

Datagedreven werken met een Effectieve Data Strategie

Jan Meskens

jan@sievax.be

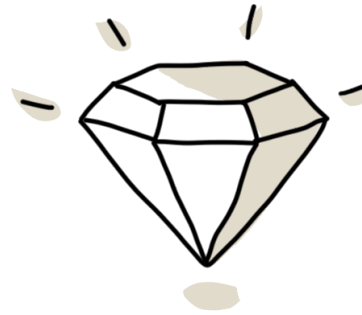


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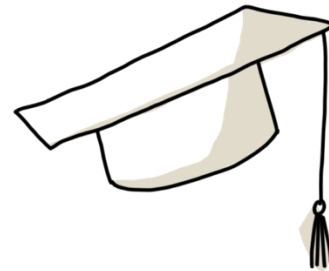




Jan Meskens



Data and AI Strategy
Consultant



Lecturer of several AI and
Data Strategy Trainings



Founder and Manager
of Sievax



Jan Meskens



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medium.com/@meskensjan



www.sievax.be



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Data Beyond Buzzwords

Guiding People to Build Smarter Organizations



sievax

Consulting

Interim Data & AI Management (PM,
CDO, Team Lead, ...)

Trusted Data & AI Advisor

Training, Workshops & Coaching

AI Literacy
Data Strategy
Data Architecture
Data Governance
Data Management



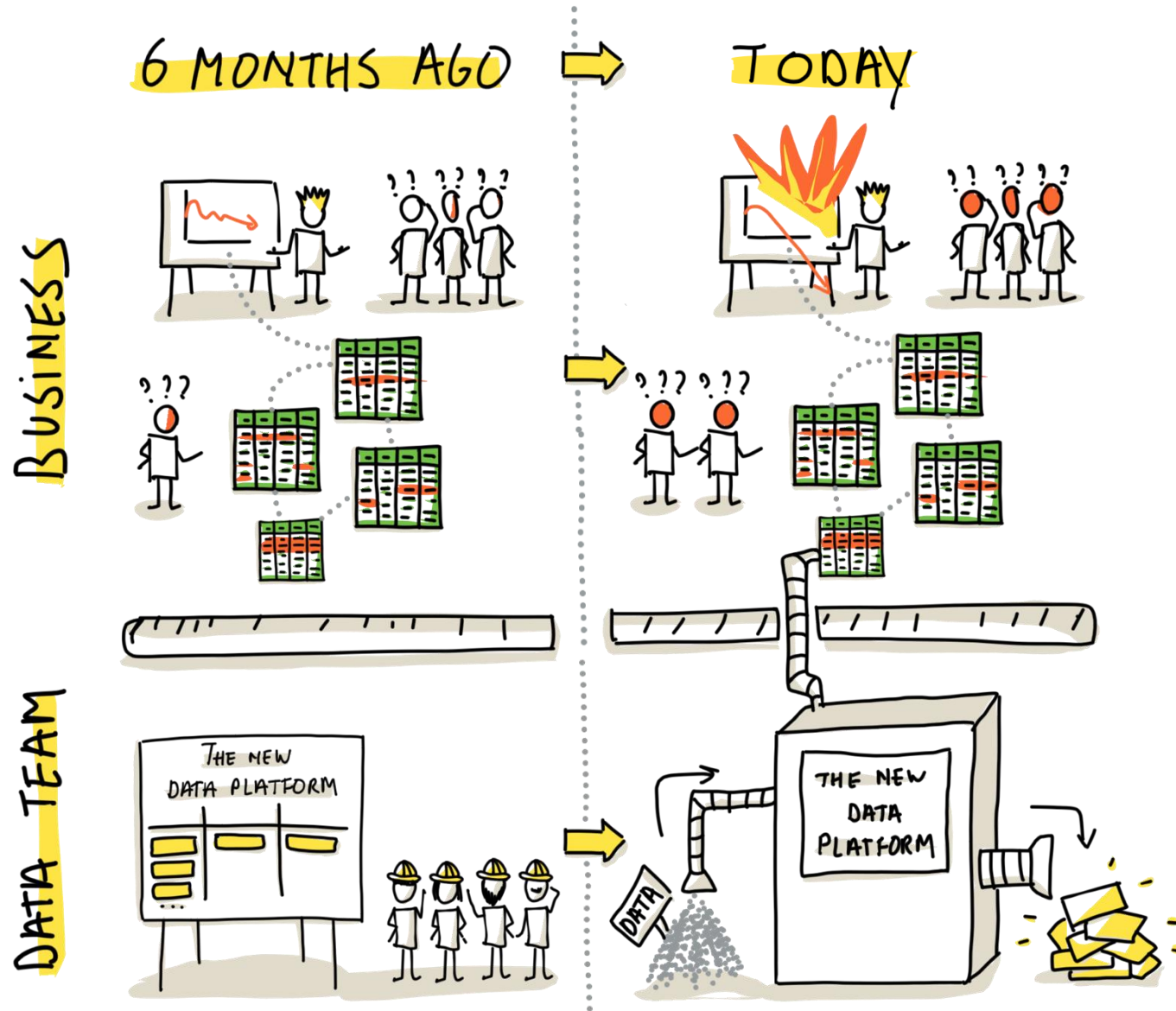
Datagedreven werken met een Effectieve Data Strategie





Introduction

I want to share
4 Frustrating
Data Experiences
with you.



