

How to build data culture in an organisation



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Culture *noun*

/ˈkʌl.tʃər/

A way of life

Data Culture

/ˈdeɪ.tə/ /ˈkʌl.tʃər/

Using data to take business decisions, *as a way of life*

Data Culture is beyond...

- Creating a Central Data Warehouse
- Creating analytical models
- Making 'self service' interactive dashboards

Its less about the **Data** and more about the **Culture**

It's about changing the **Employee DNA**

Data Myths v/s Realities in Organizations

- Most managers believe they make data driven decisions
- Some of them believe data has no role to play in their line of work
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Driving Data Culture

Should data culture be driven top-down or bottom-up?

Top-Down *AND* Bottom-up

- **Top – down**

- Belief in the C-suite that the organization's data is a strategic asset
- Setting examples at the top: data backed decisioning style
- Inculcating the use of data and data models in every business review

- **Bottom-up**

- Involve employees at the execution level in as many data projects as possible
- Get their buy-in and ownership
- Make the biggest detractor the loudest evangelist → “That’s my predictive model” “Those are my data points”

Enablers for driving Data Culture

- Organization structure
 - Dedicated team to work on data
 - Deeply embed this team within business operations

- Technology
 - Pulling in the data into one repository - eliminating data silos/squatting
 - Single version of the truth - standardization of metrics across all departments

- Talent
 - Expose existing employees to the benefits of data and analytics - training programmes
 - Hire new employees with the right DNA

THANK YOU