



The Executable Data Strategy

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#DAARaleigh19

SEARCH DISCOVERY IS A DATA TRANSFORMATION COMPANY

We help businesses use data with purpose to
drive measurable business impact.





Executable Data Strategy

A plan for using data with purpose.





Focus your vision



Identify desired outcomes



Understand what it will take



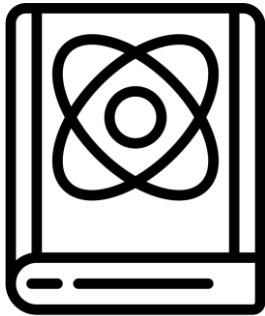
Chart your course



THREE MODERN DATA PROBLEMS

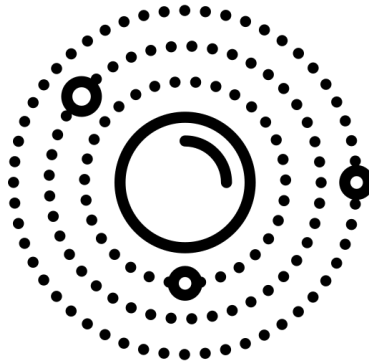
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Data
Literacy



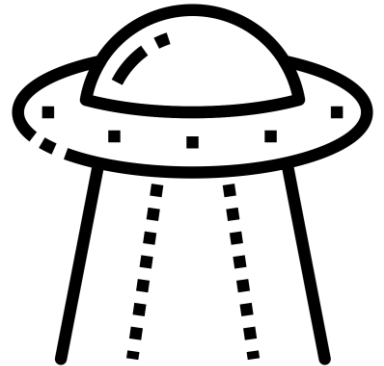
2

Data
Silos



3

Lack of
Trust



1

DATA LITERACY

“...by 2020, **80%** of organizations will initiate deliberate competency development in the field of data literacy, acknowledging their extreme deficiency.”

Source: Gartner Trend Insight Report: [Fostering Data Literacy and Information as a Second Language](#)



THREE TYPES OF DATA LITERACY



METRICS Literacy

Knowing what different data means



TOOL Literacy

Being able to self-service data needs as appropriate



CONCEPTUAL Literacy

Approaching & applying data with clarity and sophistication



To be data literate means
that you must **understand**
your data...



What Will It Take

Understanding Your Data

Is there a high degree of comfort in using data?

Can users self-serve data?

Who has access to our data?

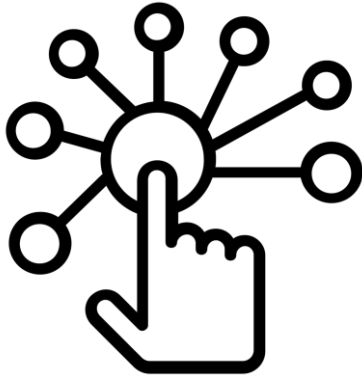
Do users have a true and accurate understanding of our data?

What types of data do we have and what types do we need?



Methods to Help Understand Your Data

Interactive Data Inventory



Data Dictionary



Data Catalog



2 DATA SILOS

“The greatest challenge is...**managing data and sharing insights that drive actions across organizational silos.**”

Source: Commissioned study conducted by Forrester Consulting on behalf of Dun & Bradstreet, March 2018; 500 professionals with responsibility for or influence over customer/prospect data strategy or management at their organizations



To break down the data silos
you must
architect your data...



What Will It Take

Architecting Your Data

When does data
refresh and share?

Are there integrated
processes across data sets?

What transformations are
necessary for analysis?

What data connections
and APIs exist?





Cusco, Peru

Data Lakes

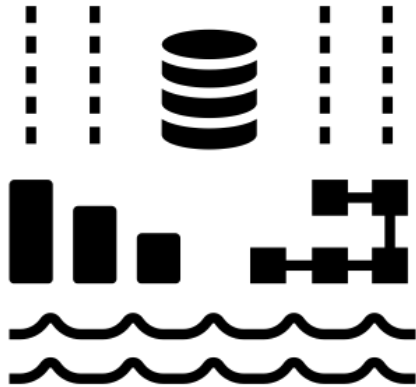
“**Only 8%** of data lakes have moved from the proof of concept to production. While it is relatively easy to build a data lake, the real challenge is making it usable.”

