How & Why To Become a Data Driven Organization

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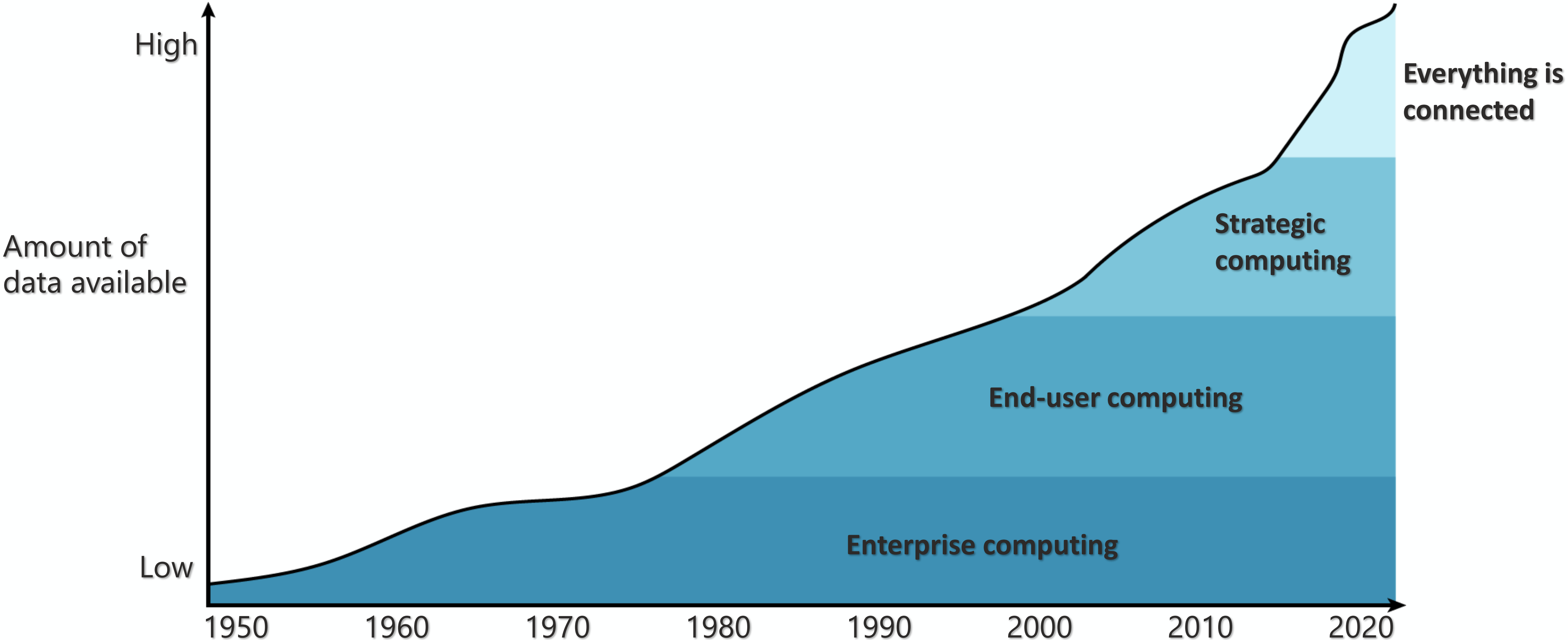
The Evolution.



