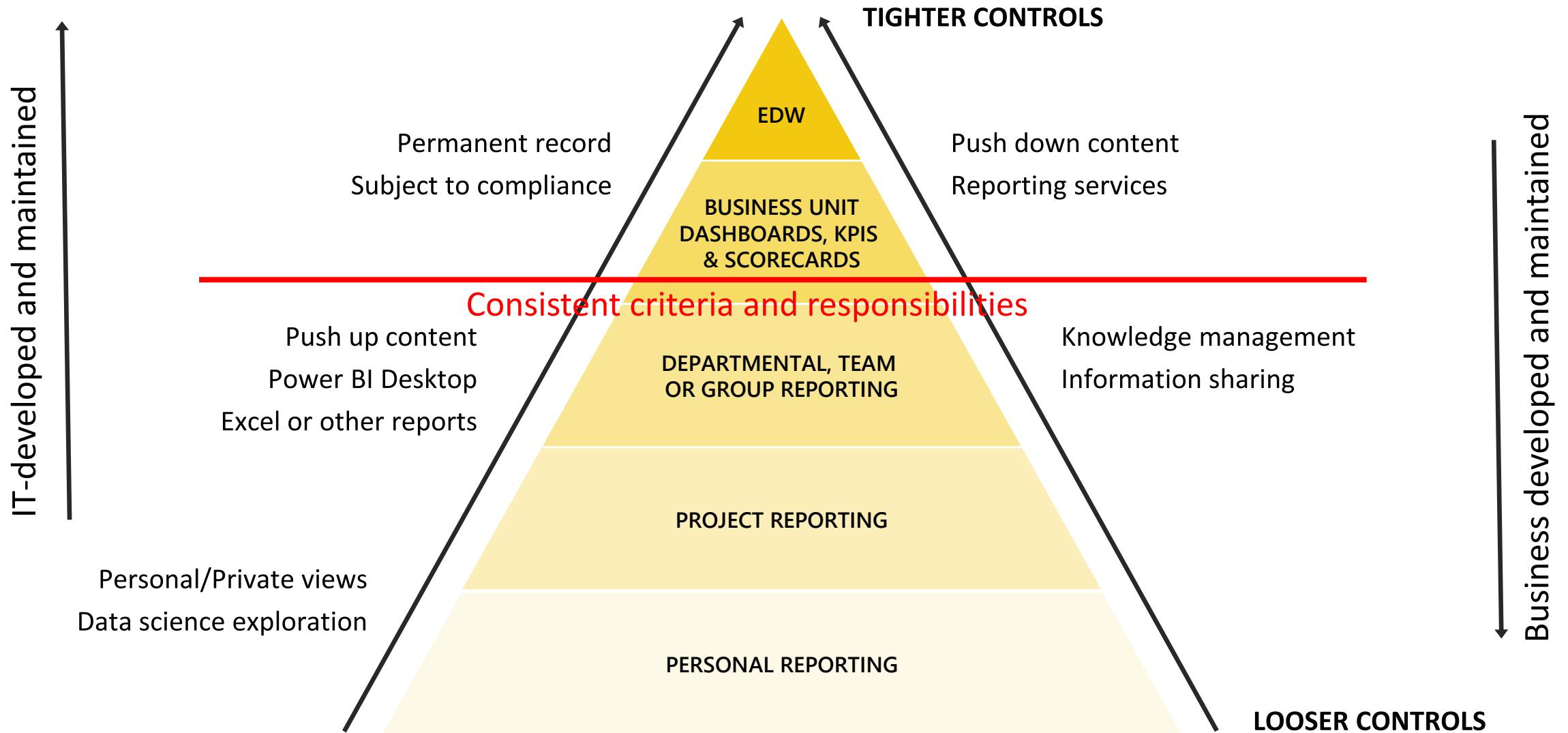
Building a data culture: The easy part