Source: Forbes: [Misconceptions About Data Lakes and Their Role In Enterprise Data Storage](#)

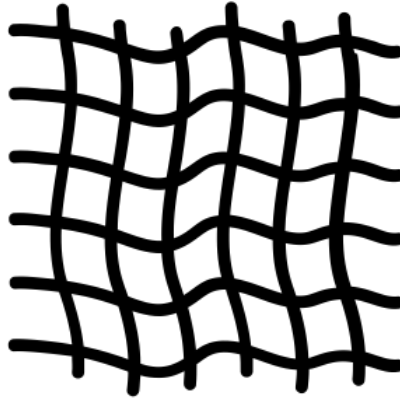


Methods to Help Architect Your Data

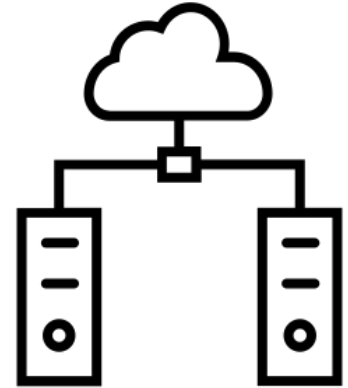
Data Lake



Data Fabric



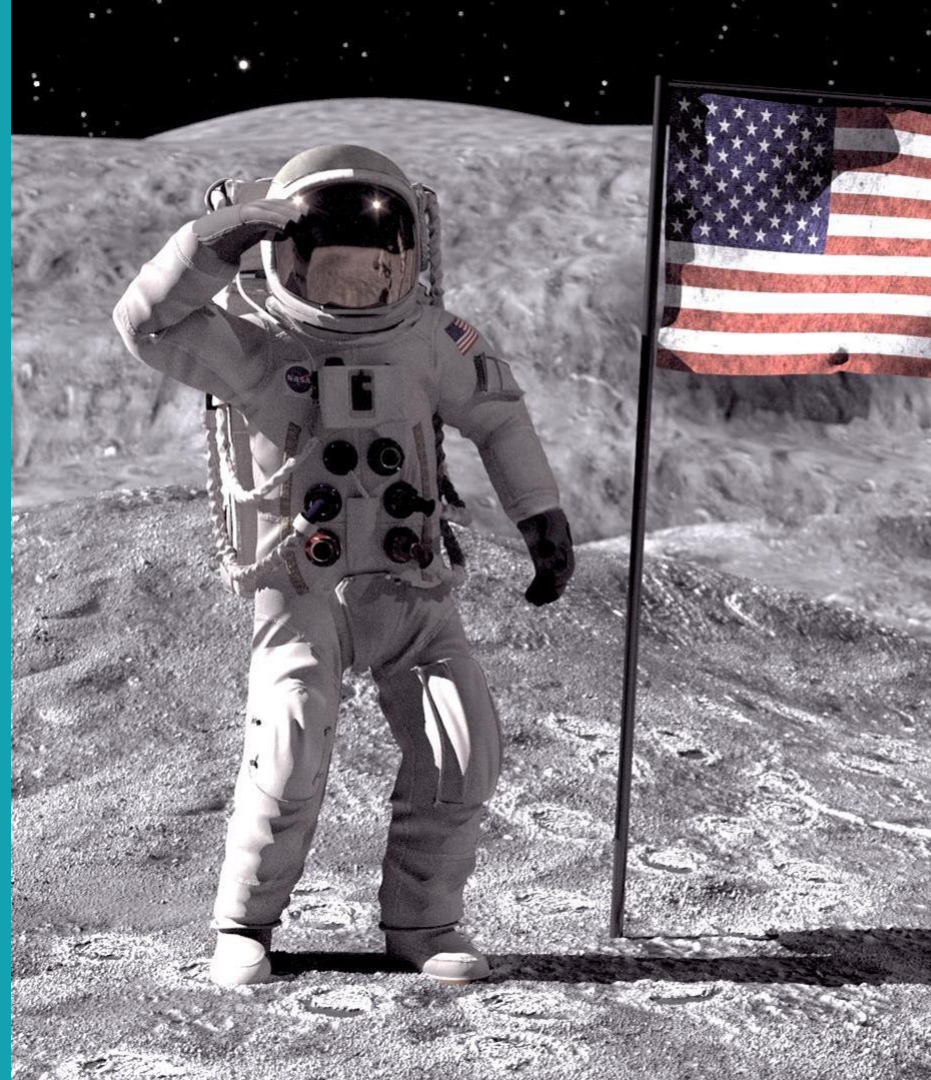
Data Hub



3 LACK OF TRUST

Only 35% have a high level of trust in their organization's use of [data] analytics.

Source: KPMG, *Guardians of trust*; commissioned study conducted by Forrester Consulting on behalf of KPMG International, July 2017



Build trust and
activate your data...



What Will It Take

Activating Your Data

How do we
build trust in data?

How do we use data
for targeting and
personalization?

Where can data trigger
automated actions?

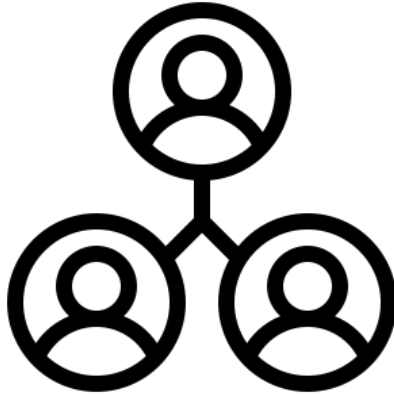


Methods to Help Activate Your Data

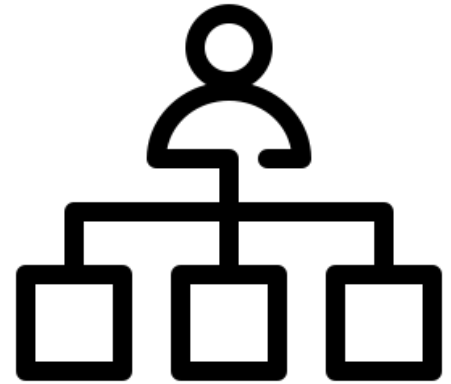
Data Quality



Collaboration



Governance



REAL WORLD SUCCESS

Non-profit American Broadcaster



Problem

Weekly reports and ad-hoc requests take too much time/effort to produce, and programming analytics is a huge operational lift. **As a result business decisions tend to be made on intuition rather than data.** Data literacy across the organization and member stations is lacking.



Challenge

Build out a sustainable plan for delivering data, insights, and recommendations to its internal stakeholders, producers, and member stations. Use multiple digital data sources to perform analysis that answer key business questions.



Translating Vision into Desired Outcomes

What are we trying to achieve?

A clear, pithy definition of what the organization is working towards
No data or metrics are required to answer this question!

What high-level business objectives does this support?

Describes the Corporate Mission/Goals

The Strategic Measures of Success
Focus back on the answer to the first question
Two Aspects: 1) What Metrics, 2) What targets

How will we know if we're successful?



Define Executable Data Strategies

What are we trying to achieve?

Create Efficiency

Deliver Analysis

Improve Team Dynamics

Govern Data

Support Local

What high-level business objectives does this support?

Audience Sustainability

Audience Sustainability Mission

Sustainability

Audience Sustainability

Audience Sustainability Mission

How will we know if we're successful?

- Decrease amount of time required for routine reporting
- Enable analysts to become proactive and focus on analysis
- Empower local stations with self-service dashboards

- Utilize templates for going beyond the numbers
- Increase conversations around data/metrics/business performance
- Combine qualitative and quantitative data to determine impact