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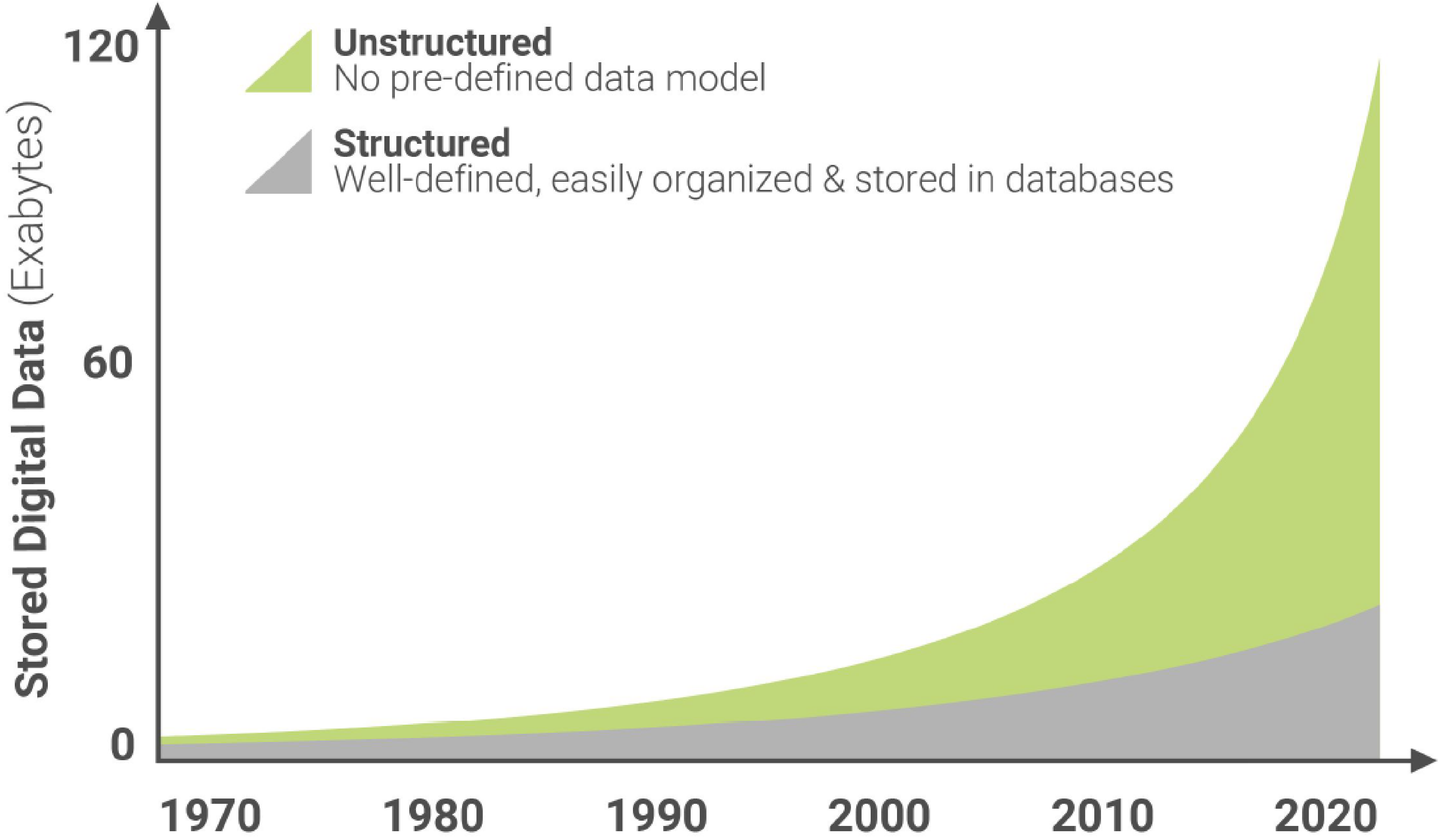
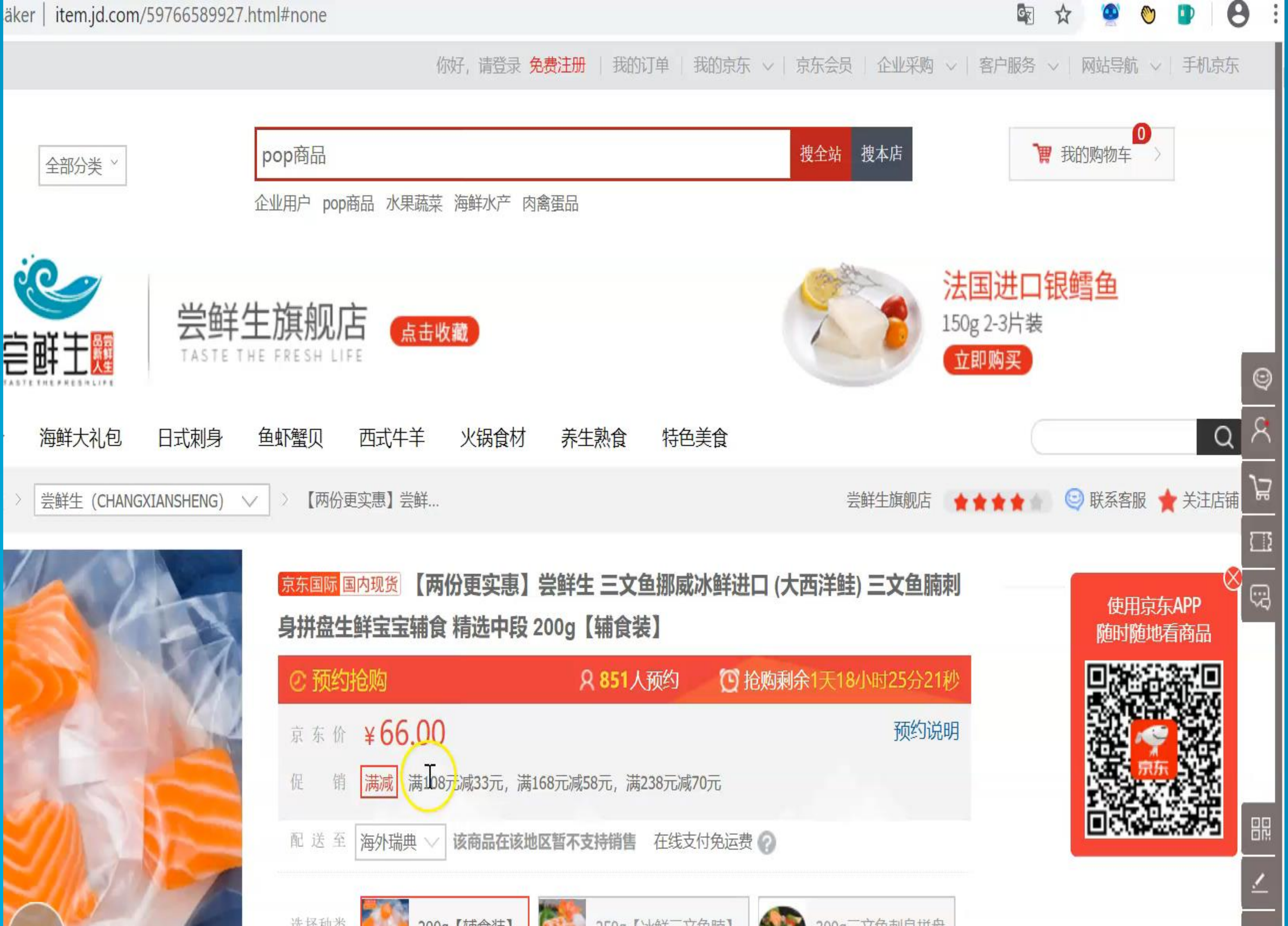