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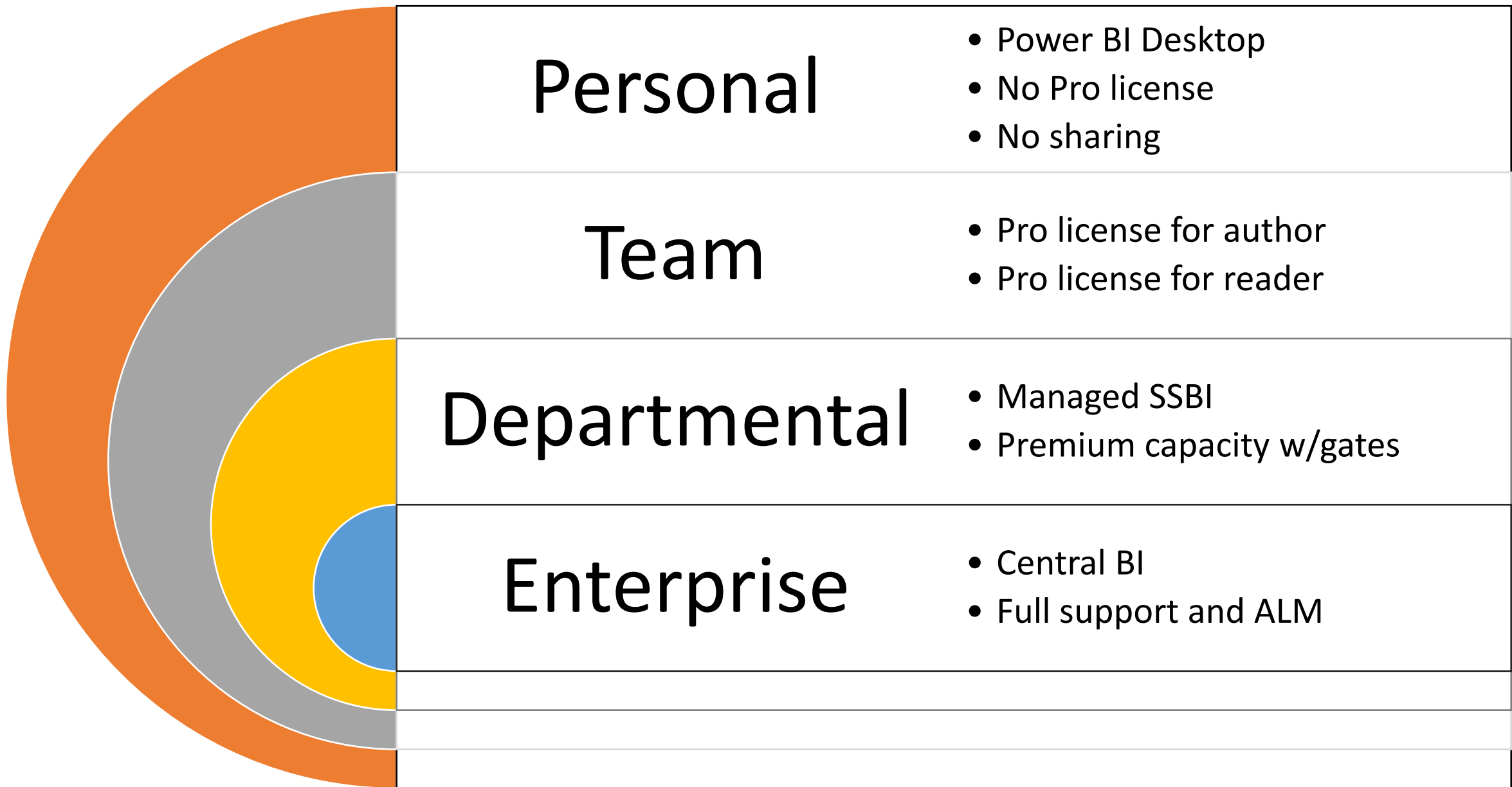