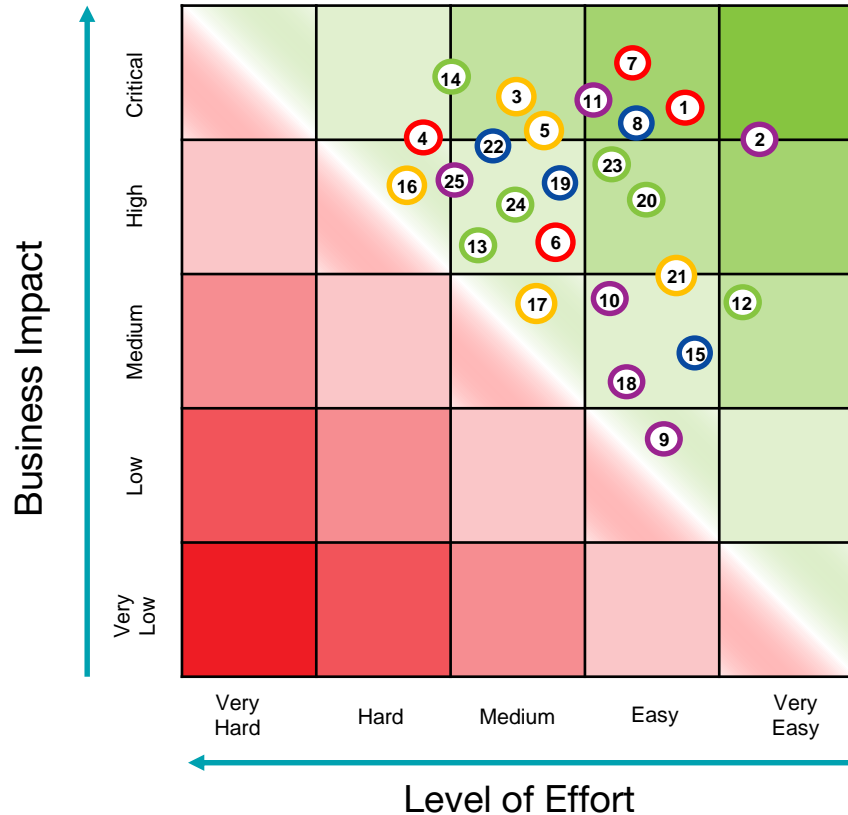
- Introduction of Team personal development plans
- Collaboration between Team members and stakeholders/Stations
- Thought leadership projects and professional development

- Data is managed as a strategic asset
- Increased accuracy and consistency in data
- Improved data literacy across the organization

- Data influences programming and promotions
- Dashboards and solutions are adopted by local stations
- Membership increases



