Data Strategy Assessment Playbook

The Starting Point to Developing a Data Strategy Roadmap

Analytics8

Why Complete a Data Strategy Assessment?

A data strategy assessment evaluates factors within your organization affecting analytics and data-driven decision making. It allows you to review your current state, set goals, and create a plan. The outcome is a defined strategy and a customized roadmap for implementation, ensuring projects are tackled in the right order and quick wins are realized.

Use this Data Strategy Playbook to:

- Identify business goals and challenges with the 'Data & Analytics Impact' template
- Assess and capture your current state with the 'Data Environment Audit' template
- Design your future state with the 'KPI/Metrics' and 'Data Architecture' templates
- Develop a data strategy roadmap with the findings from all four templates

Identify Business Goals & Challenges

1

To gain a complete understanding of your business goals and how data can support them:

- Conduct interviews with IT and business stakeholders to understand business objectives and data roadblocks.
- Identify valuable business areas that can be improved with data and analytics using the 'Data & Analytics Impact' template below.

Data & Analytics Impact Template

The template below is a tool to help pinpoint areas in your business that can be improved with better data and analytics, and prioritize your data initiatives when creating your data strategy roadmap.

Instructions:

- List business areas/functions that need better insights.
- Outline current state and related challenges for each focus area.
- Describe the ideal state and benefits of better data and analytics.
- Find commonalities across different business functions; prioritize areas based on improvement potential.
- Use the results to explain impact and value to stakeholders and business leaders.

Example: Business Focus - Inventory

Current State	Challenge(s)	Ideal State	Impact
• Inadequate visibility of inventory across locations	• Difficulty in monitoring inventory aging • Risk of producing redundant products • Poor inventory planning	• Complete transparency of inventory levels, locations, and turnover at a detailed level	• Improved inventory forecasting • Better demand planning • Reduced waste of redundant production

Data & Analytics Impact Template

Your Business Focus 1

Current State	Challenge(s)	Ideal State	Impact

Your Business Focus 2

Current State	Challenge(s)	Ideal State	Impact

Your Business Focus 3

Current State	Challenge(s)	Ideal State	Impact

Assess and Capture Current State

2

A current state overview that details where insufficiencies exist within your technologies and competencies will help you plan your new solution, and serves as a benchmark against which progress will be measured.

To assess your current state:

- Conduct a complete inventory of current tools, technologies, and systems.
- Evaluate data sources, technical infrastructure, analytics capabilities, skills, and organizational processes.
- Summarize insufficiencies into a current state overview using the 'Data Environment Audit' template below.

Data Environment Audit Template

The template below is a tool to help you capture the tools, technology, processes and people you have in place today.

Instructions:

- Document all tools and technology used for data storage, data processes, analytics, and communication, and account for all data sources.
- Explain the data governance processes you have in place. Include both formal and informal processes, and outline the individuals and teams responsible for managing and working with data.
- Use the findings to identify any outdated or non-scalable tools and technology you are using. Additionally, assess what type of data architecture will best serve your business needs.
- Identify any gaps in measuring data quality processes and determine staffing needs to address these gaps.

Example

Tools & Technology	Data Sources	Data Governance	People & Processes
• Azure Data Factory • Snowflake • SAP • Tableau	• Databases • Text files • Email • Social media platforms	• Business glossary • Excel • COE (or data governance committee)	• Data engineering • Data analysts • Weekly meeting for developers • Dashboard and analytics request form

Data Environment Audit Template

Tools & Technology

Data Sources

Data Governance

People & Processes

Design Proposed Future State

3

Once you have a clear understanding of your goals, challenges, and current environment, the next step is to design the proposed future state. Things to consider when designing your future state include the data sources required, quality and readiness of those data sources, complexity of logic, maturity of governance, and use case dependencies.

To do this, follow these steps:

- Identify KPIs and key metrics using the 'KPI/Metric' template below, and create a prioritized backlog of use cases.
- Conduct a tool selection and create data flow diagrams to design a future-state data architecture using the 'Data Architecture' template below.
- Using your findings from the 'Data & Analytics Impact' and 'Data Environment Audit' templates, define the roles and responsibilities, data governance approach, processes, and committee structure(s) required to be successful.