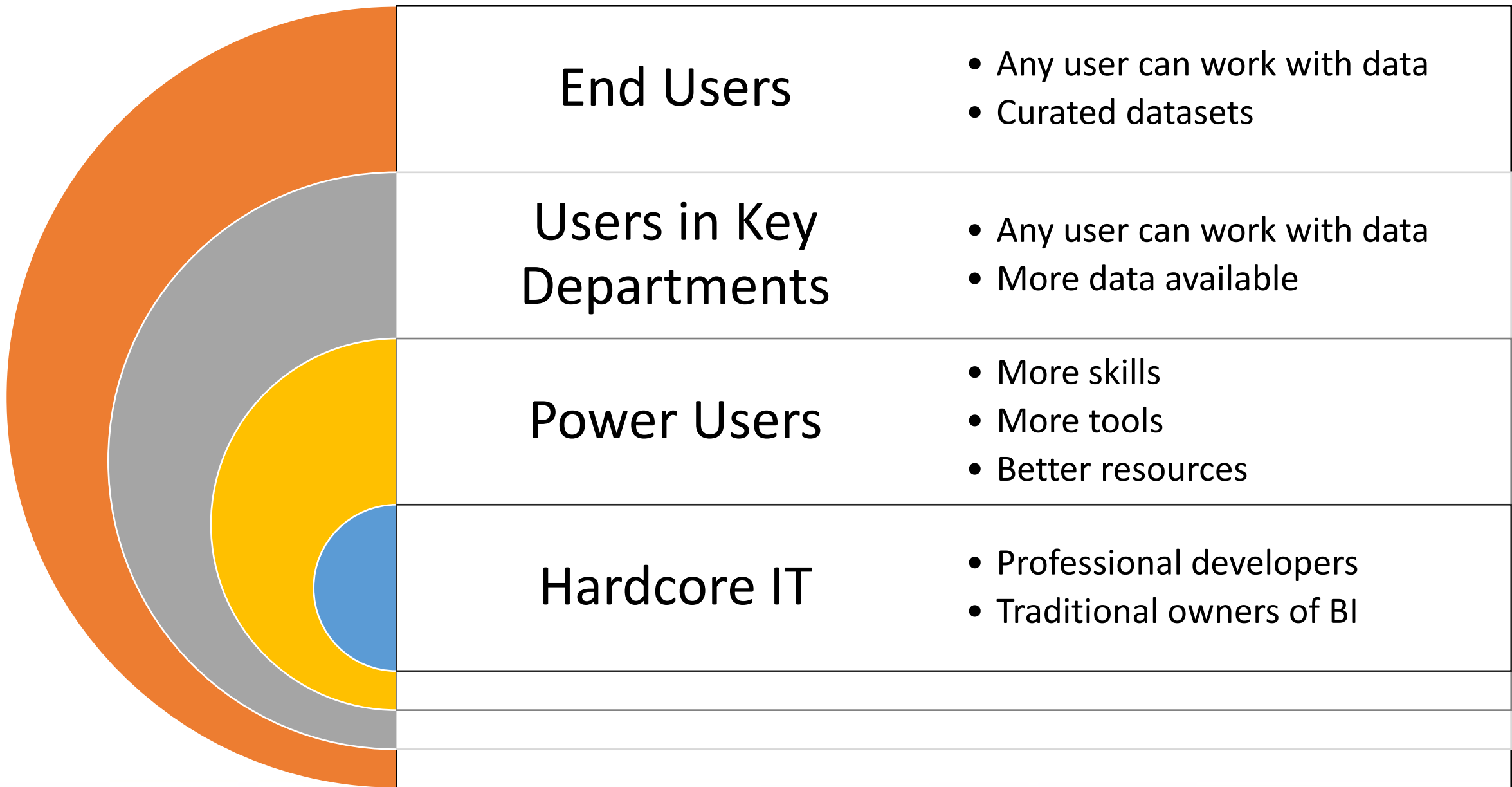


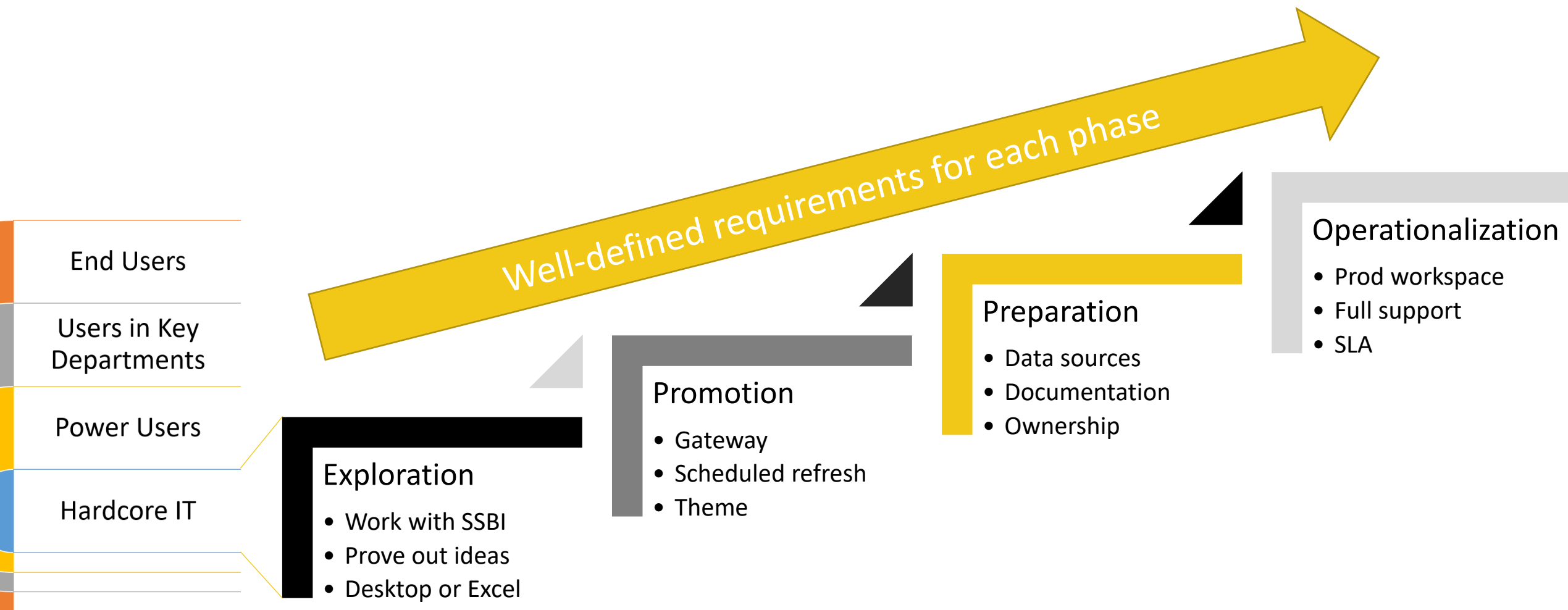
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Corporate culture drove....

- Encourages individuals to pursue full ownership
- Strong cultural resistance to doing things in a standard way

...challenges in reporting/analytics...

Inconsistent

Definitions, hierarchies, metrics & KPIs

!!% analyst time spent collecting & compiling data

!!% reports created in "offline environments"

!!!+ decentralized Finance Tools and Systems

~\$!!! annual spend on "shadow applications"

...which led to a new BI Strategy

Flexibility at the Edge

Finance has agility

Self Service BI



Discipline at the Core

IT Retains Control

Single Master Data Source



Standard Corporate BI



Consistent Taxonomies



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Building a data culture: The hard part



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Establish a Center of Excellence or Network of Excellence

- Key business and IT stakeholders
- System and process owners
- Decision-makers
- People with budgets



Recognize and nurture a Community of Practice

- People with problems
- People with solutions
- Champions
- Moderators and stewards



