

Data Analytics Strategy Model

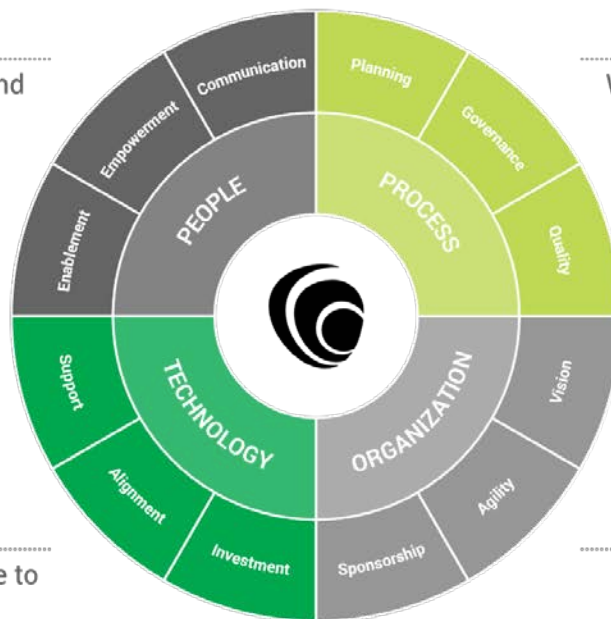
The Data Analytics Strategy Model helps organizations identify the strengths and weaknesses in their data solutions. The major components of a data strategy are organized into four pillars: People, Process, Technology, and Organization. The goal of this worksheet is to review each of these pillars and the components within them. Once performance in each of these areas are assessed, organizations can develop a targeted plan to improve the effectiveness of their data programs.

PEOPLE

Employees must understand and properly leverage data to make informed decisions

PROCESS

Well-established processes must be in place to ensure data is ingested, stored, delivered, and consumed properly



TECHNOLOGY

The right tools must be in place to allow data efforts to launch, evolve, mature, and scale with ease

ORGANIZATION

From the top down, the organization must be aligned, compatible, and committed

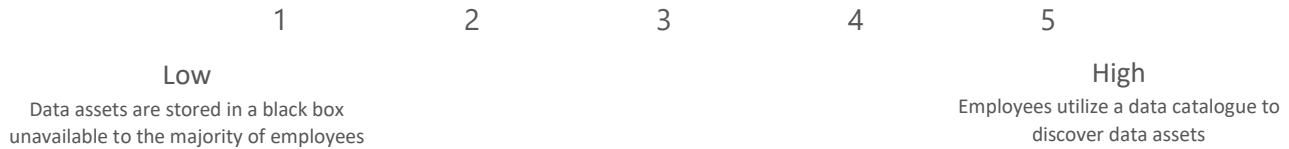
Over the course of this worksheet, each one of these components are self-evaluated on a scale of 1-5 to determine the organization's strengths and weaknesses. These scores are then averaged by each of the four areas and summarized on in the final overview. This overview provides a unique fingerprint of an organization's data program maturity and highlights opportunities for growth.

People

Employees must understand and properly leverage data to make informed decisions

Communication

People know what information resources are available and how to get those.



Comments _____

Empowerment

Employees use information to take action and are held accountable for performance. Results are measured, communicated, and rewarded.



Comments _____

Enablement

Employees have the information they need to make the right decision at the right time.



Comments _____

People Average Score _____

Process

Well-established processes must be in place to ensure data is ingested, stored, delivered, and consumed properly

Planning

Efficient, effective execution with a focus towards the objectives, across the entire enterprise.

1 2 3 4 5

Low

Goals are defined and managed by individual functions and there is poor coordination across the organization

High

Individual goals roll into overall business goals and priorities. Execution is done in a timely manner and communicated consistently to stakeholders.

Comments _____

Governance

Managed information that's compliant and facilitates effective communication. Consistent data, metric, formula definitions across the organization.

1 2 3 4 5

Low

Data metrics and formula definitions vary across the company. Information is siloed to different departments and held to different standards.

High

There are consistent data, metric, formula definitions across the organization. Ownership is clear and business requirements are evident in data assets.

Comments _____

Quality

Validated and accurate data and information.

1 2 3 4 5

Low

There is a low level of accuracy or completeness of the data, or low trust that it is accurate or complete

High

Data assets have standardized processes that validate accuracy, completeness, and are up-to-date

Comments _____

Process Average Score _____

Technology

The right tools must be in place to allow data efforts to launch, evolve, mature, and scale with ease

Investment

The capital investment and required people resources are dedicated to deliver the business capability. Existing assets are leveraged to their fullest extent.

1 2 3 4 5

Low

Limited perceived value by business users in the existing IT infrastructure. The IT department is understaffed and underfunded.

High

The technology used by the business to access data is comprehensive, accessible, and valued by users. IT budget for support, maintenance, and new projects aligns with business vision.

Comments _____

Support

IT is responsive to and works cooperatively with the organization.

1 2 3 4 5

Low

Requests to IT have long turnaround time and responses are unsympathetic to business priorities

High

Triage of IT requests follows business priorities. There is mutual respect between business and IT departments.

Comments _____

Alignment

Technology meets and advances the needs of the information organization and the business at-large.

1 2 3 4 5

Low

Data assets maintained and developed are rarely used and out of sync with business requirements.

High

Data asset support and development is prioritized based on business use. IT projects are synchronized with business initiatives.