6 MONTHS AGO → TODAY

BUSINESS

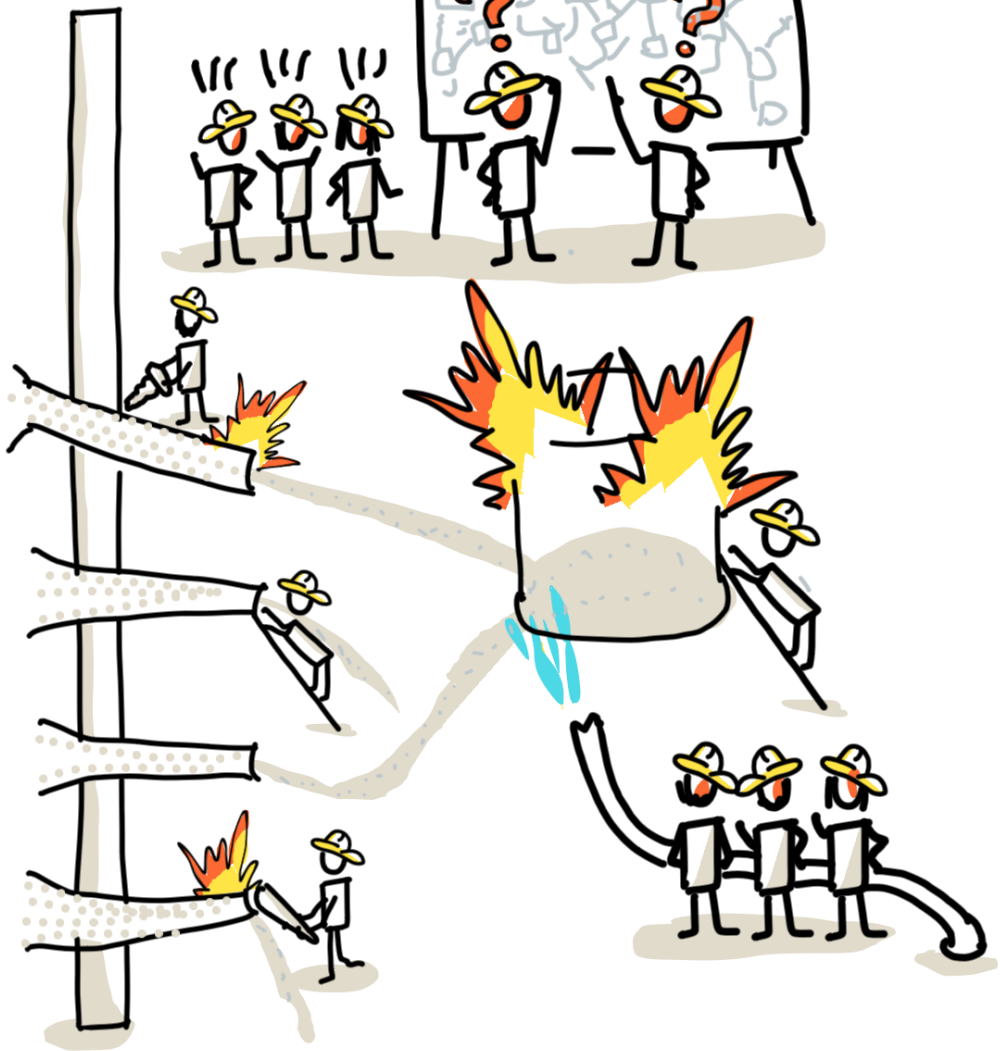
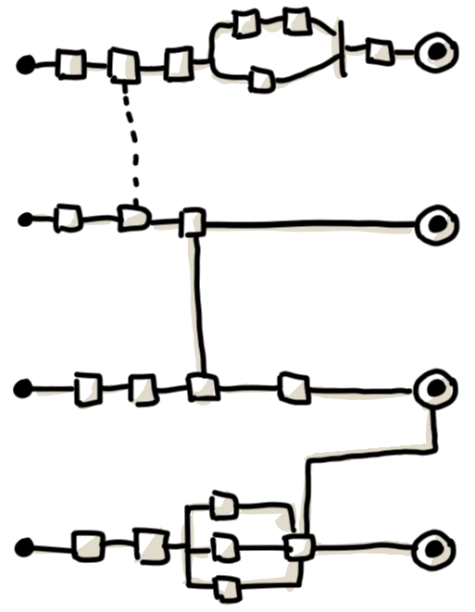
Limited/No Value from this Investment

