

Wrangling your Way to Data-Driven Success

Data-driven is a compelling executive mantra, but how do you make it a reality? According to one recent survey, the number of companies identifying themselves as data-driven *shrank* from 37% to 31% over the last three years.¹ So while the payoff is huge, the challenges are many. In this session we'll highlight how to overcome a couple of the main obstacles -- poor data quality and the lack of appropriately trained resources to fix it.

Enterprise data is more siloed and amorphous than ever because of the relentless, often uncoordinated growth of new applications and data sources. Traditional data warehousing programs and limited IT resources can't keep up. Fortunately, there is a scalable way to harness your ever-growing data assets. "Data wrangling" is an agile new technique that can get your data into perfect shape for all types of data-driven initiatives. In this session you'll learn:

- Common data quality challenges that limit the impact of commercial analytics initiatives
- The emerging role of "data wrangler" as a scalable approach to overcome these challenges, unlocking the full potential of your data
- How "linked data" can augment wrangling to enrich commercial models and create enterprise knowledge graphs

[info about me and WrWx]

¹ HBR: [Companies are Failing in their Efforts to become Data-driven](#), Feb 5, 2019