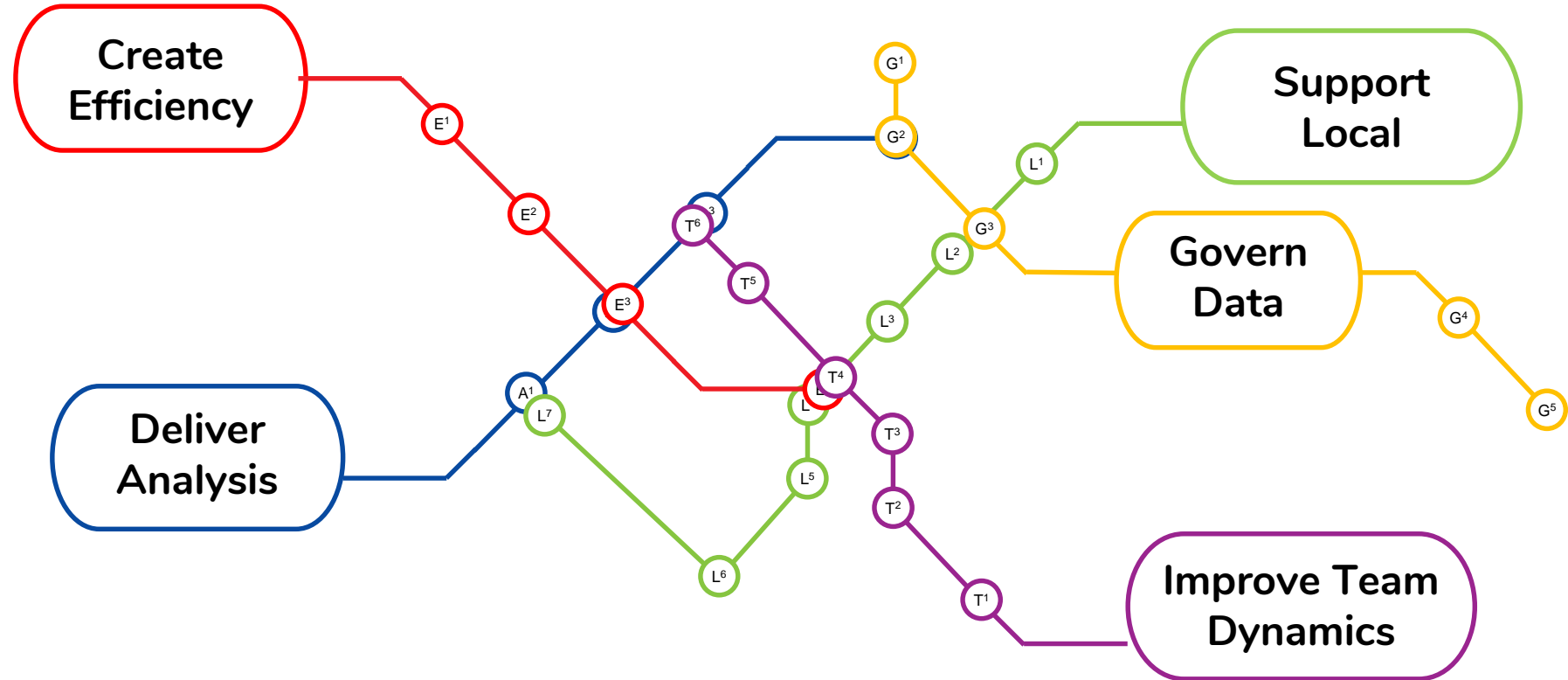
Understand what it will take



- 1 Audit reporting for automation opportunities
- 2 Identify Team motivators and incorporate into development plans
- 3 **Establish a cross-functional Data Governance Charter**
- 4 Automate recurring data requests
- 5 Implement Routine Data Quality Process
- 6 Migrate the Clean File to a big database structure
- 7 **Select and implement BI platform for data distribution**
- 8 **Evaluate historic data to define baselines and targets**
- 9 Assign Team members to specific roles w/in
- 10 Facilitate monthly Teach the Team cross-training
- 11 **Align individual Team members to support stakeholders and stations**
- 12 Evaluate current state of each station's data utilization
- 13 Provide Office Hours support for stations
- 14 **Determine what's most important to each station**
- 15 Develop a First Glance analysis template
- 16 Create Data Literacy playbook and materials
- 17 Formalize Measurement Framework
- 18 Mandate peer review for read-outs and Storytelling
- 19 Create monthly read-outs to go beyond reporting
- 20 Develop and introduce the Station Dashboard
- 21 Provision access to limited self-serve data
- 22 Institute a Hypothesis Library
- 23 Focus on audience growth and content engagement



Turn Executable Data Strategies into Action



Executable Data Strategies are short sprints that help use data with purpose.