DATA TEAM

Investment in Modern Data & AI Technology



- 人 ⇒
- 人人 ⇒
- 人人 ⇒
- 人人 ⇒

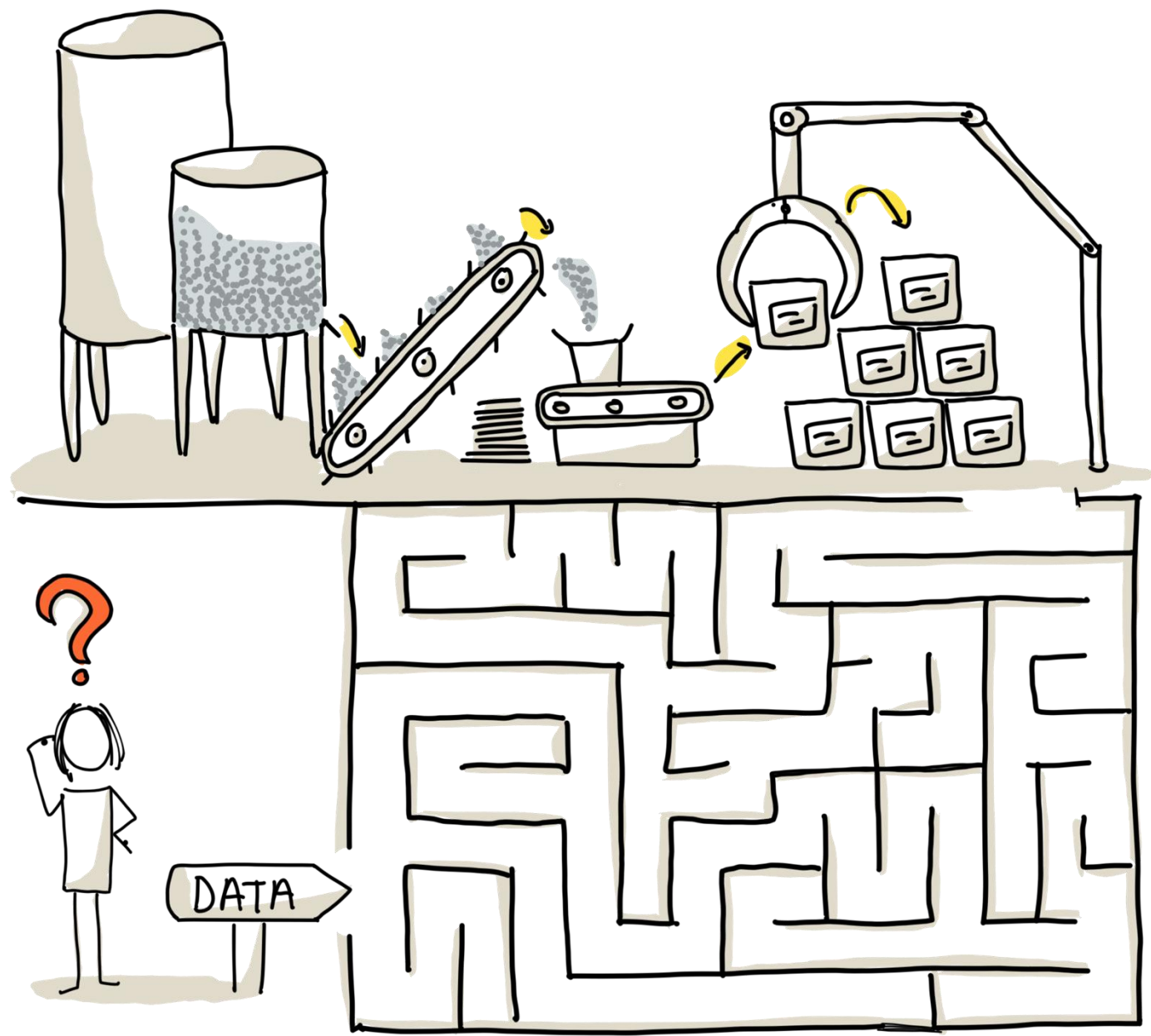




**Investment in New
Business Tools (ERP,
CRM, ...)**



**No Clue on How to
Leverage the
Underlying Data**

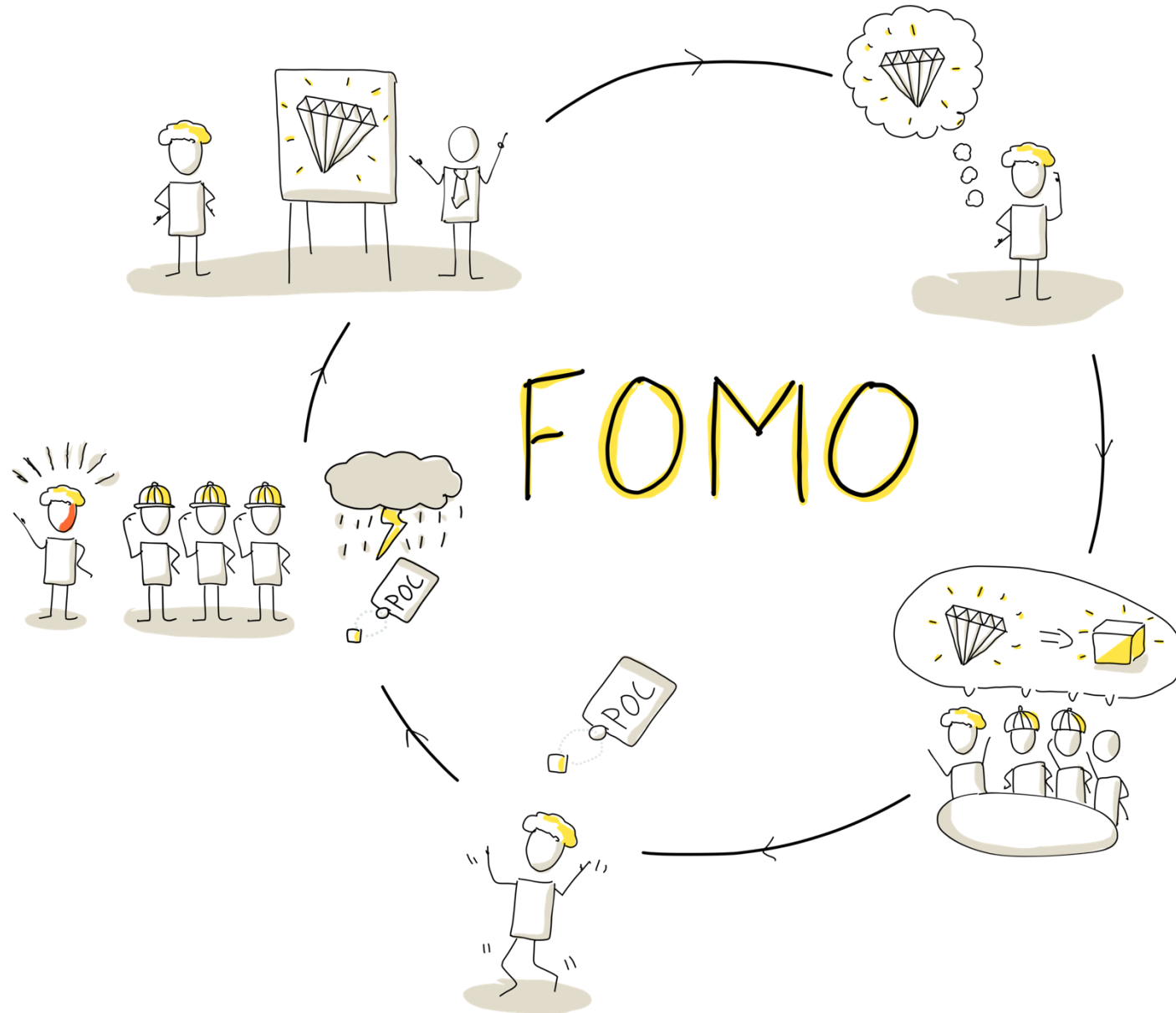




Data is Available for Reporting



People don't find (or don't understand) the Data they Need



4





1

**Investment in
Modern Data & AI
Technology**



**Limited/No Value
from this
Investment**

2

**Investment in New
Business Tools
(ERP, CRM, ...)**



**No Clue on How to
Leverage the
Underlying Data**

