

# Your Blueprint for Developing an Effective Data Strategy

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An 8 Step Guide To Jumpstart  
Your Data Strategy

# Does My Organization Need A Data Strategy?

## Organizations should start with data strategy if....



Your organization wants to better utilize your data but don't know how or where to get started.



Your stakeholders want more and more data, but your technology, processes & governance isn't keeping up with the demand.



Leaders within the organization lack “trust” in the data from which they are making key decisions.



Your CEO asked for a “modern analytics solution”, but you aren't sure how to develop a plan or if you have the right people on the team.



Your organization is about to invest in an analytics platform and people are questioning if it will work.

1



## Define Your Direction & Objective

**Ensure the organization is aligned with where you want to go and what you want to achieve.**

- What is the desired outcome?
- What business problem are you trying to solve?
- What questions are you trying to answer with your data?

# 2



## Be Willing to Critically Evaluate Your Current State

**Put key strategic areas under the microscope before crafting a strategy.**

- People and Processes
- Data Sources & Architecture
- Data Governance
- Data Science/Advanced Analytics
- Visual Analytics & Reporting Capabilities
- Data & Analytics Technology Stack

# 3



## Honestly Assess Where You Fall On The Data & Analytics Maturity Continuum

**Many organizations overestimate the maturity level of the organization and set unrealistic goals.**

Evaluation perspective should include **both** Access to Data & Information and Organizational Culture when assessing where you are on the continuum.

To view the full size graphic, click [here](#).

# 4



## Develop Your Strategy Before Selecting Technology

**Many organizations fail when they select a tool or platform as their first step and try to build a data strategy around it.**

- Let your Data Strategy inform your platform needs.
- Implement automation & self-service capabilities wherever possible.
- Keep your entire data eco-system in mind when selecting tools & platforms.
- Shoot for seamless integration where possible.

# 5



## Design Data Governance Into Every Aspect Of Your Strategy

**Organizations that design data governance into their data strategy up front have greater success.**

- Design DG through a lens of People, Processes & Policy.
- There will be multiple, cross-organizational stakeholders to include in the design process.
- Each stakeholder group will have different objectives & risks they are trying to manage.
- The ultimate goal of Data Governance is to maximize value, minimize risk, meet regulatory compliance requirements and to safeguard the reputation of the organization.

# 6



## Implement Automation Wherever Possible

**The sheer volume and complexity of data today require organizations to scale through automation.**

- Introduce automation into your ETL processes to streamline & reduce risk of errors.
- Leverage automated data governance and data quality management tools to improve data quality and controls.
- Reduce manual processes to free up talented resources to perform higher value tasks.



# 7

## Leverage a Proven Data Strategy Framework

**Following a proven framework minimizes risk and improves chances of success.**

- Ensure executive buy-in by bringing them to the table early and often.
- Interview stakeholders & really LISTEN to them.
- Critically evaluate current state.
- Perform desired future state gap analysis.
- Don't be afraid to ask for help from 3rd parties that have done this before.

# 8



## Evaluate Your Team

**Does your current team have the expertise and experience to deliver on the organization’s vision?**

- Your “run” team may not be the right team to design, develop and implement a modern data & analytics solution.
- What other roles, even if temporary, are needed to execute the strategy with excellence.
- An experienced 3rd party partner may be necessary to drive change management and deliver on the vision.

# Need Additional Help Getting Started?

Here are some additional resources that may help...

View our comprehensive set of [Data Strategy Services](#).

Download our Data & Analytics Strategy Assessment Overview [here](#).

Reach out to our Lovelytics' strategists to discuss ways we can assist you in the process of developing a Data & Analytics Strategy.

Email: [loveyourdata@lovelytics.com](mailto:loveyourdata@lovelytics.com)

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