REAL WORLD SUCCESS

Global Non-Profit Health Enterprise



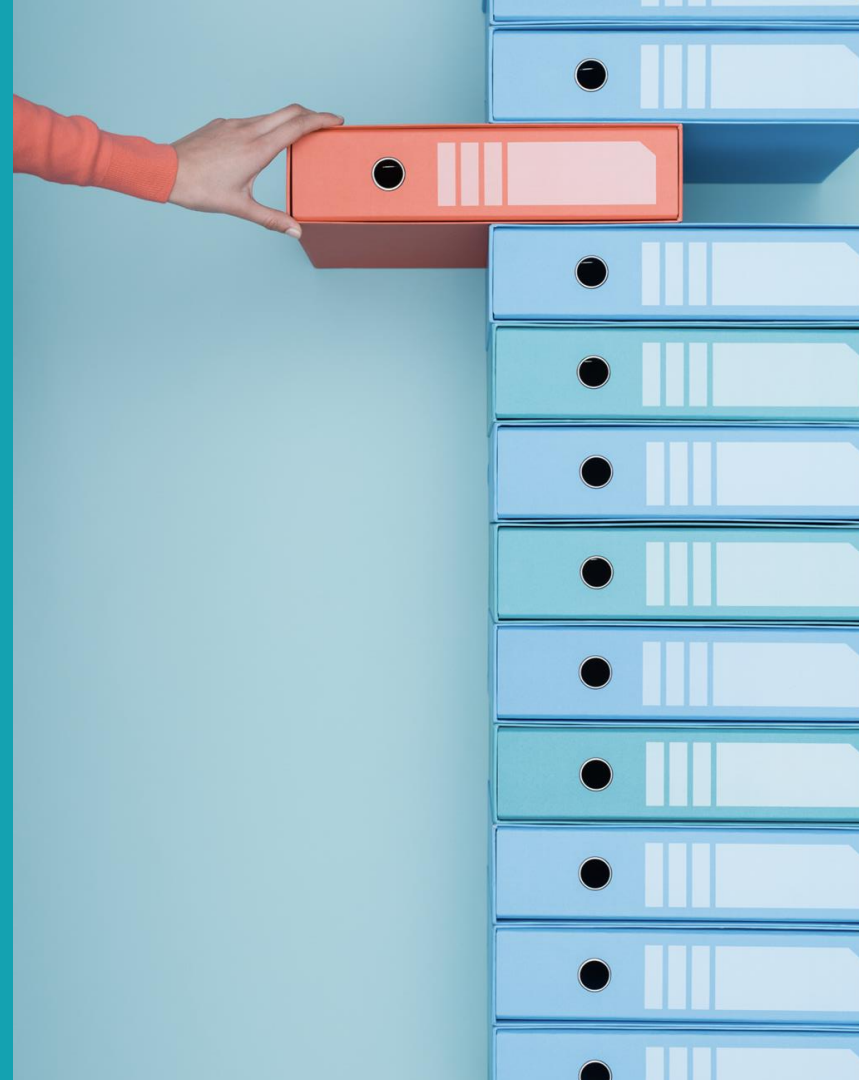
Problem

The primary goal for this enterprise was to **transition from being reactive** in all things data to being proactive. To accomplish this, the enterprise needed to clean and organize its data, align on performance measurement, and visualize data for consumption to help sway behaviors towards using data for marketing decisions.



Challenge

Make sense of existing data and deliver an automated reporting solution to effectively disseminate information across the enterprise. And support the strategic initiative of building Data Literacy with training and support.



Strategic Assessment Rubric Methodology



- Data Strategy
- Metrics & Analysis
- Data Viz & Storytelling
- Tools & Integration
- Operational Enablement

- **Proprietary SDI Assessment Model**
- Includes five categories, broken down into 15 dimensions, representing a total of **150 evaluation criteria**.
- Scores reflected as Basic, Emerging, Strong, or Exemplary based on points awarded for each criterion.

Client is **Basic** in 1/3 of areas evaluated and Emerging in 2/3. **No category scores reflected Strong or Exemplary status.**



Executable Data Strategies

What are we trying to achieve?