Unstructured
No pre-defined data model
Structured
Well-defined, easily organized & stored in databases
Stored Digital Data (Exabytes)
120
60
0
1970
1980
1990
2000
2010
2020



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Data driven Organization
- Definition.

"A data driven organisation is an organisation that is highly committed to gathering data, and on all levels are using data when needed as a basis for decision-making, as well as a possibility for business value."

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Why become a Data driven organization?

Growth. Increased Profit.

Competitive Advantage.

Acquire more Customers.

Business opportunities.

Process Effectiveness.

Customer satisfaction.

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Why are not more Organizations being truly Data driven?

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What to do?

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Scope People Operational Technology

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Scope.

1. Where are we now?

2. Where are we going?

3. How do we get there?

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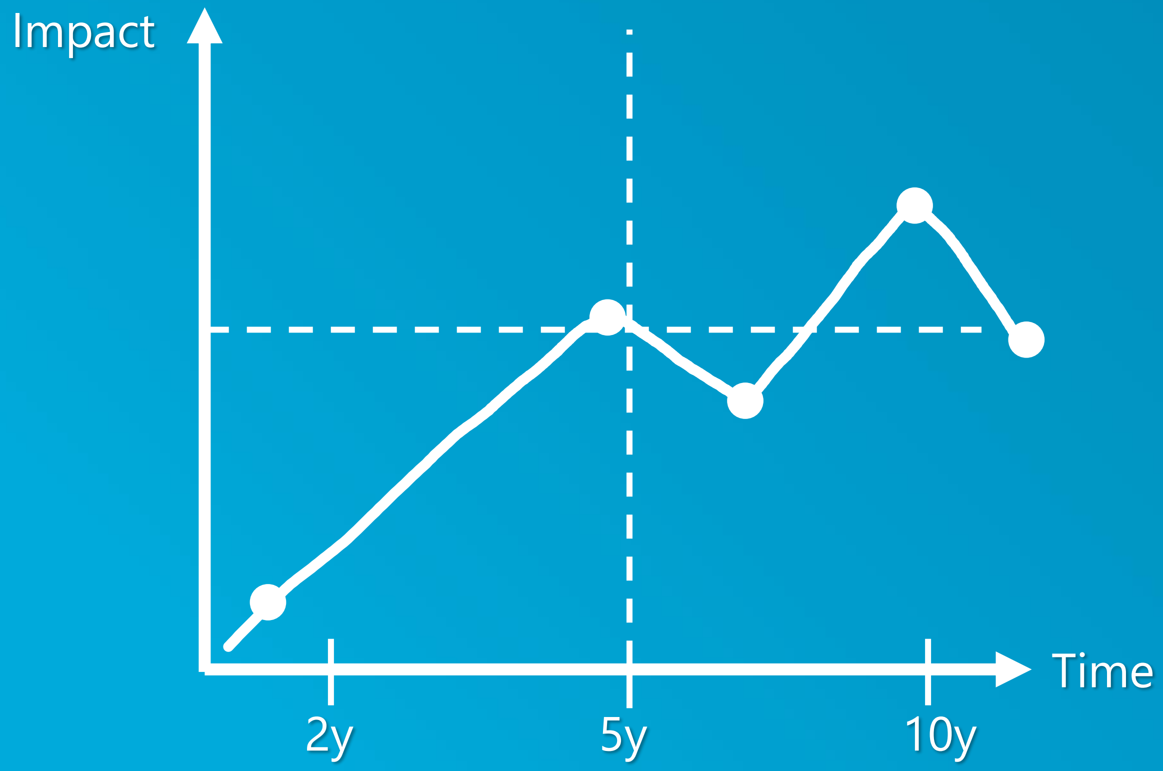
Scope.



3.
How do we get there?

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People.

