THE INSIDER

Timeless Principles for Successful Data Projects

Are you ready to see returns on your data initiatives? Here's a hint—it has nothing to do with technology.

While new tech and tools come and go, the core principles and practices for success with data and analytics remain unchanged. They're simple, achievable, and straightforward—and I'm sharing all of them with you!

-- Tracey Doyle, Analytics8 CMO

8 Core Principles to Follow for Every Data Initiative

Our data experts recommend applying these 8 principles to all your data projects. These tried-and-true guidelines will give you an edge over the competition and help you build trust with your customers.

- **Keep the Big Picture in Mind:** Understand your organization's goals and how your work aligns with them.

- **Add Value from the Start:** Focus on delivering quick wins and show initial positive results.

- **Ensure Adoption and Usage:** Have honest conversations with users about their usage and ensure solutions meet their needs.

- **Prioritize Speed:** Consider the end user experience by building solutions that are highly responsive.

- **Ensure Security and Stability:** Implement data related solutions with security, privacy, and quality best practices to mitigate risks.

- **Scale Effectively:** Purposefully model and design architecture that can grow with the organization.

- **Think About Aesthetics:** Pay attention to the little details that can make the biggest impact on your product.

- **Be Able to Explain Your Work:** Create data solutions that the organization can sustain without your ongoing involvement.

Get more on the 8 core principles

So Where Should You Start?

The foundational practices of data strategy, data modeling, and data accessibility are essential for applying these principles in practice and achieving success with your data projects.

Foundational Practice #1: Data Strategy
A data strategy is critical to any project's success—without it, all efforts are based on guesswork. It is essential to ask why behind any data initiative so that you can align with business objectives and connect to the needs of the business.

"A data strategy is a foundational practice that enables businesses to explore the potential of data to achieve their goals." - Christina Salmi, Managing Director

Foundational Practice #2: Data Modeling
A strong data model connects the realities of an organization's data with their ideal state to solve real business problems, produce accurate information, and create a solution that is easy to understand and use.
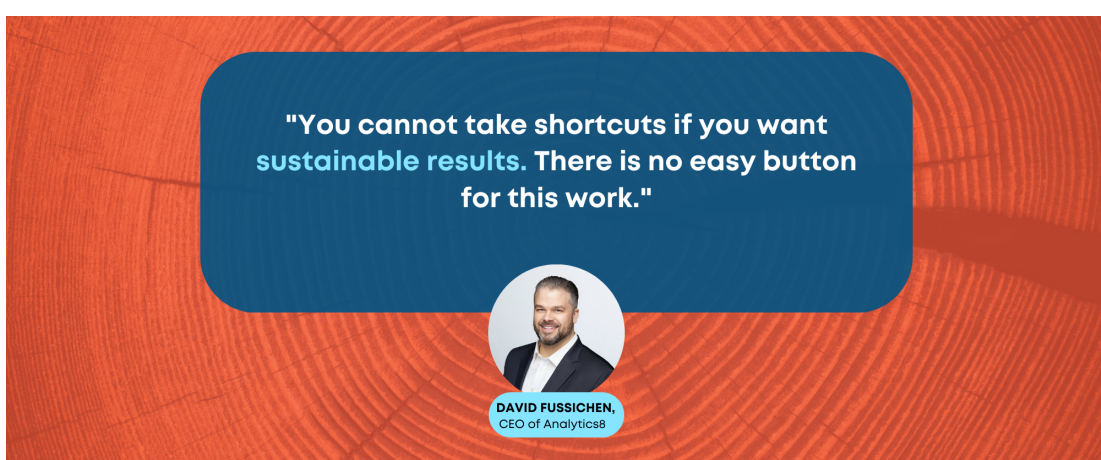
"Without data modeling, you are doomed to repeat yourself and revisit your work when changing requirements inevitably occur." - Tony Dahlager, Managing Director

Foundational Practice #3: Data Accessibility
Data accessibility ensures that your analytics align with the overall data strategy, adds value to the business, are scalable, and are aesthetically pleasing, ADA-compliant, and easy to understand. With data accessibility, organizations can ensure that their data solutions are fast, secure, and stable, and will withstand changing requirements.

"Ensuring data accessibility is a timeless practice—it doesn't matter what technology brings to the table, it's an understanding of why it's important and how to produce the outcome that will withstand the test of time." - Kevin Lobo, Managing Director

Learn More

"You cannot take shortcuts if you want sustainable results. There is no easy button for this work."

DAVID FUSSICHEN,
CEO of Analytics8