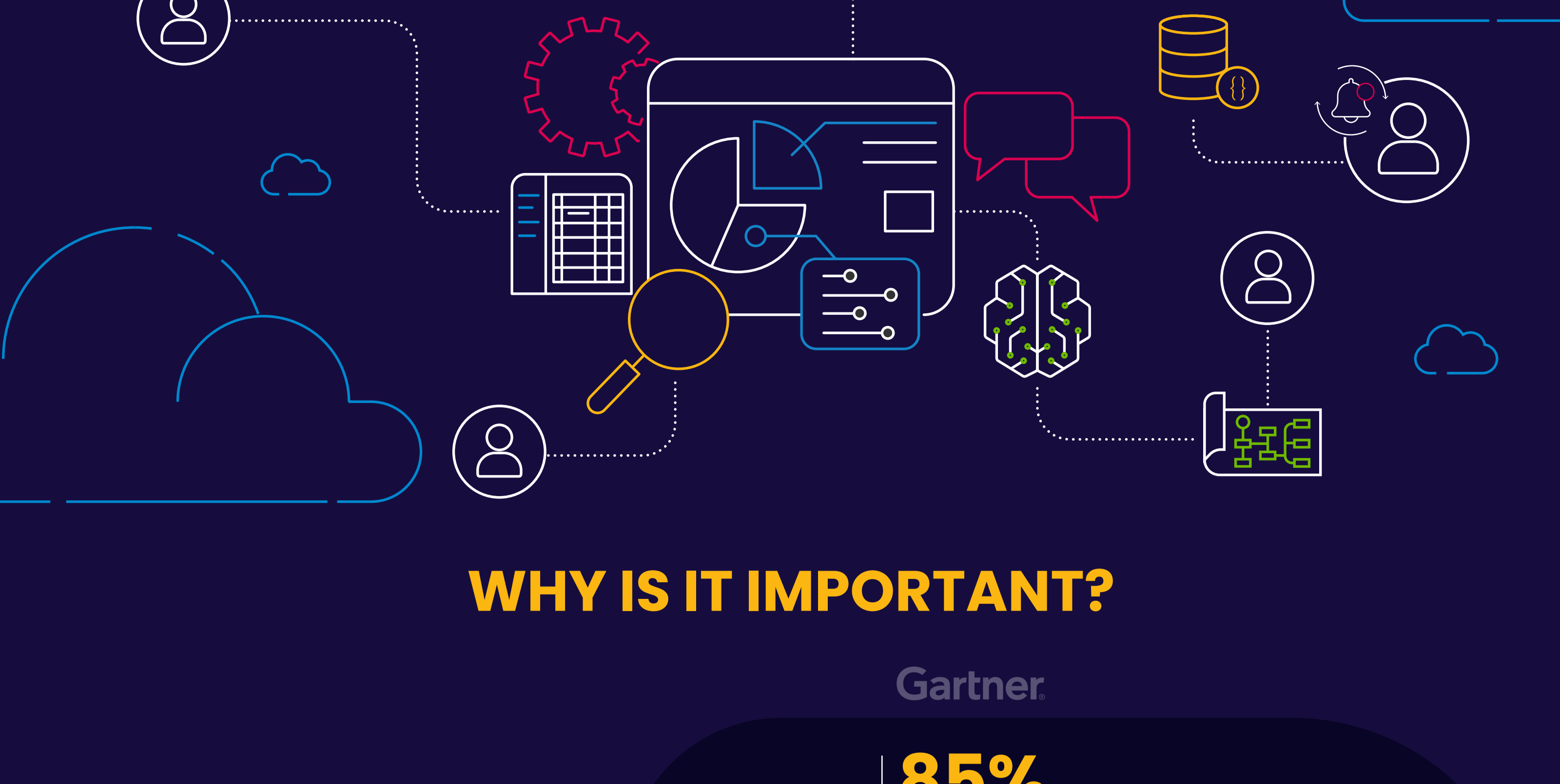


STEPS TO BUILD DATA DRIVEN CULTURE



WHY IS IT IMPORTANT?