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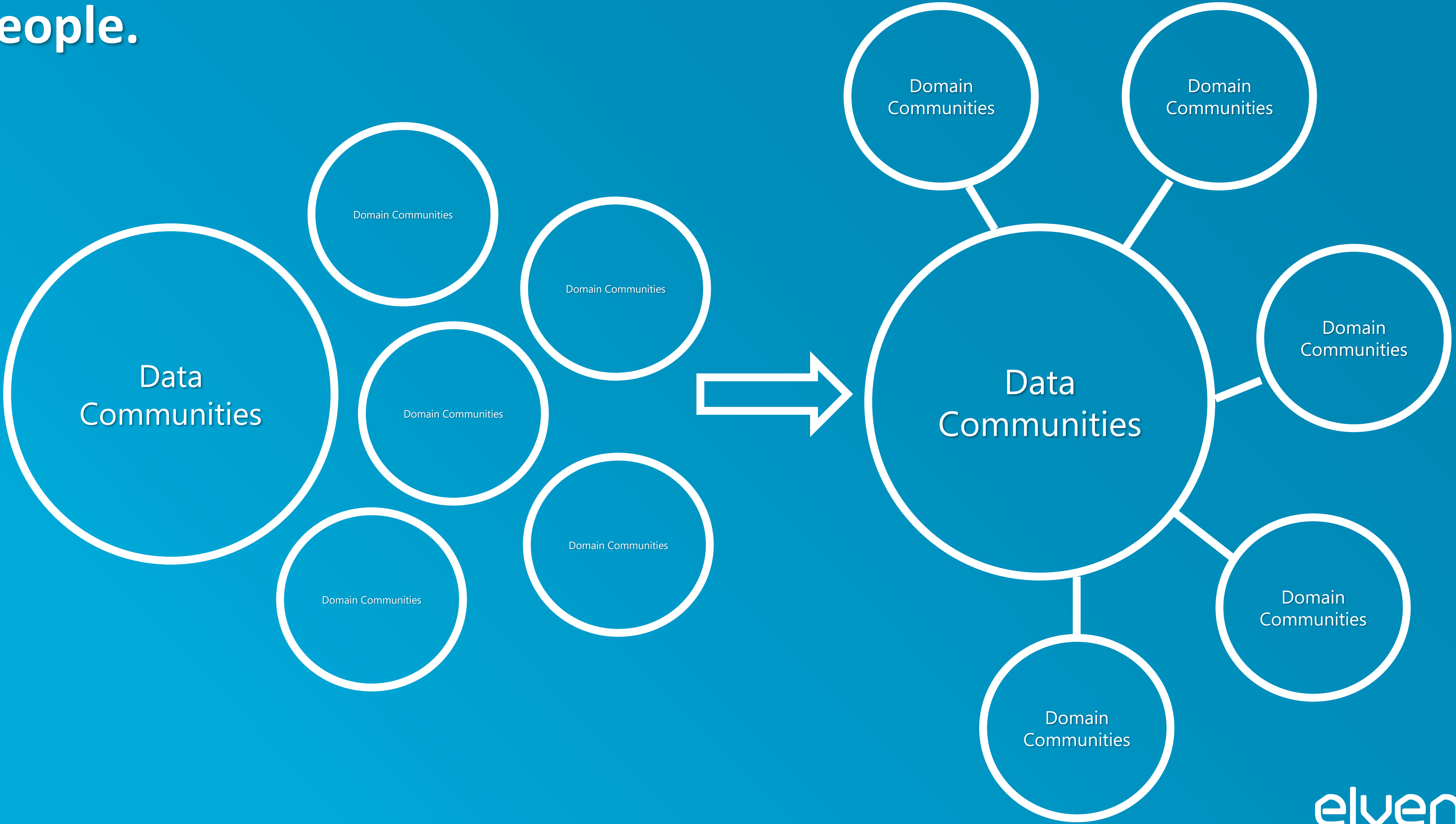
People.


Data Communities
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Operation.

NEED
MORE DATA,
PLEASE

Operation.