3

**Data is available
for Reporting**



**People don't find
(or don't
Understand) the
Data they need**

4

**Jumping on the
Latest Tech Hype Train
without a Plan**

Datagedreven werken met een Effectieve Data Strategie



Datagedreven werken met een Effectieve **Data** **Strategie**

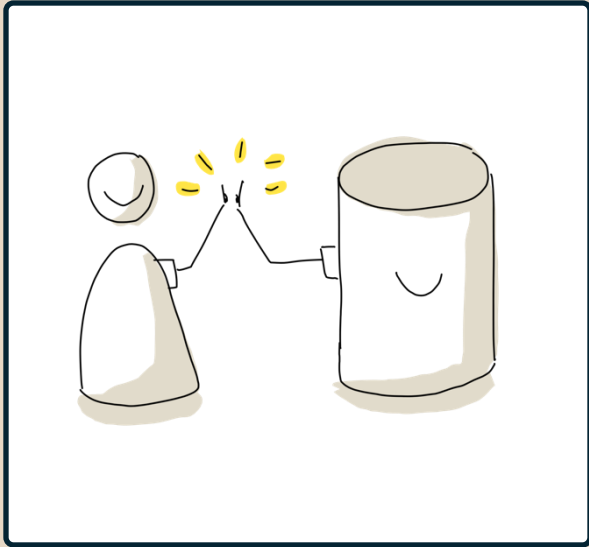


Datagedreven werken met een Effectieve Data Strategie

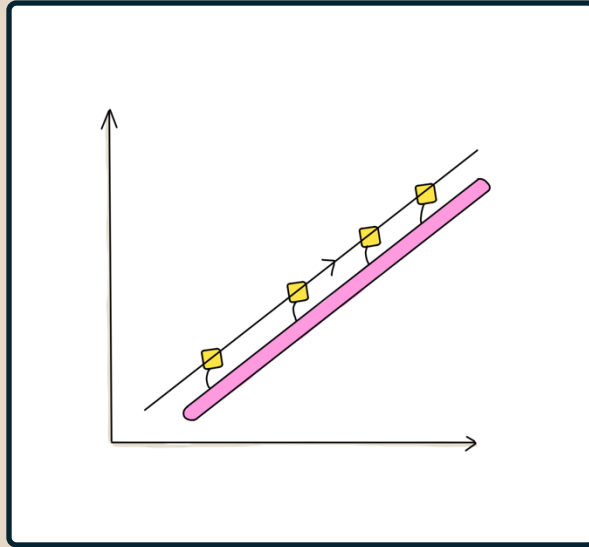




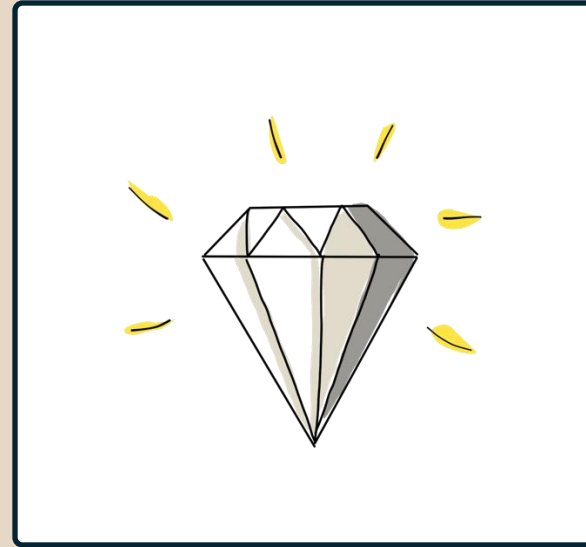
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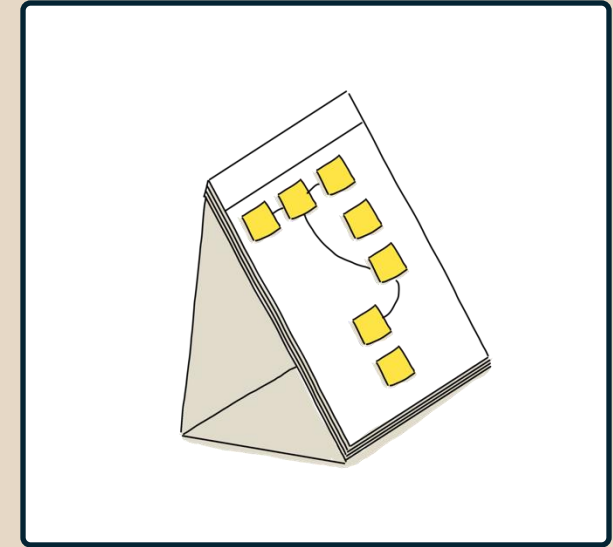
Data Driven



