

# Do you struggle with Data Insight Delay (Data ID)?

*Find the proper balance across key data activities  
to transform your organization's Data ID*

Five categories of work comprise a mature organization's data management program. The key to being able to deliver data-driven insights without delay is achieving an optimal mix of budget and resources across the five.

- 1 Sourcing and Gathering Data
- + 2 Building Data Systems
- + 3 Data Validation
- + 4 Reporting
- + 5 Diagnostic and Predictive Analytics

Impact Makers' Data ID scoring tool shares common challenges and best practices for key data activities. It's designed to help you assess where you're spending time and where you should be to deliver data-driven insights and value to your business.

# HOW MUCH TIME DOES YOUR ORGANIZATION SPEND ...

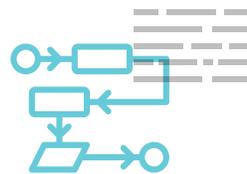
## SOURCING & GATHERING DATA



Do you have an enterprise catalog of all company datasets and locations?



How many hours do you spend extracting and integrating data out of transaction systems for analytics purposes?



Do you have a standardized, automated process to source data?

# %

YOUR SCORE

## THE BIGGEST OPPORTUNITY TO IMPROVE YOUR SCORE ...



MANY ORGANIZATIONS

# DON'T:

have an integrated analytical environment, whether centralized or federated...



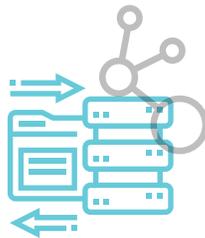
MANY ORGANIZATIONS:

# DON'T:

have sufficient visibility into all of their company's data sources and systems

WHILE THE NEED TO SOURCE AND GATHER DATA WILL NEVER DISAPPEAR, IT'S ABOUT MINIMIZING THIS TIME BY FOCUSING ON KNOWING ALL KEY DATA SOURCES AND BEING ABLE TO EFFICIENTLY INTEGRATE THEM INTO ANALYTICAL STREAMS.

## WAYS YOU CAN OPTIMIZE THE TIME YOUR TEAM SPENDS SOURCING & GATHERING DATA:



Build a source system data catalog where all sources are known and all metadata is in one place.



Develop a common data development framework for sourcing data.

# OPTIMAL TIME: 10%

Optimal percentages are based on industry standards, as well as Impact Makers' deep experience working with companies to focus more time on high value analytics.

# HOW MUCH TIME DOES YOUR ORGANIZATION SPEND ...

# BUILDING DATA SYSTEMS



*Let's start simple:* Do you have a data architecture? If so, is it one that will grow with your business?

Do you have an execution roadmap, one that balances maintaining existing data jobs with developing new systems and capabilities?

Have you considered hybrid strategies to leverage the strengths of on-premise vs. cloud?

# %

YOUR SCORE

## THE BIGGEST OPPORTUNITY TO IMPROVE YOUR SCORE ...

**CONSTRUCTING & MAINTAINING YOUR DATA PLATFORMS IS THE BACKBONE OF ANY DATA MANAGEMENT EFFORT.**

Best-practice firms have a future-ready architecture and a development roadmap prioritized by business needs.

**WITHIN THE ESTABLISHED ARCHITECTURE, FIRMS ACHIEVE A LOW INSIGHT DELAY WHEN THEY FOCUS ON SOLVING ONE NEED AT A TIME BASED ON BUSINESS PRIORITY.**

Work in an agile fashion with your business partners on the most important data elements, making data available quickly to understand problems and evolve.

**TO SHRINK YOUR INSIGHT DELAY IN THIS CATEGORY, EVALUATE THE TYPES OF DATA YOUR BUSINESS CUSTOMERS NEED TO ANALYZE.**

Unstructured data may be best suited for data lakes, and rapid analysis turnaround can be achieved via internal clusters or public cloud.

# OPTIMAL TIME: 30%

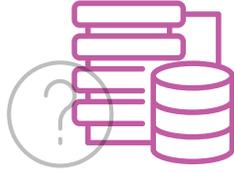
Optimal percentages are based on industry standards, as well as Impact Makers' deep experience working with companies to focus more time on high value analytics.

# HOW MUCH TIME DOES YOUR ORGANIZATION SPEND ...

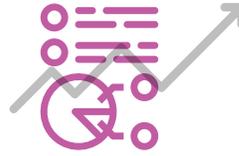
## VALIDATING RESULTS AND CLEANING UP INCONSISTENCIES



How often do people at your organization manually manipulate the data instead of fixing the problem in the source system?