Document KPI/Metrics

Based on discussions with business users and stakeholders, determine which KPIs/metrics are most frequently used to make business decisions and note the business value they will produce.

Example KPI/Metrics

KPIs / Metrics	Business Value
Monthly recurring revenue from subscriptions	**Better able to plan for consistent revenue**
Average length of contract placement	**Ability to predict contract renewals**
Average time of product on shelf	**Improved inventory planning**

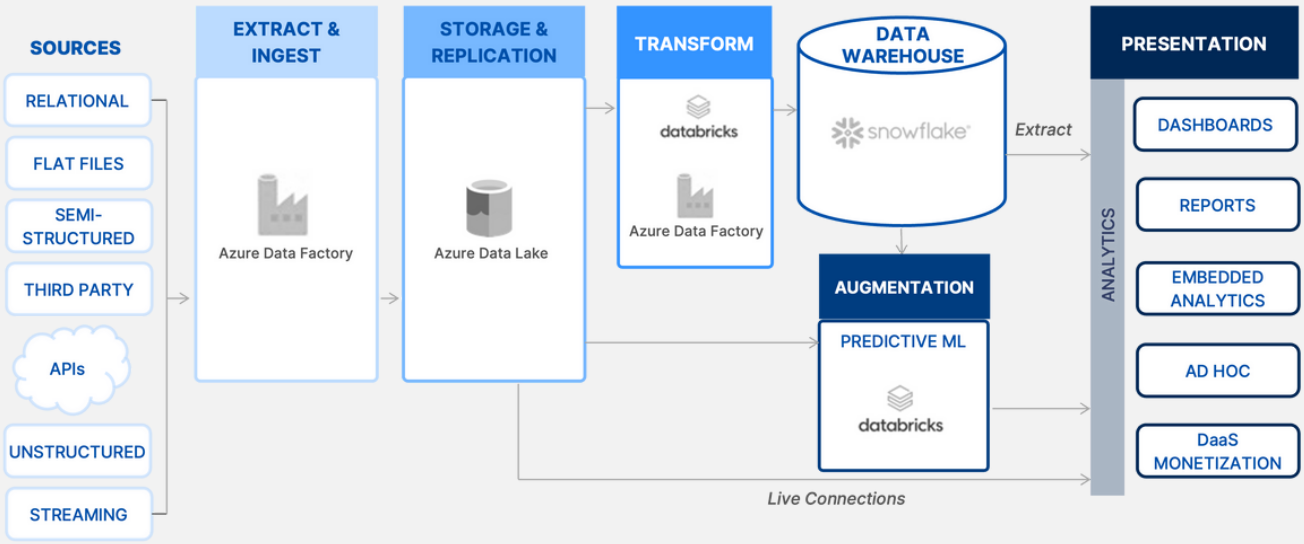
KPI/Metric Template

KPIs / Metrics	Business Value

Design Data Architecture

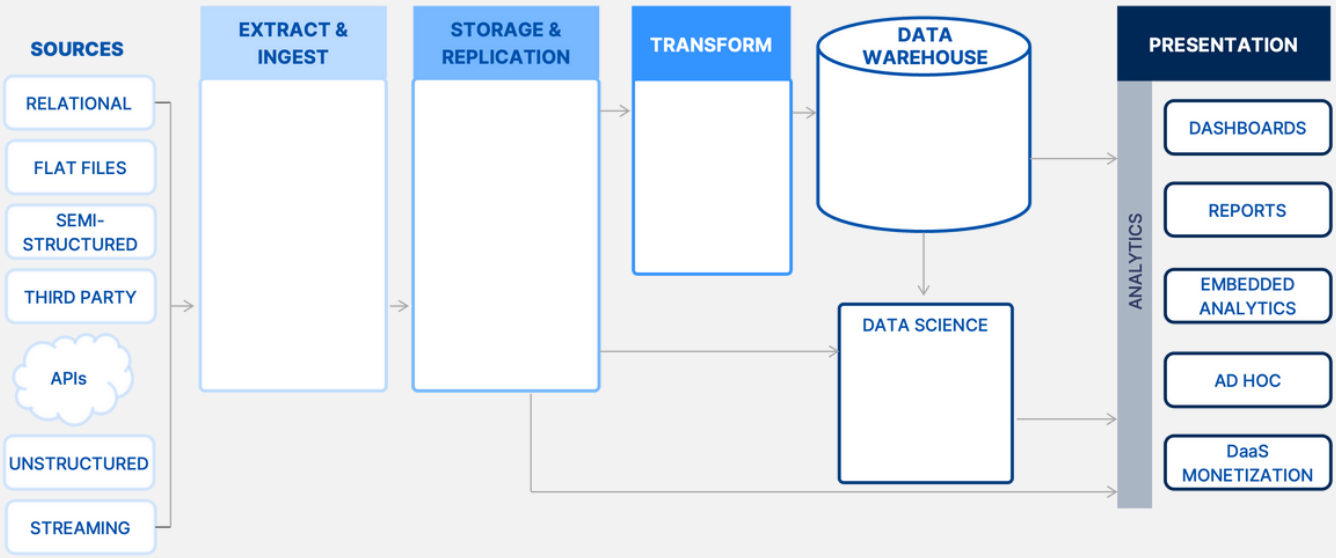
Identify your data sources and types, note the tools you would need to effectively extract & ingest, store & replicate, transform, house, and analyze your data.

Example Data Architecture



*Technologies listed above are just sample options. Pick the right tools for each stage of the data lifecycle in your template below to meet your needs.