Reactive to Proactive

Architect & Cleanup data

Revamp Analytics Process

Accountability in Marketing

Support Campaigns

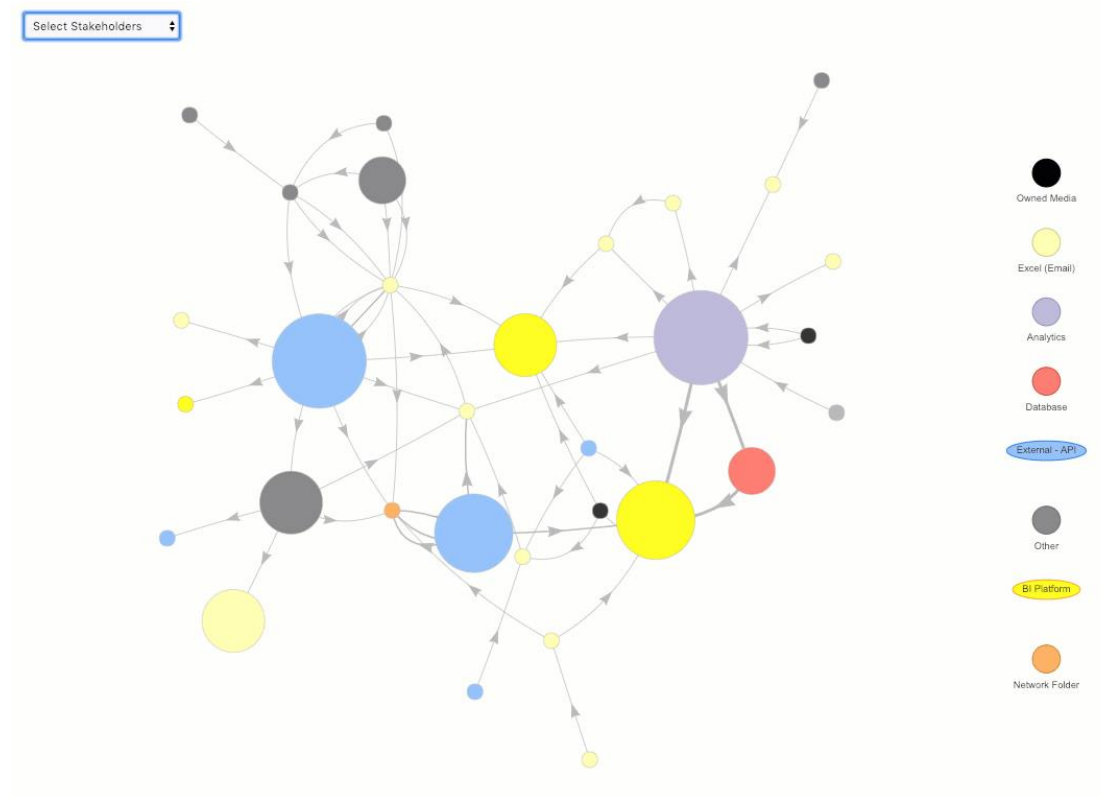
What high-level business objectives does this support?

How will we know if we're successful?

Business Impact



Understand and Architect the Data



Support Campaigns by Activating Data

Conversion Performance

Form Submits

72.54K

Find A Doc

3.32M

Blog Sign-Ups

6.5K

Click To Calls

615.53K

Total KPI's

4.51M

Click Email Address

47.81K

PDF Downloads

385.64K

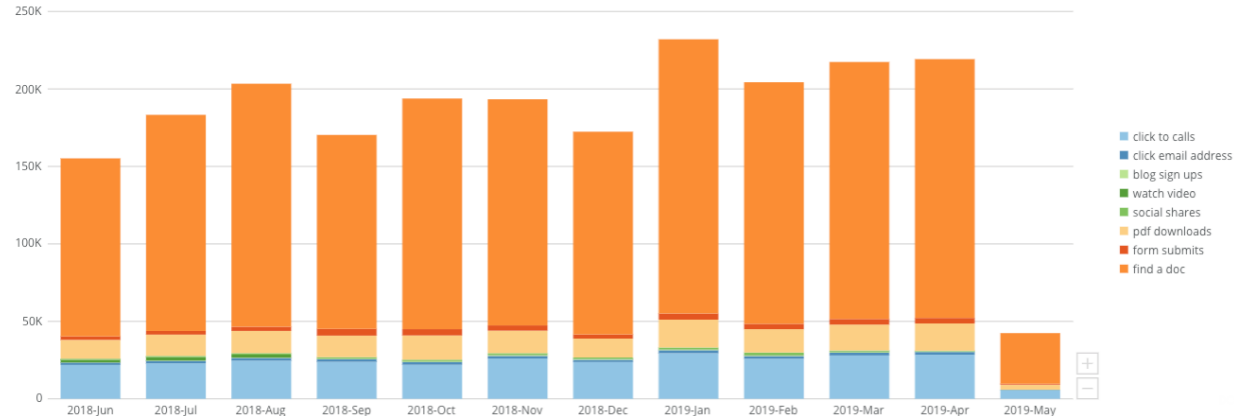
Social Shares

24.15K

Video Completes

44.22K

KPI's M-o-M Trending
by Month



EXECUTABLE DATA STRATEGY



A plan for
using data
with purpose



The Executable Data Strategy

A plan for using data with purpose that includes **understanding your data**, **architecting your data** to make it useful, and **activating your data** for business impact.





Focus your vision



Identify desired outcomes



Understand what it will take



Chart your course





Thank You

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