

# How to make data universally accessible

Based on content presented by Lex Roman,  
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## Make informed decisions with data

There's a good chance your company is collecting a lot of useful data, but that data is only useful if your teammates can understand it.

If they can't understand it, you probably have a gap of confusion. That gap exists when someone wants to answer a question with data but doesn't know how to answer it or even where to start. As a result, that person will probably ignore the data altogether and make decisions based on gut instinct.

To avoid that gap of confusion, you need to have total alignment on who manages your data, how it's managed, and how your team can use it.

Once you've pulled that off, you'll be able to make informed decisions with data. Here's how Lex Roman recommends you build alignment:

## Three data variables to bridge your gap of confusion

Creating data alignment comes down to making sure the users of your data (your team) have a good experience with data. That means making sure your team knows who to go to with questions, where to find the data they need, and how to make sense of the data.

### 1. ROLES

When people have questions about data, they often don't know who to go to. That's one of the reasons your gap of confusion exists. To solve this problem, create a document that clearly explains which person in your company "owns" specific tools and metrics.

Whoever is the owner of each tool should be an expert on it, or at least be your company's most knowledgeable about the tool.

If you're not sure what tools you even have and who should own them, send out surveys, talk to department managers, or make executive decisions. The point is to make sure someone is assigned to own each tool so that your team knows exactly who to go to for questions.

### 2. SYSTEMS

You also need to document the tools and systems your company is using. While you're documenting each tool, audit each one to make sure that it's the easiest to use and understand. Your data is only as useful as the tools that are handling it.

If your marketing team is using Google Analytics for website analytics, but no one else can make sense of that tool, it might not be the best option.

In some tools, you'll set up data-collection events. In those cases, make sure that your naming conventions are standardized.

Airbnb, for example, should give their data-collection events simple names. If someone searches for an experience on Airbnb, the event should be called `searched_experience`. With a simple name like that, there would be no confusion about what data the event is collecting.

“**If your team can easily understand and use data, they'll make data-informed decisions.**”

- Lex Roman

### 3. CAPABILITIES

Make sure everyone has the ability to understand your data and analytics. Some people might have never worked with data before. That means you'll have to teach them. When employees can easily understand data, they make more informed decisions.

Airbnb created an entire [data university](#) for their employees, but if you're a small company, you don't need to go that far. You can simply record video tutorials, write up descriptions on how to use your tools and data, or start a Slack channel for data questions.

In-person meetings can be valuable, too. Create analytics office hours each week, or hold lunch-and-learns to teach people more about your data. The key is to create a dialogue about data. If people are asking questions about your data, it will help them learn. It'll also help you get a different perspective on your data, which can strengthen your data management.

## How Segment can help

Lex recommends that you use intuitive systems. Often, the only way to figure out if a system is intuitive is to use it.

Segment is built to help our customers test different tools. Across all of our customers, we've seen 10 different tool-adoption strategies. [Read about them all here.](#)

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- [Selecting the right analytics tool for your business \(part 1\)](#)
- [Selecting the right analytics tool for your business \(part 2\)](#)
- [Become an analytics expert](#)