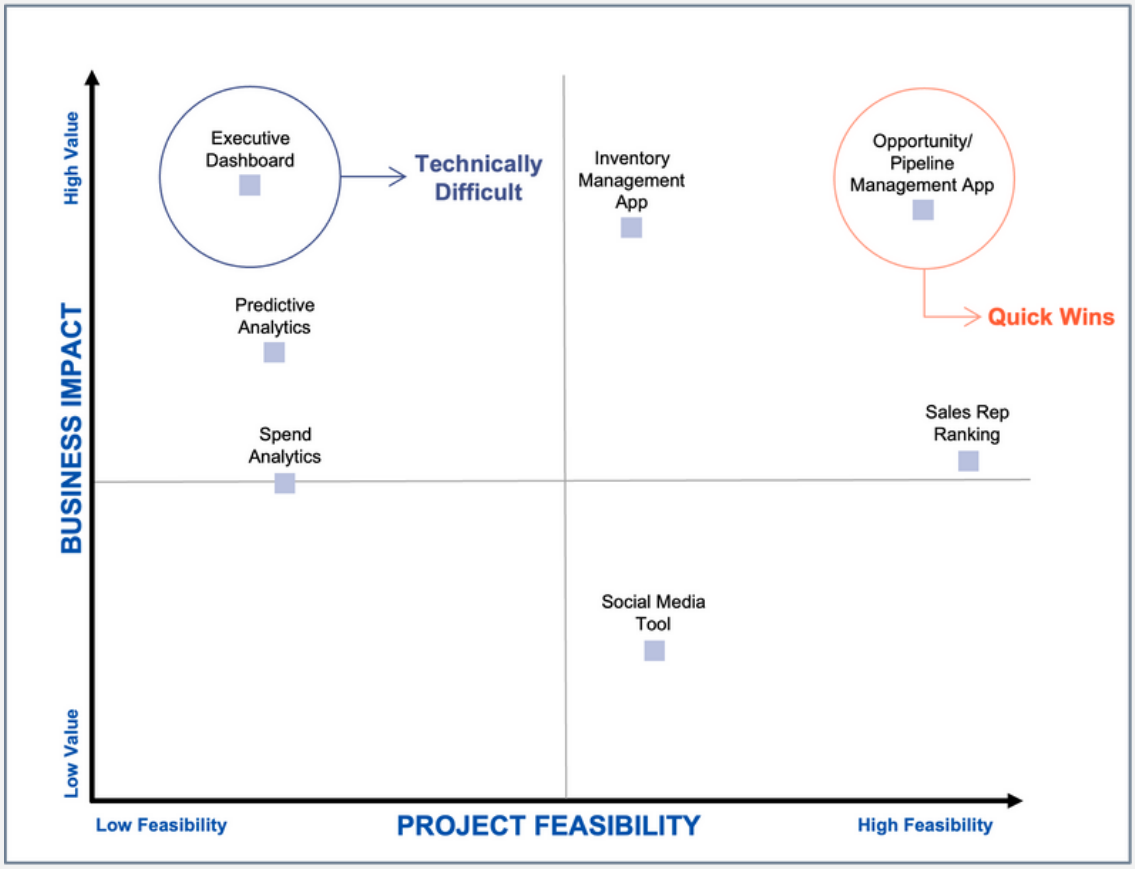
Data Architechure Template



Prioritize Your Projects

Run each item from the future state documentation through an evaluation process based on expected business impact and technical feasibility. This allows you to plot the proposed future state on a prioritization matrix and group everything into projects to determine a logical sequencing of activities.

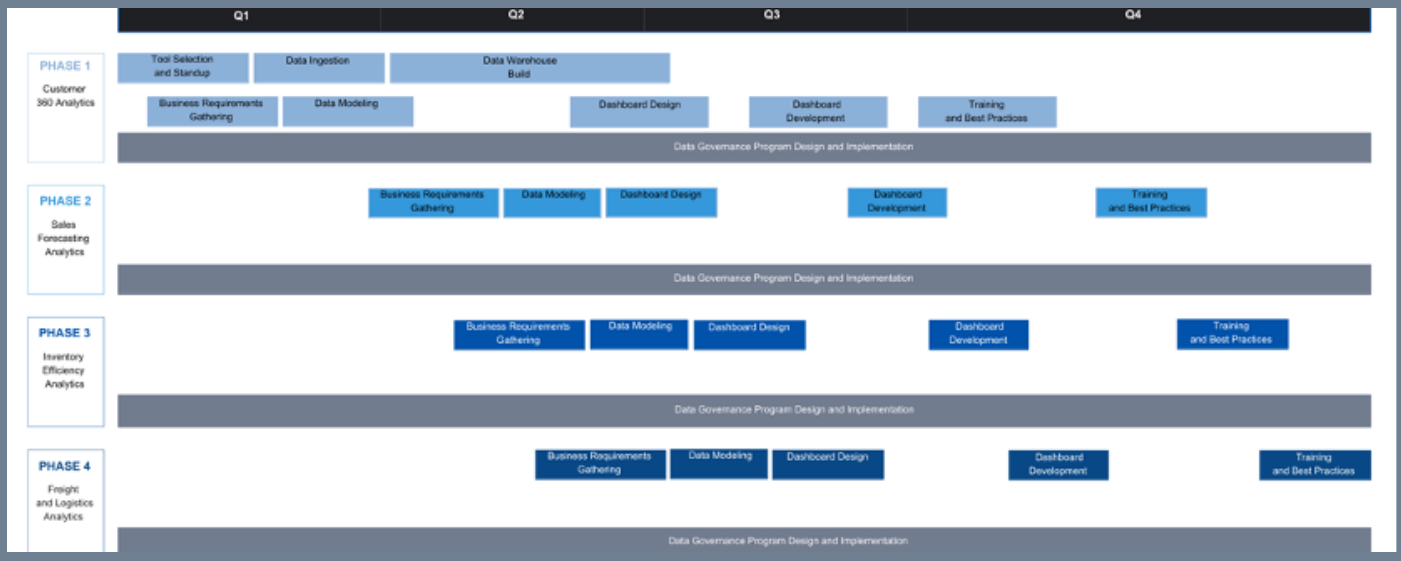
Example Prioritization Matrix



The Data Strategy Roadmap

All the understandings and output from the first three steps can be used to create a data strategy roadmap. The data strategy roadmap is your North Star: it includes a plan, schedule, and costs for how to implement the proposed future state. It prioritizes efforts and identifies quick wins so you can start seeing value quickly, but also includes a long-term plan to increase your analytics maturity.

Example Roadmap



Learn how to develop a data strategy roadmap in 5 steps