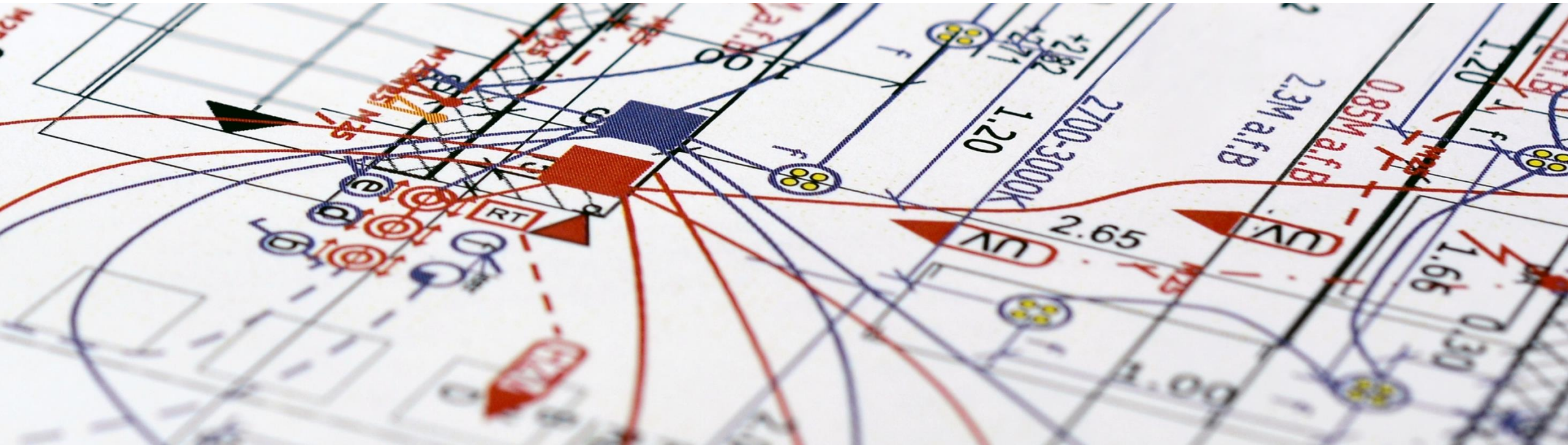
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Is this starting to feel 'above my pay grade'?

Remember how we started off with that boring 'executive sponsorship' topic? Are you starting to see how that sponsorship might help here?