Would you have the confidence to make a major business decision based on your current data, or would you look for other sources of information?



Can you describe how your organization uses data today to generate business value, customer value, and revenue?

# %

YOUR SCORE

## THE BIGGEST OPPORTUNITY TO IMPROVE YOUR SCORE ...

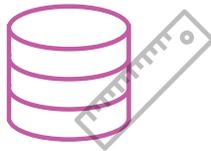
YOUR DATA MUST CREATE VALUE FOR YOUR COMPANY, AND YOU MUST BE ABLE TO SHOW AND MEASURE THIS VALUE. IF YOU DON'T FEEL COMFORTABLE BASING MAJOR DECISIONS OFF YOUR CURRENT DATA, IT'S IMPORTANT TO UNDERSTAND WHY— AND FIX IT.



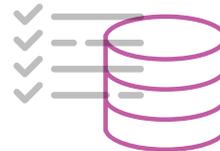
THERE IS NOTHING WORSE THAN HAVING A DATA WAREHOUSE THAT NO ONE

# TRUSTS.

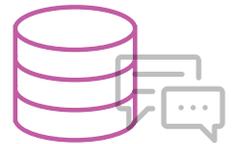
### YOU CAN BUILD TRUST AND REDUCE YOUR TIME SPENT VALIDATING RESULTS & CLEANING UP INCONSISTENCIES BY:



Measuring and communicating data quality regularly



Building a data quality rules engine



Ensuring that your data is relevant and contextual

# OPTIMAL TIME: 5%

# HOW MUCH TIME DOES YOUR ORGANIZATION SPEND ...

# REPORTING



How much time does your organization spend reacting to unexpected requests that deviate from their normal workflow?

Are the reports they create truly useful when making higher-order decisions?

How much of reporting needs are self-service or automated?

# %

YOUR SCORE

## THE BIGGEST OPPORTUNITY TO IMPROVE YOUR SCORE ...

WHEN REPORTING TO STAKEHOLDERS, THE GOAL OF EVERY ORGANIZATION SHOULD BE ON DEMAND, SELF-SERVICE REPORT GENERATION AS MUCH AS POSSIBLE.

# ...AND



**DATA MUST BE AVAILABLE & TRUSTWORTHY & UNDERSTOOD SO THAT BUSINESS USERS CAN BE EFFICIENT.**

**TO GET THERE:**



It's not about the BI tool. It's about users understanding the data from the metadata catalog and trusting the data thanks to sound data lineage.

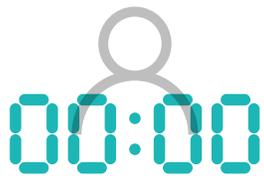


Incorporate data storytelling principles when developing dashboards so you're focusing on what your business customers need and that the data will be understood, remembered and valued. [Here are a few tips for effective data storytelling.](#)

# OPTIMAL TIME: 5%

# HOW MUCH TIME DOES YOUR ORGANIZATION SPEND ...

## PERFORMING DIAGNOSTIC AND PREDICTIVE ANALYTICS



How much time does your organization spend extracting insights on your business and your customers?



Do you know the most profitable—and most costly—interactions you have with your customers? Or who are your most profitable customer segments?



Do you have a longitudinal view of these interactions?



YOUR SCORE

## THE BIGGEST OPPORTUNITY TO IMPROVE YOUR SCORE ...

CREATING ADVANCED INSIGHTS IS THE MOST IMPORTANT - AND MOST POWERFUL - FUNCTION OF YOUR DATA. IDEALLY, THIS IS WHERE YOU'LL SPEND MOST OF YOUR TIME DEALING WITH DATA.

ANALYTICS IS WHERE YOU NEED TO SPEND MOST OF YOUR TIME

 **50%**

BUT YOU CAN'T SPEND TIME HERE UNTIL YOU'VE FOCUSED ON REDUCING YOUR TIME SPENT IN ALL THE OTHER ACTIVITIES ABOVE

### ONCE YOU'VE FREED UP TIME ON YOUR TEAM FOR ANALYTICS:



Start small and focus, identifying areas of your business where you can surface data-driven patterns



Pilot analytics tools in a low risk/high value environment (e.g., AI for a specific functional area)



Identify data science capabilities within or outside your organization



Expose potentially obscure metrics that drive KPIs or business profitability

# OPTIMAL TIME: 50%