Gartner

Analyst Insights

REALITIES OF ANALYTICS
TRANSFORMATION INITIATIVES



85%

of companies are interested in delivering data driven decisions



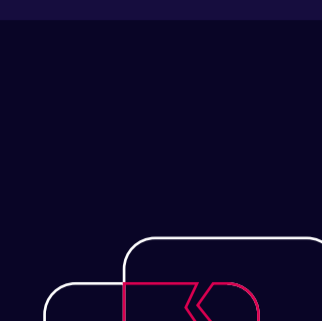
but only 37% succeed

NVP
NewVantage Partners

VentureBeat



in 2020, only **24.5%** have created a **data-driven culture** in their company



80% of analytic insights failed to deliver business outcome

MITSloan
Management Review

Deloitte.

KPMG



81% believe that their organizations understand the **importance of data analytics** but only 37% actually using data to inform their decisions



49% of respondents cited **poor collaboration between business and IT teams** as a key challenge in implementing data and analytics initiatives

Alation



72% business users do not understand how to use **data effectively**

while **99%** of companies are investing in **data initiatives**

only 24% have successfully created a **data-driven organization**



Biggest Impediments

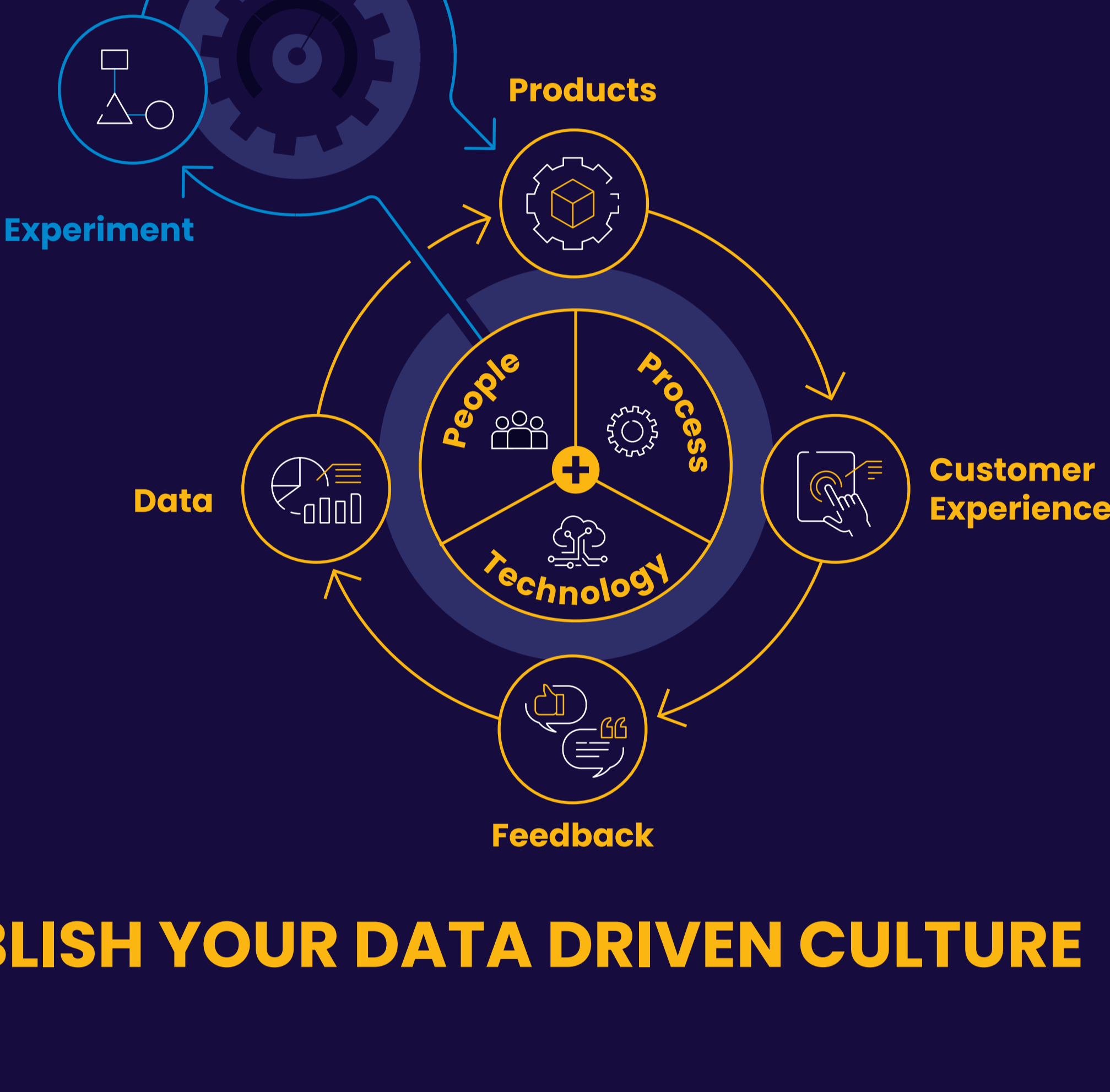
BENEFITS OF BUILDING DATA DRIVEN CULTURE



