How to build, run, and expand your Data Culture

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Every company is a data company

Every organization needs to be data-driven
41% greater improvement in production time to market compared to data-aware entities.

89% improvements to customer retention and acquisition compared to data-adopting entities.

45% greater improvement in employee retention compared to data-aware entities.
92% failing to scale analytics

Source: McKinsey Analytics, 2018
The answer lies in building a Data Culture
72% of survey participants reported that they have yet to forge a Data Culture.

53% stated that they are not yet treating data as a business asset.

52% admit that they are not competing on data and analytics.
Fosters Trust
Develops Talent
Seeks Commitment
Supports Sharing
Changes Mindset
Align leadership metrics to business opportunities

Build data sources to address critical decision points

Grow value with specific use cases

Promote widespread data discovery
Align leadership metrics to business opportunities
Address critical decision points

<table>
<thead>
<tr>
<th>Building</th>
<th>Running</th>
<th>Expanding</th>
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<tbody>
<tr>
<td>• Create a data leadership committee</td>
<td>• Develop data to support guiding metrics</td>
<td>• Redeploy and focus data resources</td>
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<tr>
<td>• Assess and prioritize the highest-value business problems</td>
<td>• Analyze metrics against historical performance</td>
<td>• Assign executive sponsors to monitor metrics</td>
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<td>• Define a set of key guiding metrics</td>
<td>• Track metrics on a regular cadence</td>
<td>• Expand visibility into metrics</td>
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Build data sources to address critical decision points
Address critical decision points

**Building**
- Identify a few key business processes
- Recruit a tiger team
- Audit data use at the project level,

**Running**
- Identify or build a few key data sources
- Prioritize and execute experiments
- Identify drivers of better performance

**Expanding**
- Measure the ROI of business improvements
- Share your successes and learnings
- Document learnings and opportunities for new data
Grow value with specific use cases
## Grow value with specific use cases

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<tr>
<td>• Identify subject matter experts in each department</td>
<td>• Create purpose-built data assets</td>
<td>• Incorporate data assets into employees’ existing workflows</td>
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<tr>
<td>• Identify use cases where teams could benefit</td>
<td>• Bring data assets into important meetings</td>
<td>• Search for and incorporate new data</td>
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<td>• Outline requirements for data assets</td>
<td>• Launch programmatic efforts and assign champions</td>
<td>• Support development of data knowledge</td>
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Promote widespread data discovery
# Promote widespread data discovery

## Building
- Prioritize collaboration in department-level goals
- Expand data exploration
- Start innovation and problem-solving initiatives

## Running
- Focus on enabling rather than creating content
- Institute community-building programs
- Invest in robust data lineage

## Expanding
- Formulate a method and a repository to capture learnings
- Document leading practices for data discovery
- Publicly identify and celebrate data champions
The Data Culture Playbook

A guide to building business resilience with data.

Introduction: Measuring the business impact of Data Culture →
How to use this playbook →
Download the PDF →

Chapter 1:
Align leadership metrics to business opportunities

Chapter 2:
Build data sources to address critical decision points

Chapter 3:
Grow value with specific use cases

Chapter 4:
Promote widespread data discovery

Data is no longer just a competitive advantage. It is critical to the health— and often the survival— of an organization. This playbook is intended for executives and data leaders who want to build resilience with data, starting with their workforce. Fostering a Data Culture equips every individual in your organization with the insights they need to tackle your most complex business challenges.