Data Strategy



Effective

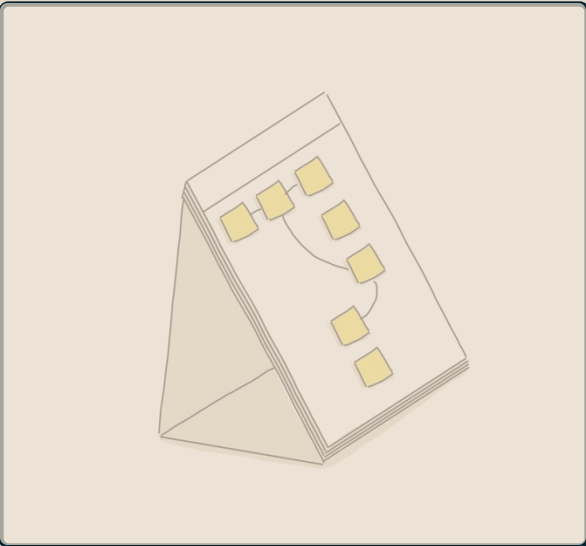
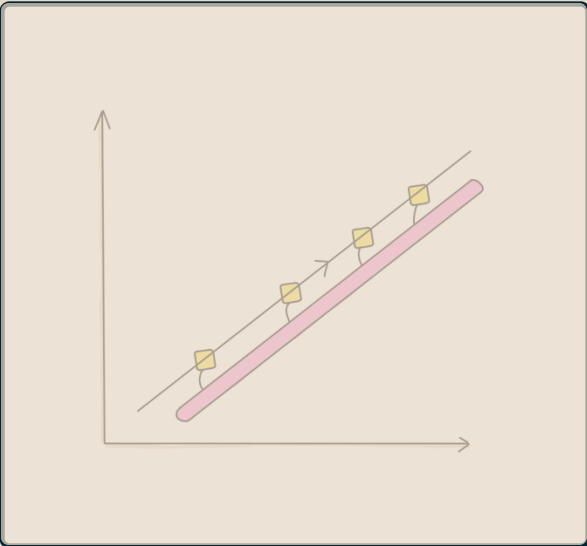
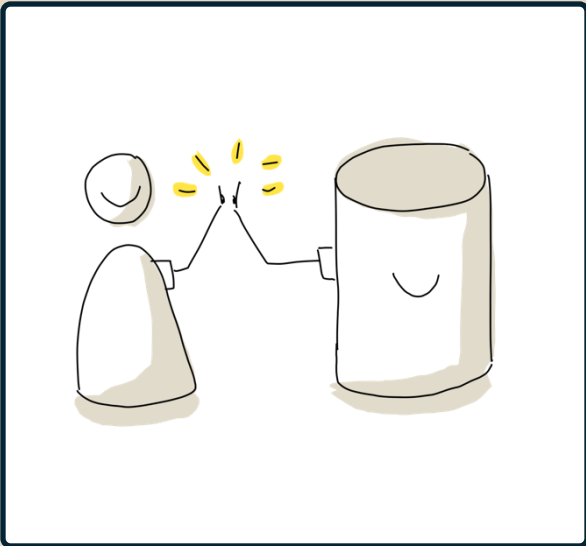