DATA FLY WHEEL TO BUILD DATA DRIVEN CULTURE

Data-driven companies focus on solving their customers' most compelling challenges and opportunities, not by thinking in terms of "data platforms", but in terms of "data products". They have shifted to an agile mindset where they rapidly ideate, build, release, and leverage customer feedback in order to enhance the product with additional data.

Critically, it is customer feedback and measurable business outcomes that drive further data into the flywheel. By working backwards from the customer and continuously collecting feedback, this ensures they create data products that add value. Built on the right foundations, this allows organizations to think big about what they want to achieve, but start small so they can experiment, learn, and realize value while driving faster Innovation.



PHASES TO ESTABLISH YOUR DATA DRIVEN CULTURE

1. Mobilize

Design

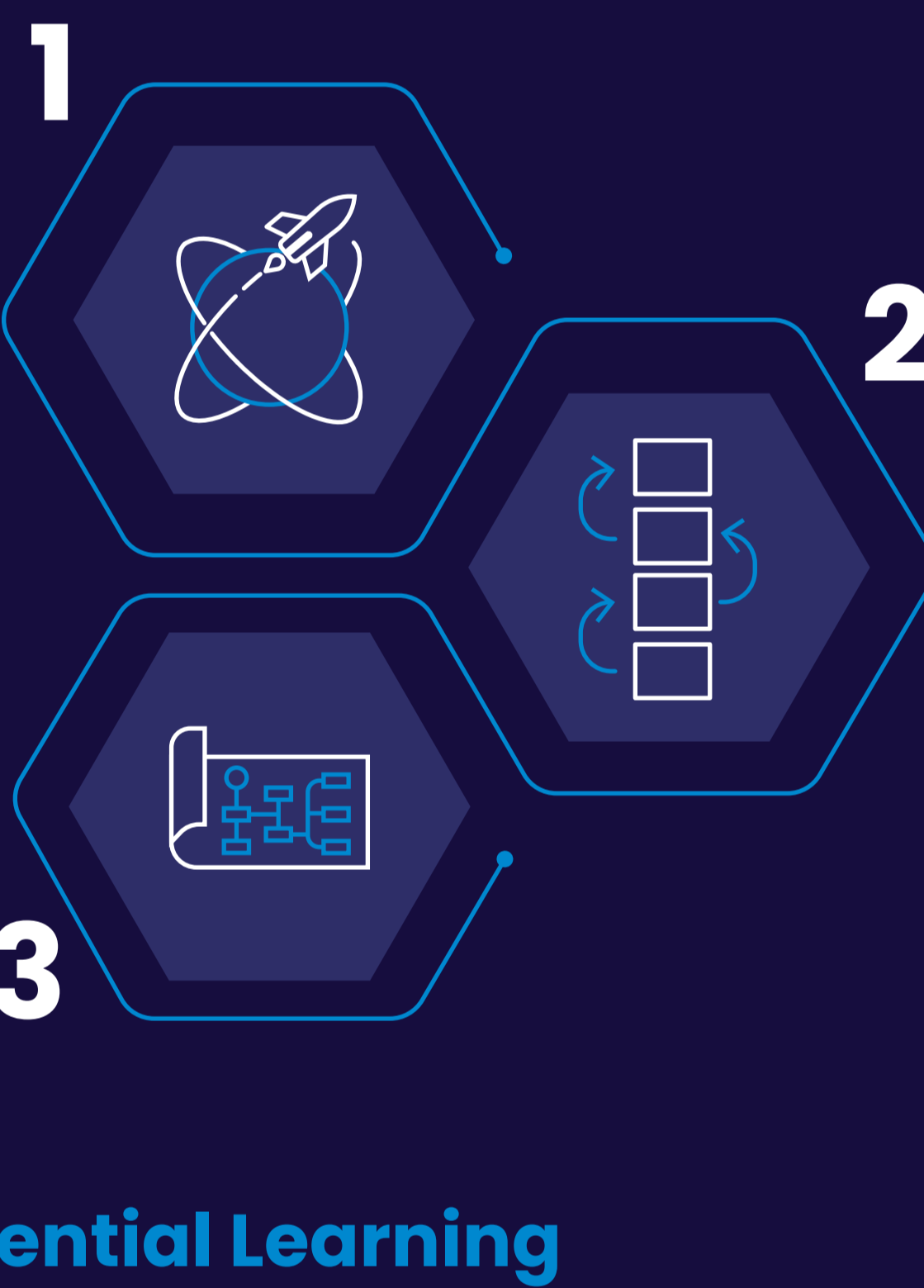
Work Backwards from Experience to Technology. Stay focused on Business and Customer Outcomes

