Data Maturity Assessment Template

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| **Dimension** | **Current Level (1-5)** | **Comments (Strengths/Weaknesses)** | **Action Plan (For Improvement)** |
| Data Governance | 3 | Strengths: sophisticated infrastructure, based on a data-driven strategy  Weaknesses: a dataset for a different department (data fragmented). | Implementation Plan for Data Governance: Develop a step-by-step implementation plan that outlines how the Data Governance framework will be rolled out across Spotify. |
| Data Quality | 2 | Strengths: a lot of data this helps to use AI (Machine Learning models)  Weaknesses: Incomplete data, inconsistencies, presence of duplicates, and lack of reference data | Data Quality Improvement Initiative: Implement processes and tools to enhance data quality across Spotify. This includes  data cleansing, validation, and standardization practices, as well as the deployment of data  quality monitoring tools. The initiative should also include training for employees on best  practices for data quality management. |
| Data Architecture | 3 | Strengths: data lakes,  relational databases, cloud-based storage systems, real time processing, scalable storage system.  Weaknesses: fragmented data, lack of unified governance | Apply a governance framework  Deploy a centralized data catalogue and metadata repository. |
| Compliance (GDPR, CCPA, etc.) | 2 | Strengths: established GDPR/CCPA from work with DPO.  Weaknesses: struggles with full transparency due to multi-regional legal complexity and incomplete execution. | Compliance and Privacy Enhancements: Ensure that Spotify’s data practices comply with GDPR, CCPA, and other relevant  regulations. This includes updating privacy policies, obtaining explicit user consent for data processing, and implementing data anonymization techniques. The initiative should also  include regular audits of data practices to identify and address compliance gaps. |
| Data Usage & Accessibility | 2 | Strengths: ML driven personalization  Weaknesses: presence of data silos  Fragmented integration hinders cross-departmental collaboration and holistic analytics. | Instore an access policy to data - least privilege.  Implement usage traceability and audit.  Develop self-service access tools  Create data sharing protocols between departments. |
| Data Security | 3 | Strengths: Recognition of security importance for user trust.  Weaknesses: Distributed data environments creating security challenges; Potential vulnerabilities in data sharing practices. | Having guidelines for data security  Develop security incident response plan  Provide security awareness training |
| Data Literacy | 1 | Strengths:  Weaknesses: Inconsistent understanding of data governance principles. Lack of standardized training.  Uneven data skills across organization; | Create data governance documentation and guidelines  Develop data literacy training program. |
| Data Integration | 2 | Strengths: Recognition of integration importance for holistic user view  Weaknesses: Fragmented data across departments, challenges in obtaining comprehensive user journey insights, technical barriers to integration. | Implement ETL/ELT processes for key datasets.  Deploy data integration platform.  Establish data integration standards |
| Analytics & BI | 3 | Strengths: advanced analytics capacities, ML and AI implementation.  Weaknesses: analytic insights limited by data quality and integration issues | Implement analytics governance.  Enhance analytic performance |