Workshop





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Data Driven

Data Strategy

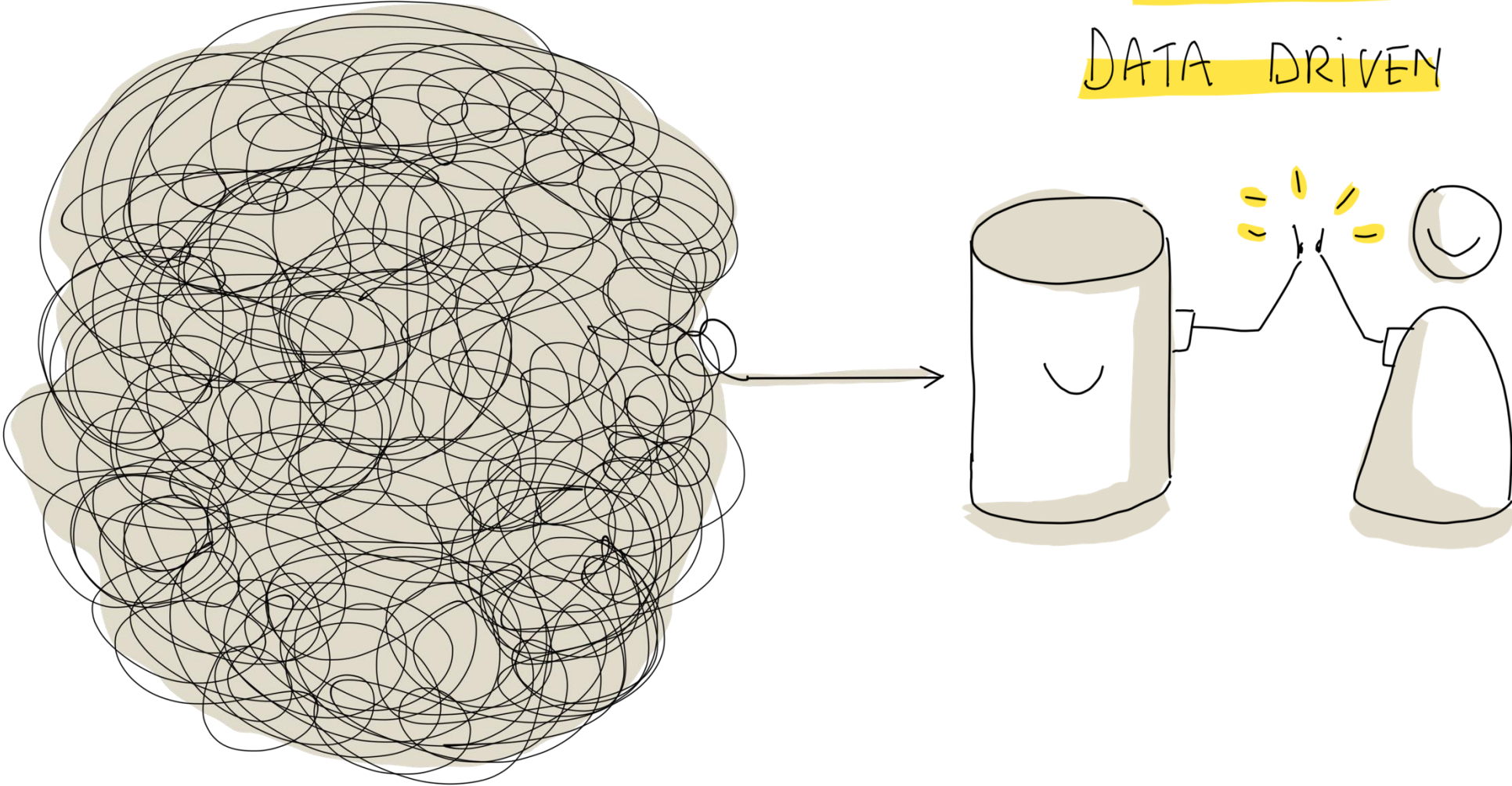
Effective

Workshop



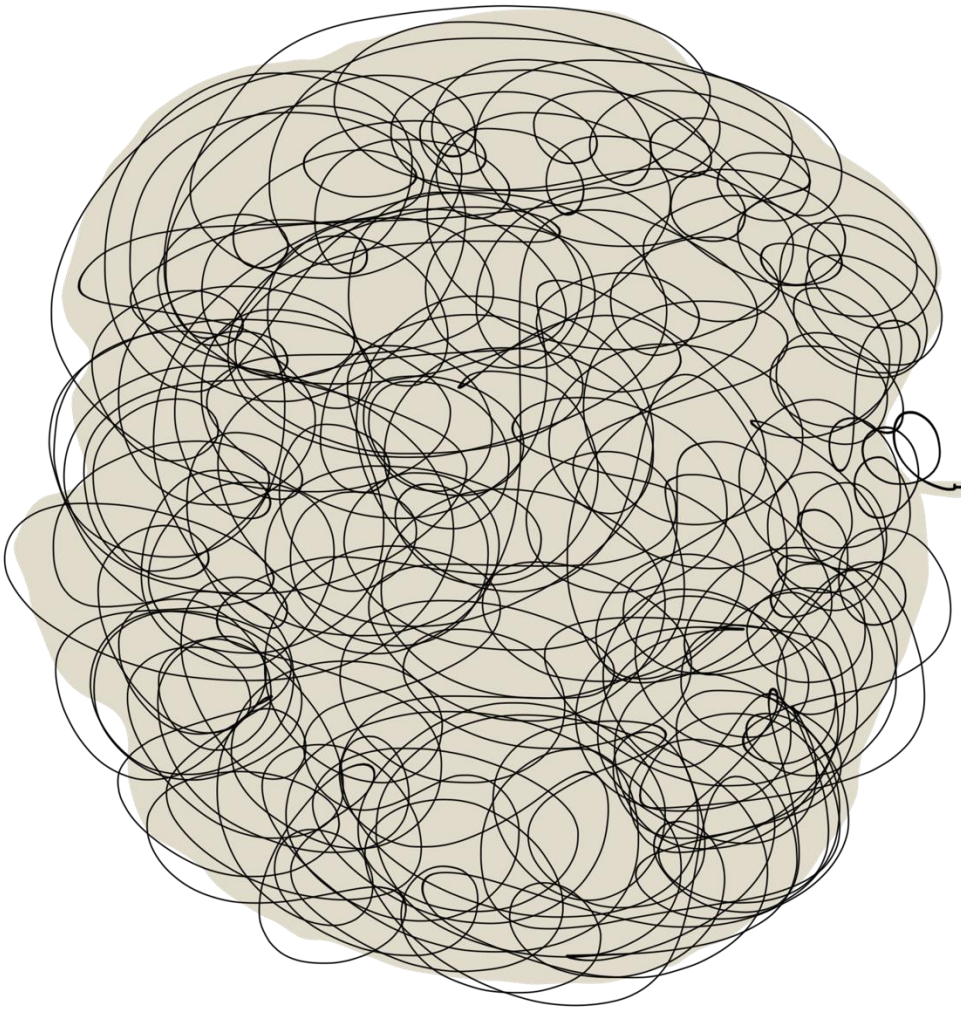
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WORKING
DATA DRIVEN