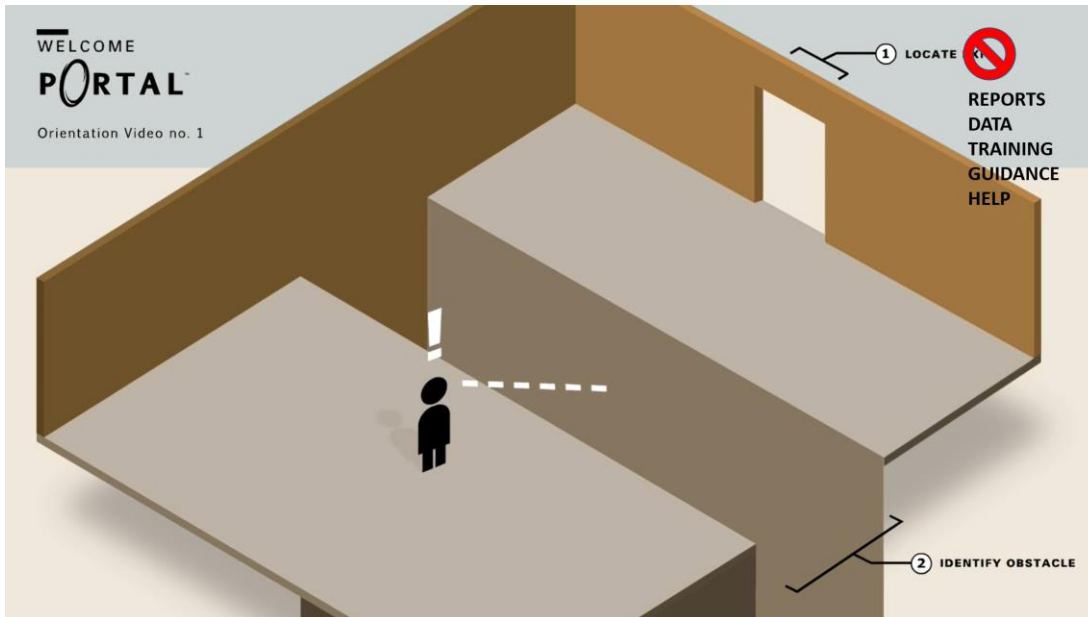
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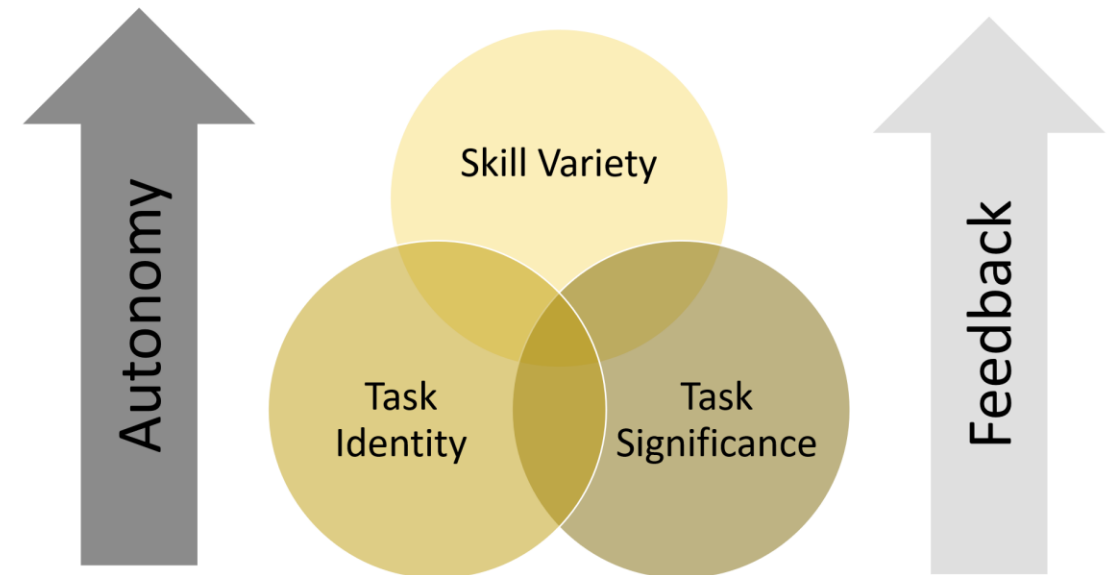
Your community needs a home

- Build portal
- Consolidate resources in portal
- Direct traffic to portal
- Repeat



Your community members need motivation

- Listen and learn
- Find places for people to help
- Say thank you, and mean it
- Repeat



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Wrapping up



“A complex system that works is invariably found to have evolved from a simple system that works. The inverse proposition also appears to be true: A complex system designed from scratch never works and cannot be made to work.”

-- John Gall



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Strategy without tactics
is the slowest route to
victory. Tactics without
strategy is the noise
before defeat.

Sun Tzu



There is no single path to success

- You have a unique starting point
- You have a unique destination
- You have a unique set of resources
- You have a unique set of constraints
- You have a unique and constantly-changing landscape to navigate
- Do you have an executive sponsor?



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Summary and resources



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Related content

- Power BI documentation
 - <https://docs.microsoft.com/en-us/power-bi/guidance/>
 - <https://aka.ms/PBIEnterpriseDeploymentWP>
- Matthew Roche's blog and YouTube:
 - <https://ssbipolar.com/building-a-data-culture/>
 - 🖱️ 17-video "Building a data culture" YouTube series + much more
- Power BI Adoption Framework
 - <https://github.com/pbiaf/powerbiadoption>
- Power BI customer success stories
 - <https://customers.microsoft.com/en-us/story/857107-nestle-consumer-goods-azure-power-bi>
- Coming June 2021: Power BI Adoption Roadmap



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Q&A



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