Think Big

- Understand use cases from inside and outside of industry
- Understand the disruptive advantage analytics unlocks
- Thinking differently and looking around corners to serve your customers

Design Minimum Viable Product

- Understand current architecture
- Define future architecture
- Develop MVP delivery plan

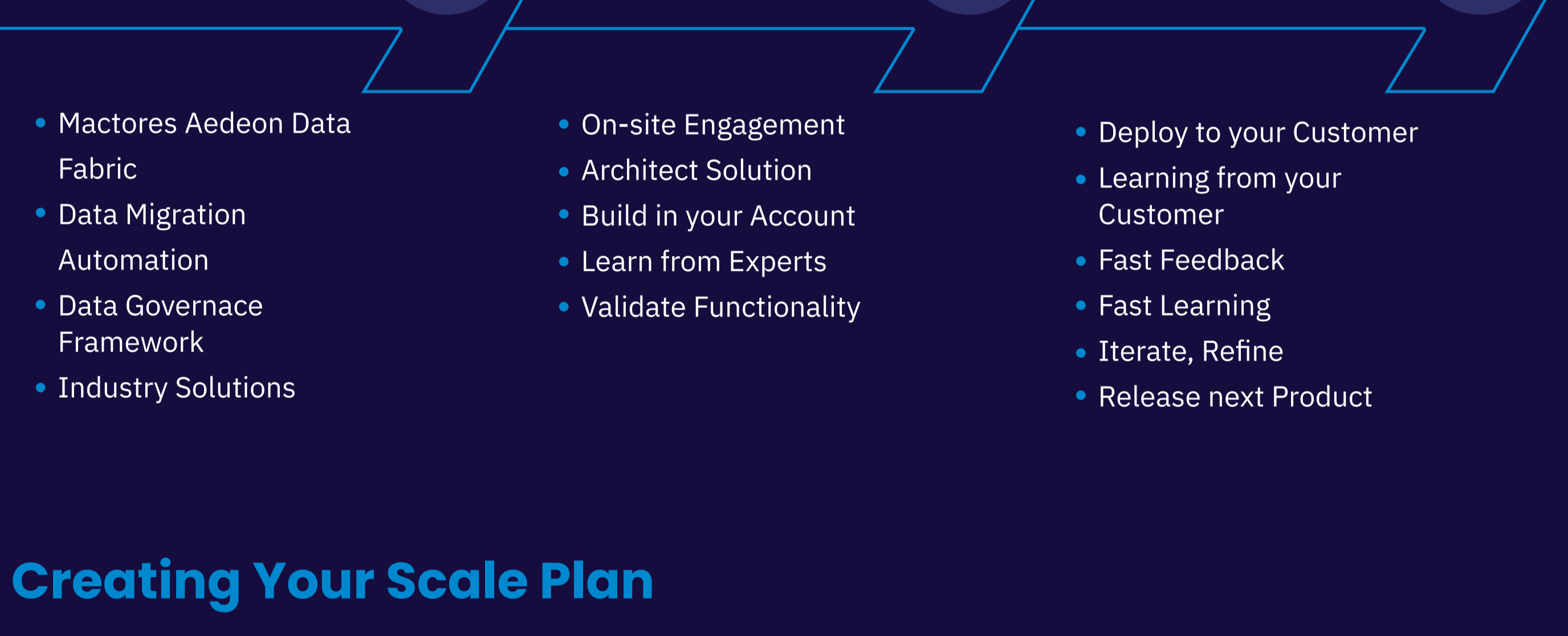


2 Work Backwards

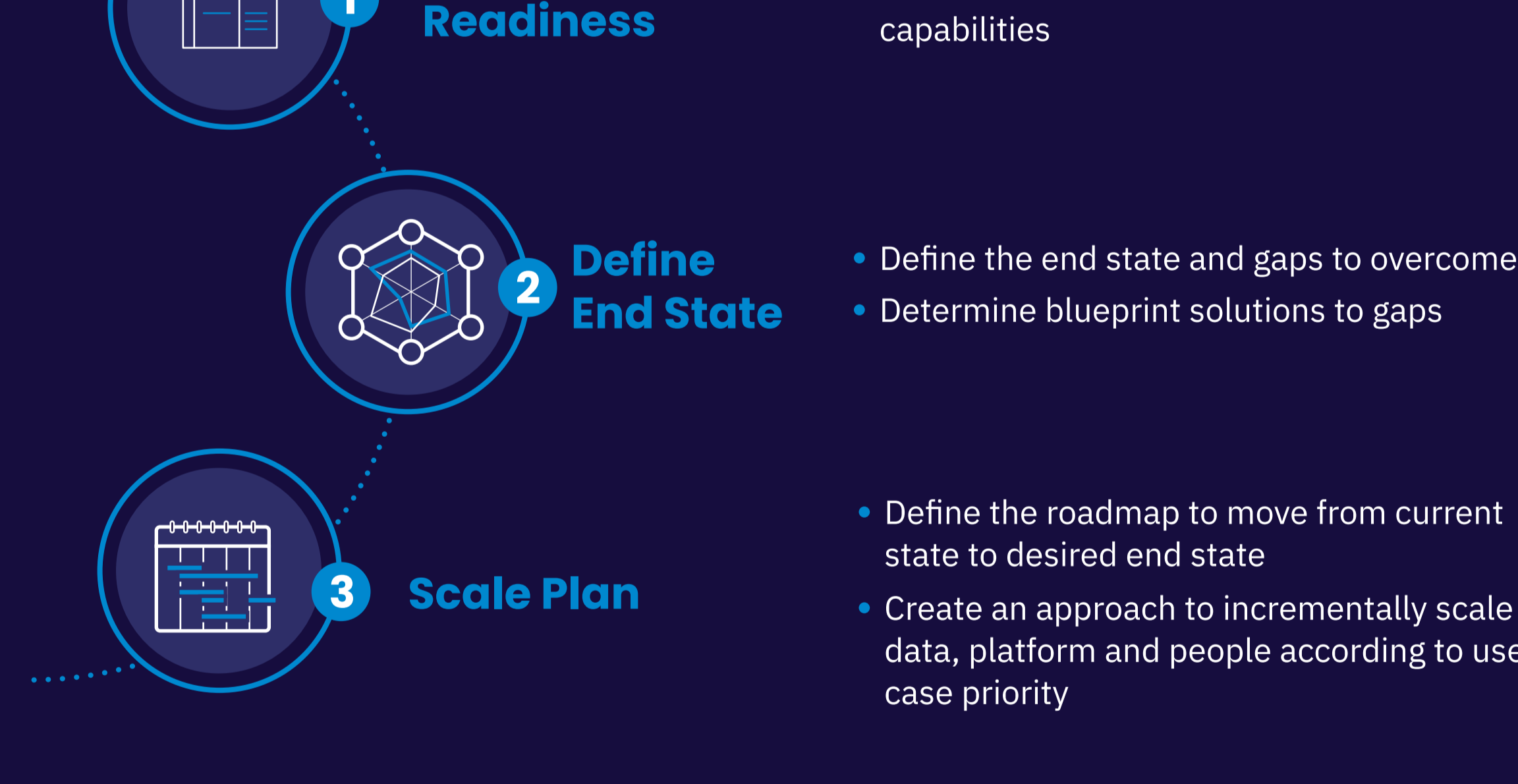
- Who is the customer?
- What is the customer problem or opportunity?
- Is the most important customer benefit clear?
- How do you know what customers need or want?
- What does the customer experience look like?