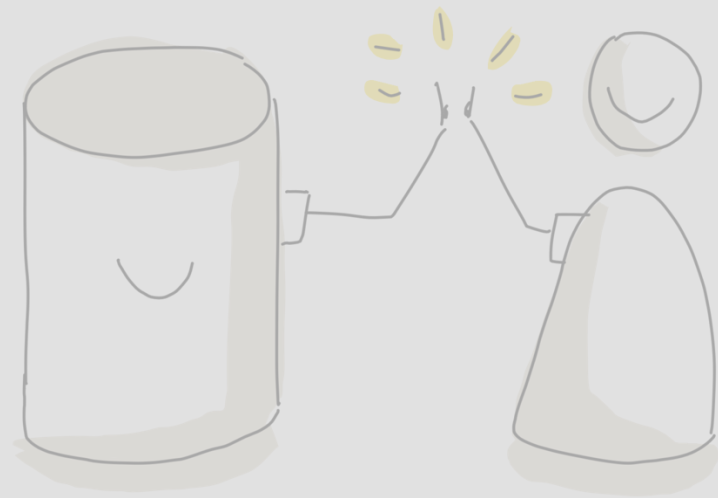




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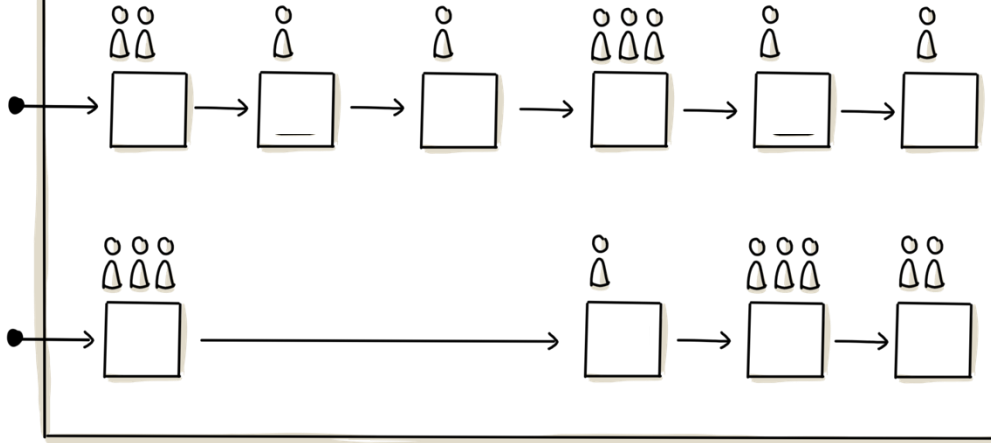


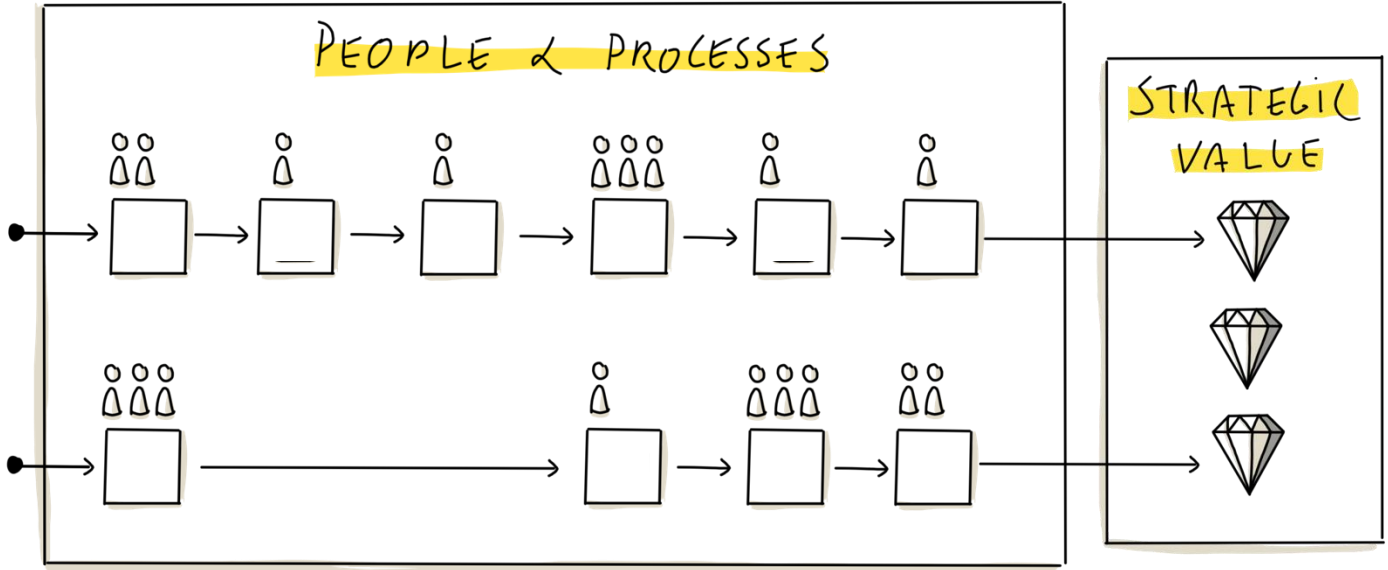
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DATA DRIVEN

