Challenges:

Data silos:

Even though the company can retrieve a large amount of data, a major weakness lies in the existence of data silos: different teams use different datasets. This leads to several issues teams work with incomplete or inconsistent data, each one manipulates it independently, and sometimes duplicate efforts occur across departments.
The main challenge today is to centralize data into a single, unified dataset accessible to all teams. Building a data warehouse could be an effective solution. All necessary transformations and cleaning operations can be performed in the warehouse, ensuring that every department works from the same source of truth saving time, effort, and money.

Data quality:

This is a critical issue for several reasons. Inaccurate data leads to incorrect analyses, which can harm the company's decision-making. Poor data quality can also affect the user experience, potentially offering irrelevant services or creating mistrust.
Moreover, since the company plans to sell data to partners in the future, data accuracy is non-negotiable no partner will purchase unreliable data.
The challenge here is to ensure that data is cleaned, validated, and continuously monitored to maintain high quality.

Also, this impact marketing and future development of the product.

Compliance risks:

Depending on where the application is used, it must comply with local regulations and data protection laws. Failure to do so can result in heavy fines and a loss of user trust. Currently, the company operates in over 180 countries, the company must navigate a complex regulatory landscape, with each region imposing its own data protection requirements
The key challenge is to ensure that data is processed correctly, all compliance procedures are followed, and that employees are trained and aware of their responsibilities. This is one of the most critical aspects of the company's data transformation journey.

Data Accessibility and Integration Challenges

The organization is currently facing significant challenges related to data accessibility and integration. Access bottlenecks across departments make it difficult to retrieve the right data at the right time, hindering operational efficiency. Technical barriers between disparate data storage systems further complicate integration efforts. Additionally, product innovation is slowed due to cross-functional limitations, as insights from multiple data sources are difficult to consolidate. The absence of a centralized data catalog or metadata management system exacerbates data discovery issues. As a result, the business experiences delayed product development, limited analytical capabilities, and inefficient decision-making. These challenges ultimately restrict the organization's ability to fully leverage its data assets for innovation and the development of new product features.

Data Literacy and Culture Gaps

The organization is currently hindered by uneven levels of data literacy across departments, leading to inconsistent understanding and use of data. Awareness of data governance principles remains limited, and accountability for data quality and stewardship is often unclear. Furthermore, there is potential resistance to adopting new governance frameworks due to cultural and organizational inertia. These gaps have a tangible business impact: valuable data assets are underutilized, data quality suffers from poor management practices, and implementing new governance models proves challenging. Ultimately, decision-making across the organization is compromised, as teams struggle to interpret and apply data effectively.