Data First Aid Kit

The Data First Aid Kit is a self-diagnostic tool for organizations. Whilst each company is unique and different, most often the data related problems and pain points are very similar. The Data First Aid Kit gives and overview of the most common pains organizations face during their data transformation, shows how these are interrelated and provides recommendations how to overcome each pain point.

HOW TO USE

Simply inspect the analytics pains on the poster (yellow boxes) and see what medicine we recommend!

ABOUT US

The INFORM DataLab comprises services and solutions for data management, data analytics, data science and data strategy. Today, companies can only be successful if they make data-driven, efficient decisions. To this end, INFORM's DataLab team bundles the data expertise of data scientists, software developers and consultants. They develop customized, innovative solutions around the value creation of data. Whether companies need a strategy to maximize their data quality and consistency in the long term, they want to perform flexible data analytics tailored to their requirements, or they want to draw new insights from their data with the help of artificial intelligence – the INFORM DataLab accompanies them in their digital transformation.

**Do you want to relieve your data pains?
Contact us now!**

Dr. Jens Linden
Data Strategy Lead
INFORM DataLab

hello@inform-datalab.de
www.inform-datalab.com

TYPICAL PAIN POINTS AND CORRESPONDING PAIN RELIEVERS REGARDING DATA & ANALYTICS

START

PAIN RELIEVER

PAIN POINT

Corporate analytics potential is not fully leveraged

- Cross-divisional synergies are not leveraged
- Cross-departmental processes are not considered end-to-end
- Individual business units do not leverage analytics potential
- Data in siloed business units is not connected
- Lack of corporate support & funding for analytics

› Create transparency about data & analytics teams and activities
› Identify potential synergies and design target operating model for data & analytics
› Create Chief Data Officer role

Extend / create data strategy that accounts for these processes

IDENTIFY ROOT CAUSE

› Evaluate possibilities of connecting divisional data platforms
› Set up corporate data platform for analytics

› Communicate motivation
› Win heart & minds for data & analytics
› Secure funding
› Find small project with relatively large impact to showcase analytics potential

Lack of top management data literacy

Boost data literacy

› Conduct interdisciplinary projects to involve staff
› Share industry example use cases
› Provide trainings
› Share internal example use cases/projects
› Provide managment trainings to boost literacy

Management not data literate

› Conduct interdisciplinary projects to involve staff
› Share industry example use cases
› Provide trainings
› Share internal example use cases/projects
› Provide managment trainings to boost literacy

Boost data literacy

Staff lacks analytical knowledge

Get external support

IDENTIFY ROOT CAUSE

Business units do not know their analytics potential

Analytics demand from business cannot be satisfied

Operationalization of prototypes fails

Lack of acceptance for analytics solutions

Technical challenges to operationalize

Analyze as-is target operating model for data & analytics

Analytics solutions/activities stay behind expectations

Unsuccessful data projects

› Get external support
› Analyze underlying reasons

Manage use cases

› Create transparency for use cases relevant for the organisation
› Align on metrics and prioritize use cases
› Perform use case ideation workshops

Problem translating business problems into an analytics domain

Manage use cases

› Create transparency for use cases relevant for the organisation
› Align on metrics and prioritize use cases
› Perform use case ideation workshops

Unclear if focussed on right business problems and use cases

IDENTIFY ROOT CAUSE

IDENTIFY ROOT CAUSE

Lack of skills (e.g. technical, translation math/business, methodology)

Too much effort for obtaining analytics ready data

Lack of capacities

Lack of trust in analytics

IDENTIFY ROOT CAUSE

IDENTIFY ROOT CAUSE

IDENTIFY ROOT CAUSE

› Recruit
› Provide trainings
› Get external support

Setup data catalogue

The business meaning of the source data is unclear

Data extraction & preprocessing done repeatedly & redundantly

Data quality issues require time consuming cleaning

› Recruit
› Scale with external support
› Design target operating model for data & analytics and evaluate implementation

Data quality issues impact trust in data and analyses

Inconsistent KPIs are reported

Data origin not clear

IDENTIFY ROOT CAUSE

Address data quality

› Setup BI governance
› Create KPI catalogue
› Design single source of truth for data

Setup data catalogue for lineage

Lack of central data platform for analytics

Lack of operating model for data & analytics

Evaluate if central analytics data platform is feasible for organization

Design and evaluate target operating model for data & analytics

› Create data steward role with necessary management support
› Perform one-off data cleaning if sensible
› Data quality impact and root cause analysis
› Setup data governance program

› Set up target operating model for data platform
› Conduct proof of concept
› Design IT-architecture and implement
› Formulate business case