Build with Experiential Learning

60-days or less Your most compelling analytics use-case launched, in the hands of end-users



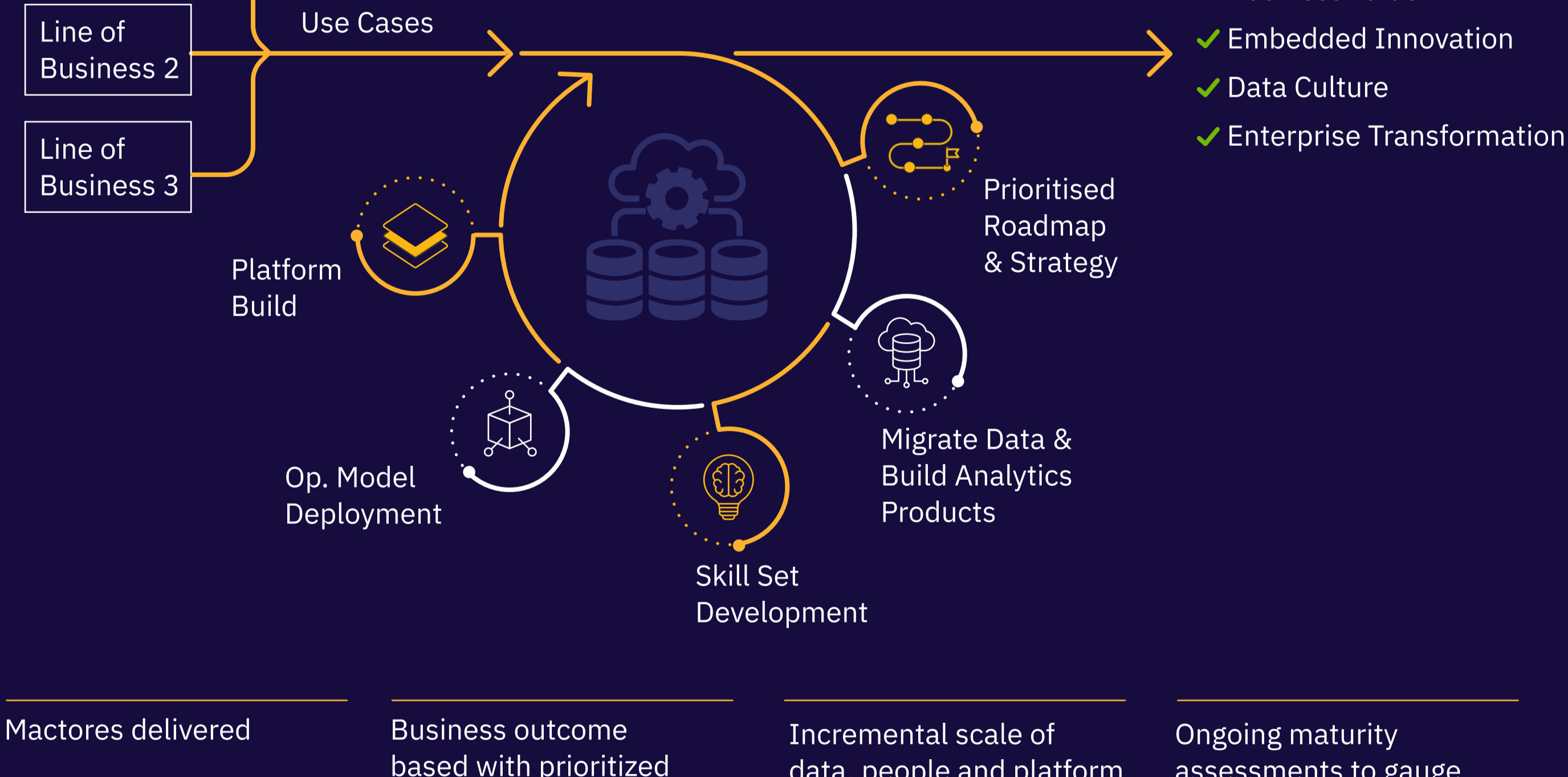
Creating Your Scale Plan



2. Scale

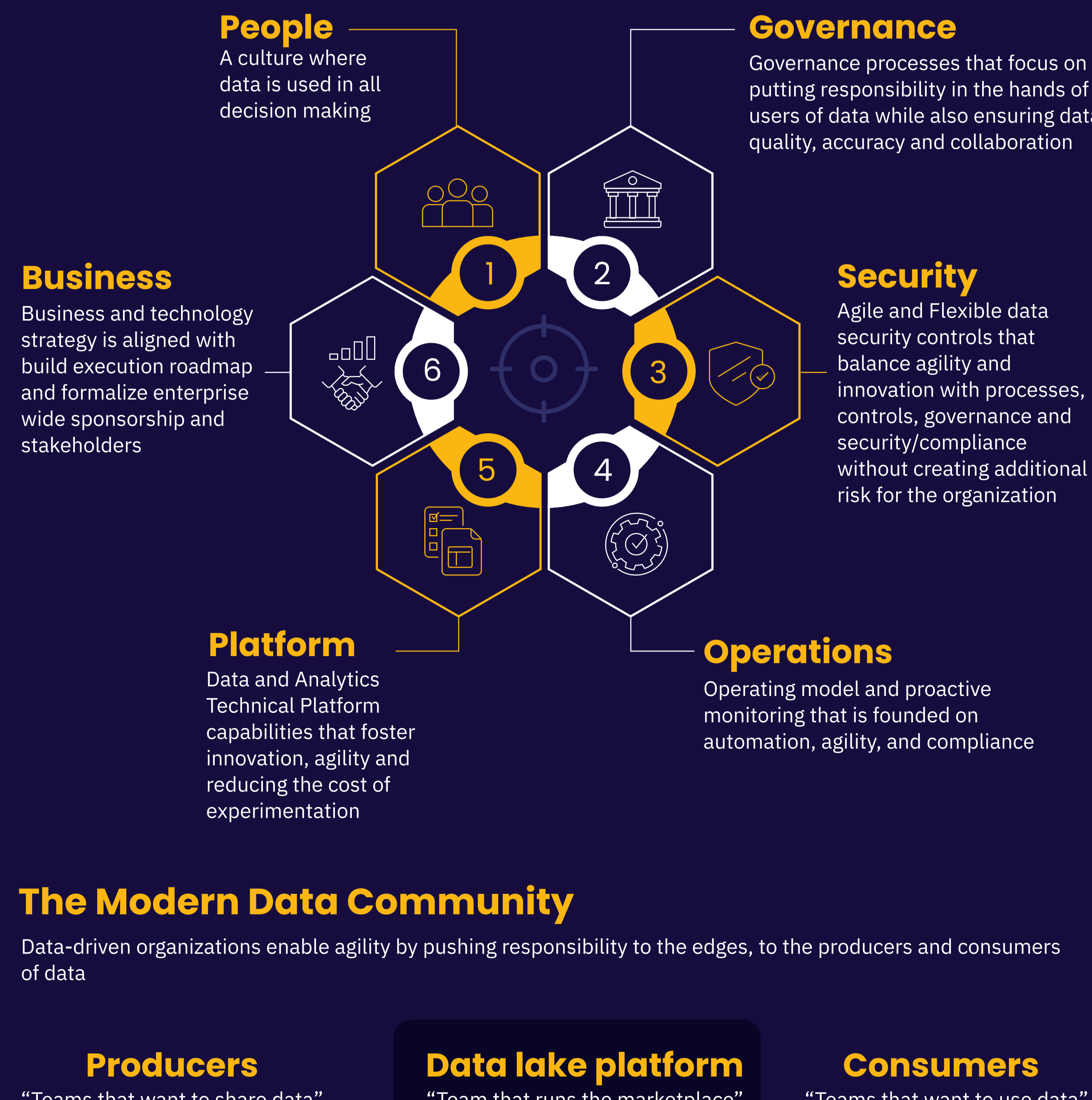
Execute Scale Plan

The culmination of line of business strategies builds an enterprise view and grows your scale while enabling capability build across people, process and technology to deliver sustainable business outcomes



- ✓ Business value
- ✓ Embedded Innovation
- ✓ Data Culture
- ✓ Enterprise Transformation

Target State



The Modern Data Community

Data-driven organizations enable agility by pushing responsibility to the edges, to the producers and consumers of data



- Domain expertise
- Data ownership and governance
- Data quality
- Metadata Management
- Build security controls
- Build and run the platform
- Simplify on-boarding
- Enterprise datasets
- Training and community
- Execute business priorities
- Business analytics development
- Data Discovery
- Data pipeline development
- Creation of new insights

AWS CENTER OF EXCELLENCE

- Data & Analytics Services Competency
- Amazon EMR Delivery
- Amazon Redshift Delivery
- Amazon MSK Delivery
- ML Services Competency
- Migration Services Competency
- DevOps Services Competency
- Amazon RDS Delivery
- AWS Database Migration Service Delivery

At Mactores, we bring more than 10+ years of experience in analytics, business solutions and best practices to build your data driven culture