Strategy	Centralized	Top-Down	Data Cheerleaders	Connected
What	Form generalized practices from collected suggestions	Let management show that data driven is the thing	Show value to one domain/group	Get together and double the value
How	Form one group that creates all the generalised practices eg. one basis solution for image recognition. Then get insight and ideas for use cases through form channels and inboxes for ideas	Be advisory and secure data as a source in all important decisions. Show what matters.	Solve their problems and pains, let them spread the value	Create a multidiciplinary team to solve cross-functional and/or advanced problems eg. form a team from production to sales to get more perspectives and use more data

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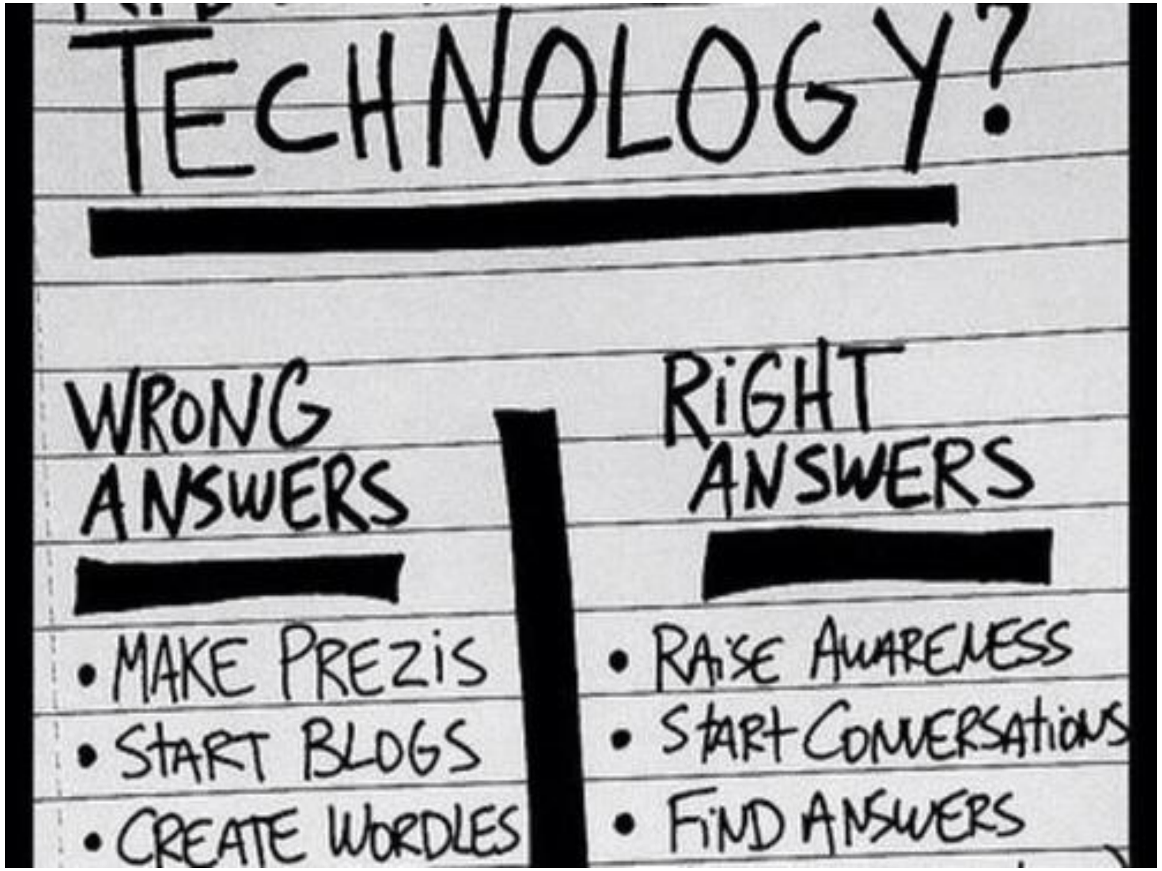
Technology.



TECHNOLOGY?

WRONG ANSWERS	RIGHT ANSWERS
• MAKE PREZIS	• RAISE AWARENESS
• START BLOGS	• START CONVERSATIONS
• CREATE WORDLES	• FIND ANSWERS

Scope
Now, then and how?

People
Data-driven culture, data literacy collaborating domains knowledge

Operation
Centralized , Top-down, Data cheerleaders and connected

Technology
Important but not first

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Psst!

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