Comments _____

Technology Average Score _____

Organization

From the top down, the organization must be focused, aligned, and committed

Vision

Clarity towards business goals and the long-term direction of the organization. Clearly articulated and communicated with the organization.

1 2 3 4 5

Low

High

There is no formal, strategic vision created by management and communicated to all levels of the company

Business vision is developed collaboratively. The strategy is clearly communicated by management to the rest of the business.

Comments _____

Agility

The ability for the organization to make an evidence-based pivot as market forces dictate. Can execute with minimal limitations.

1 2 3 4 5

Low

High

Management is not in tune with industry data trends. There are major bureaucratic and cultural obstacles preventing data projects from succeeding.

Management demonstrates an urgency to stay at the cutting-edge of data trends in the industry. The organization moves quickly to execute on new data.

Comments _____

Sponsorship

Leadership and management view information as a strategic asset to the organization and support funding and evolution of the information organization.

1 2 3 4 5

Low

High

Information is not prioritized or represented at the executive level

There is focused leadership at the executive level driving data-focused initiatives

Comments _____

Organization Average Score _____

Overview

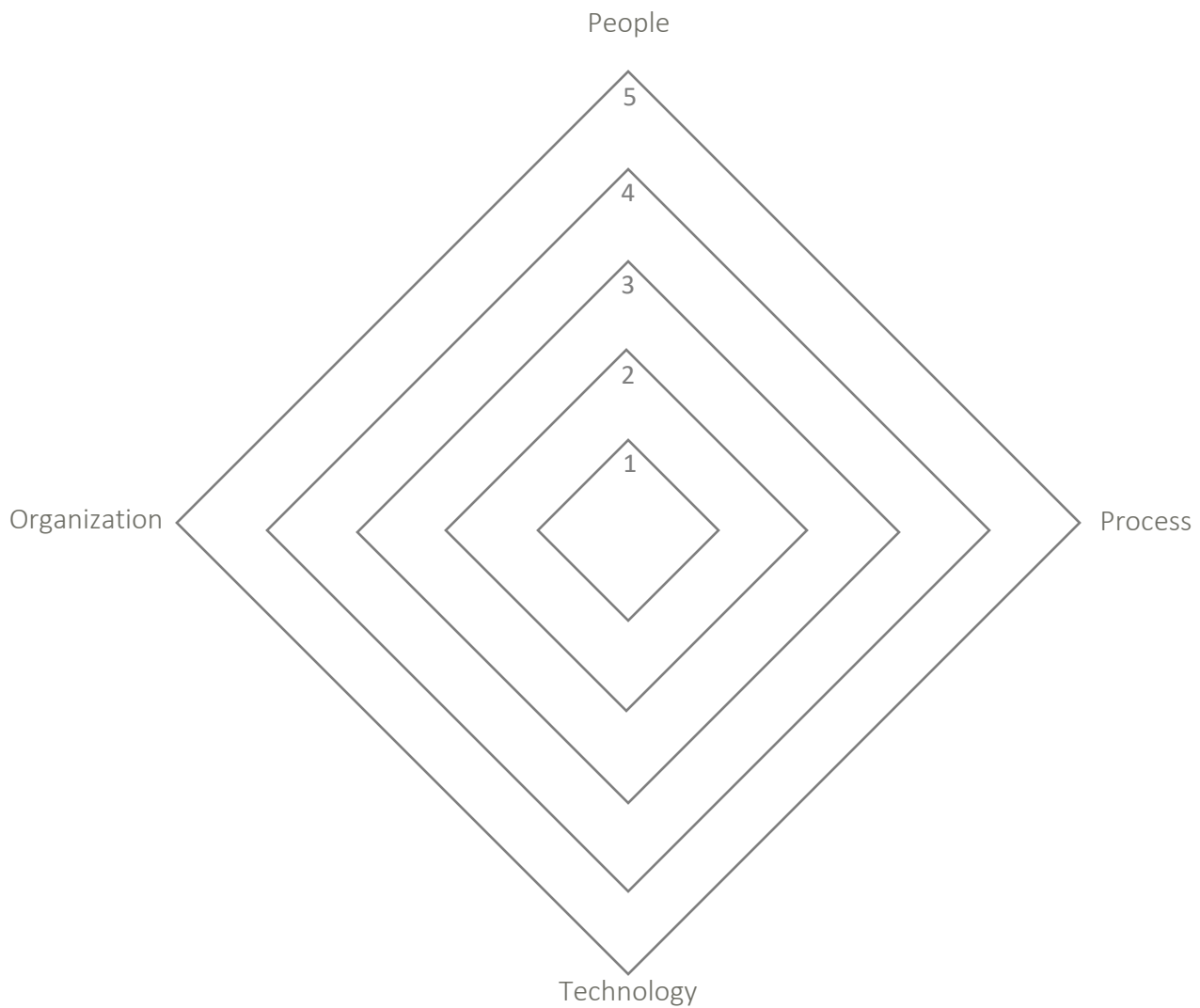
People Average Score _____

Process Average Score _____

Technology Average Score _____

Organization Average Score _____

(pull forward the average scores from previous pages and plot on the chart below)



Overall Comments _____

Feedback on the Strategy Model

Please take a couple of minutes to fill out this sheet and leave it with us

Name _____

Role _____

Organization _____

What did you like about this worksheet? _____

What would you change? _____
