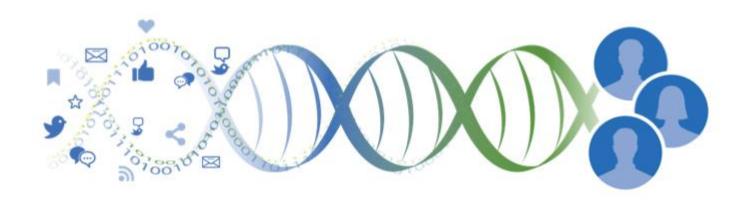


How to build data culture in an organisation



GIRISH VARADARAJAN

HEAD, ANALYTICS - ADITYA BIRLA CAPITAL



Culture noun

/ˈkʌl.tʃər/

A way of life

Data Culture

/'deɪ.tə/ /'kʌl.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
- Yet others believe that most of the data in the organization is either garbage or of little use



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
- Yet others believe that most of the data in the organization is either garbage or of little use

Driving Data Culture



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

Top-Down AND Bottom-up

■ Top – down

- O 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
 - o Pulling in the data into one repository eliminating data silos/squatting
 - o 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