



# Always be Measuring - Getting the Most From your Data

By Aoife D'Arcy  
Open Data Conference  
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# Question



**Do you work for a commercial organisation or in the public sector body?**

# Question



**Are you a decision maker or an insight creator?**

# How to get the most from your data



**How to get  
the most  
from your  
data**

## **Design a Strong Data and Analytics Strategy**



## **The Key Elements to Designing a Strong Data and Analytics Strategy**

**A clear, well defined, well understood,  
actionable, business strategy must exist**

**Senior executives and business leaders  
need to have a clear understanding of  
the impact of implementing an data  
driven strategy**

**Failure becomes a option – once you  
learn from it**

# Senior executives and business leaders need to have a clear understanding of the impact of implementing a data driven strategy

- A well implemented data driven strategy will result in a change in how decisions are being made – for everyone
- A well implemented data driven strategy will result in an honest assessment of business performance
- Actioning insights can have unforeseen business consequences if the business process is not fully understood

**Accept that failure is part of a  
data driven culture and is  
imperative to its success**





# How to get the most from your data



**Design a Strong Data  
and Analytics  
Strategy**



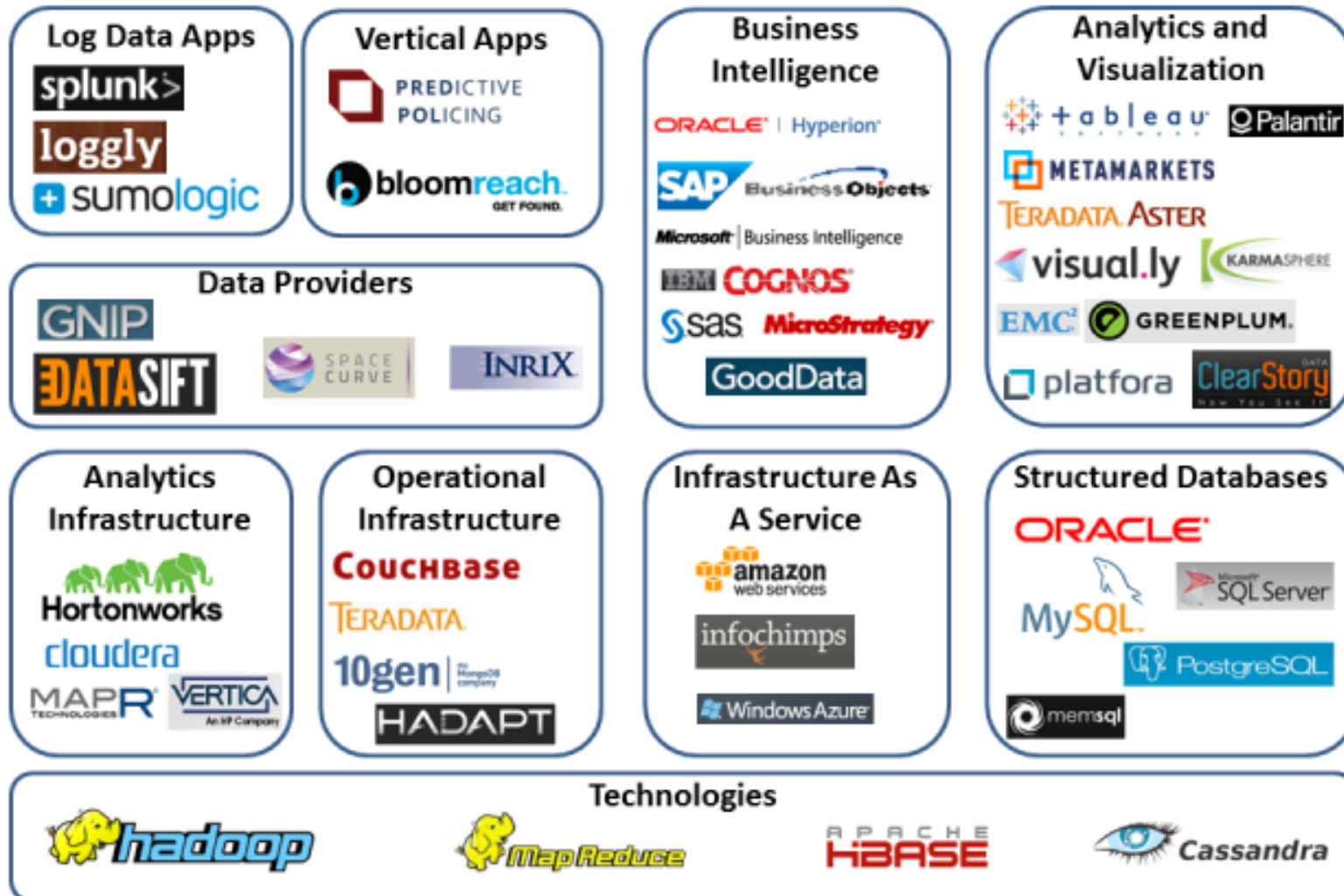
**Create a data literate  
workforce**



# Level of Data Literacy Required - Example



# Big Data Landscape



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dave@vcdave.com

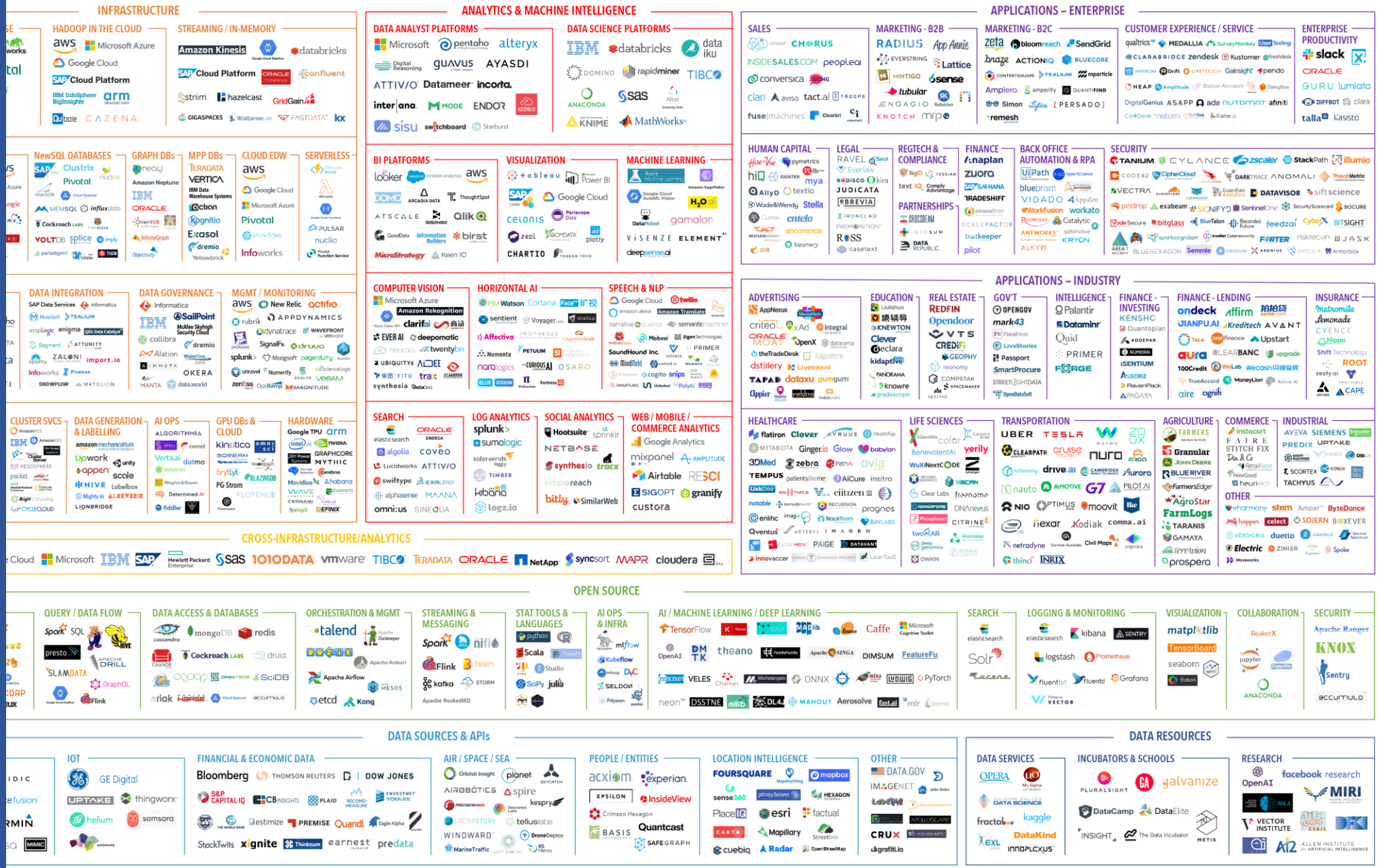
<http://blogs.forbes.com/davefeinleib/>

# DATA & AI LANDSCAPE 2019

Ref: Matt  
Truck

[http://mattturck.com/wp-content/uploads/2019/07/2019\\_Matt\\_Turck\\_Big\\_D](http://mattturck.com/wp-content/uploads/2019/07/2019_Matt_Turck_Big_D)

ata Landscape Final Fulls  
ize.png



# How to get the most from your data



**Design a Strong Data and Analytics Strategy**

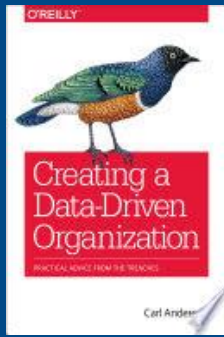


**Create a data literate workforce**



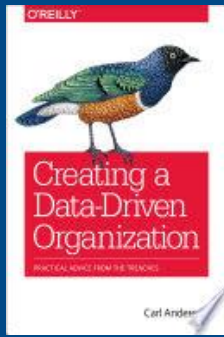
**Embrace a questioning culture**





**....having a strong testing culture –  
Innovation through online and  
offline experimentation**

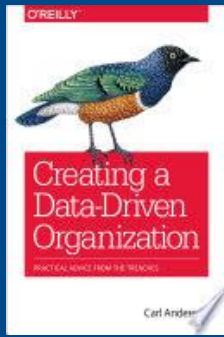
**Embrace a  
questioning  
culture - Being  
data-driven  
means**



**....having a strong testing culture –  
Innovation through online and  
offline experimentation**

**Embrace a  
questioning  
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means**

**....there is an open, sharing culture  
of data and insights**



**....having a strong testing culture –  
Innovation through online and  
offline experimentation**

**....there is an open, sharing culture  
of data and insights**

**.... having a broad data literacy. All  
decision-makers have appropriate  
skills to use and interpret data**

**Embrace a  
questioning  
culture - Being  
data-driven  
means**



# How to Get the most from your data



**Design a Strong Data  
and Analytics  
Strategy**



**Create a data literate  
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**Embrace a questioning  
culture**



**Always be Measuring  
(ABM)**

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**Constant and consistent  
measurement creates a culture of  
accountability**

**Constant and consistent  
measurement creates a culture of  
constant continual improvement**

**In a data driven culture  
measurement is expected and  
ingrained in all decision processes**

# How to Get the most from your **Open Data**



**Design a Strong Data  
and Analytics  
Strategy**



**Create a data literate  
workforce**



**Embrace a questioning  
culture**



**Always be Measuring  
(ABM)**



**Thanks for your  
Attention  
Questions?**