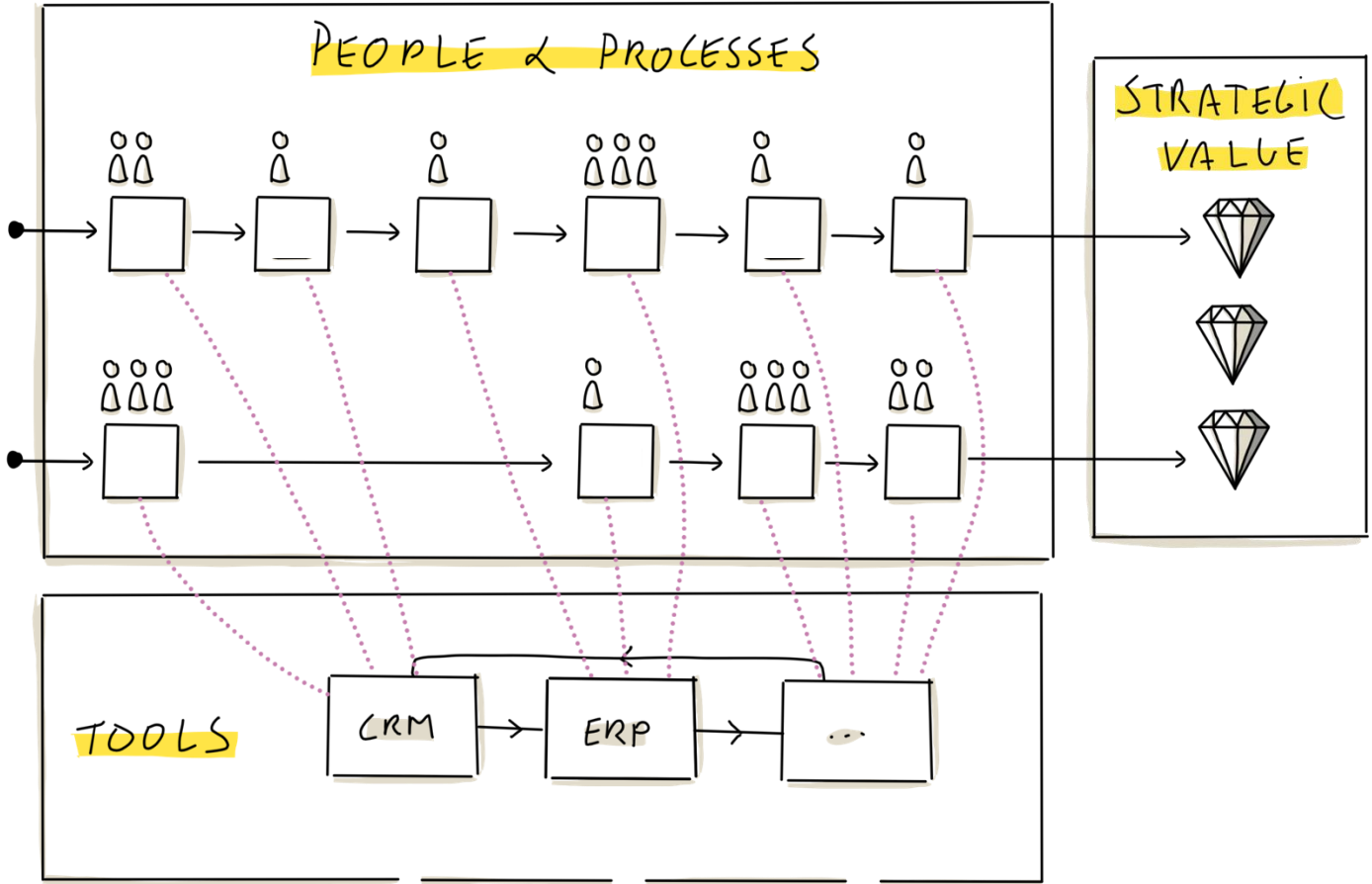


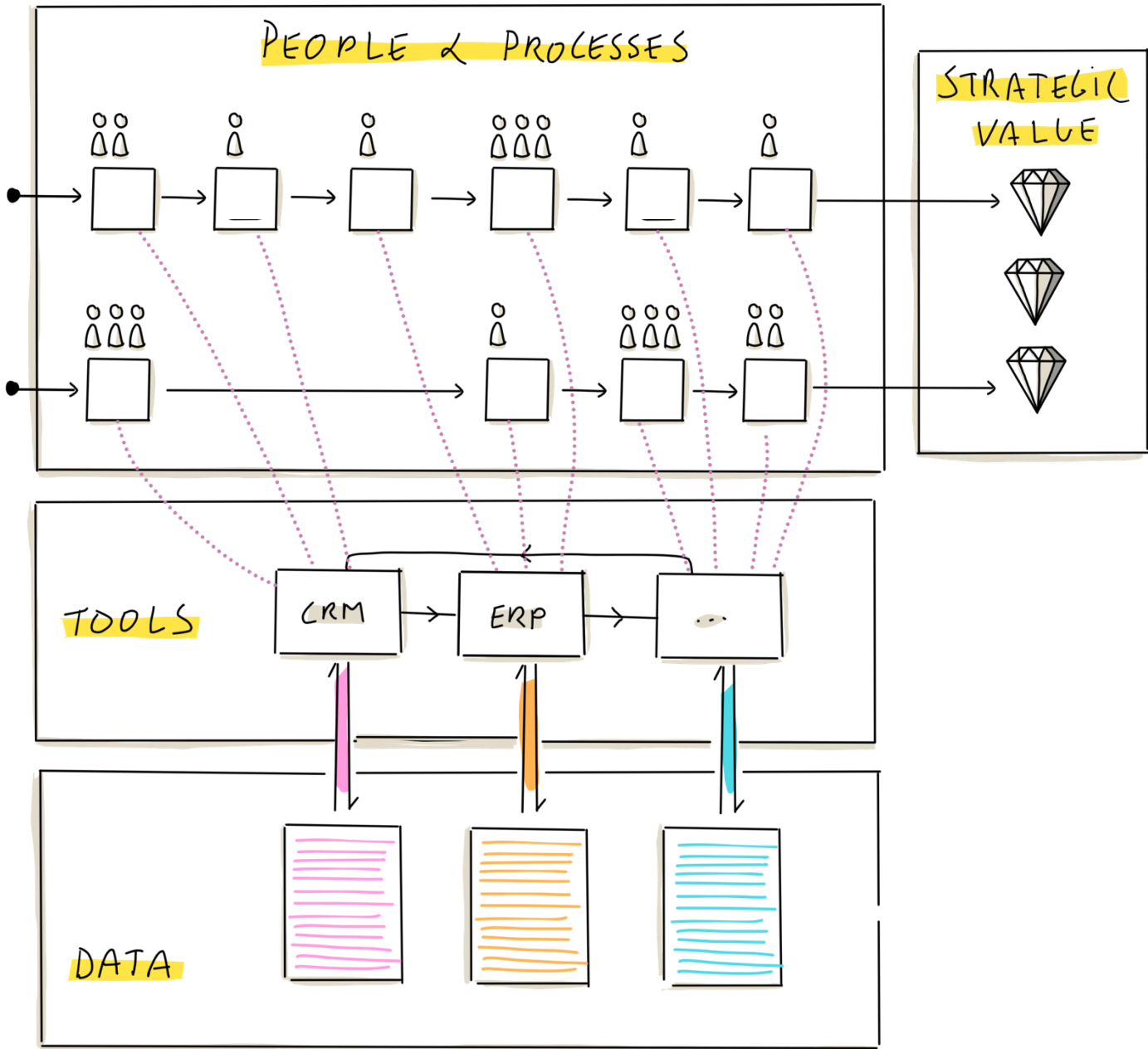


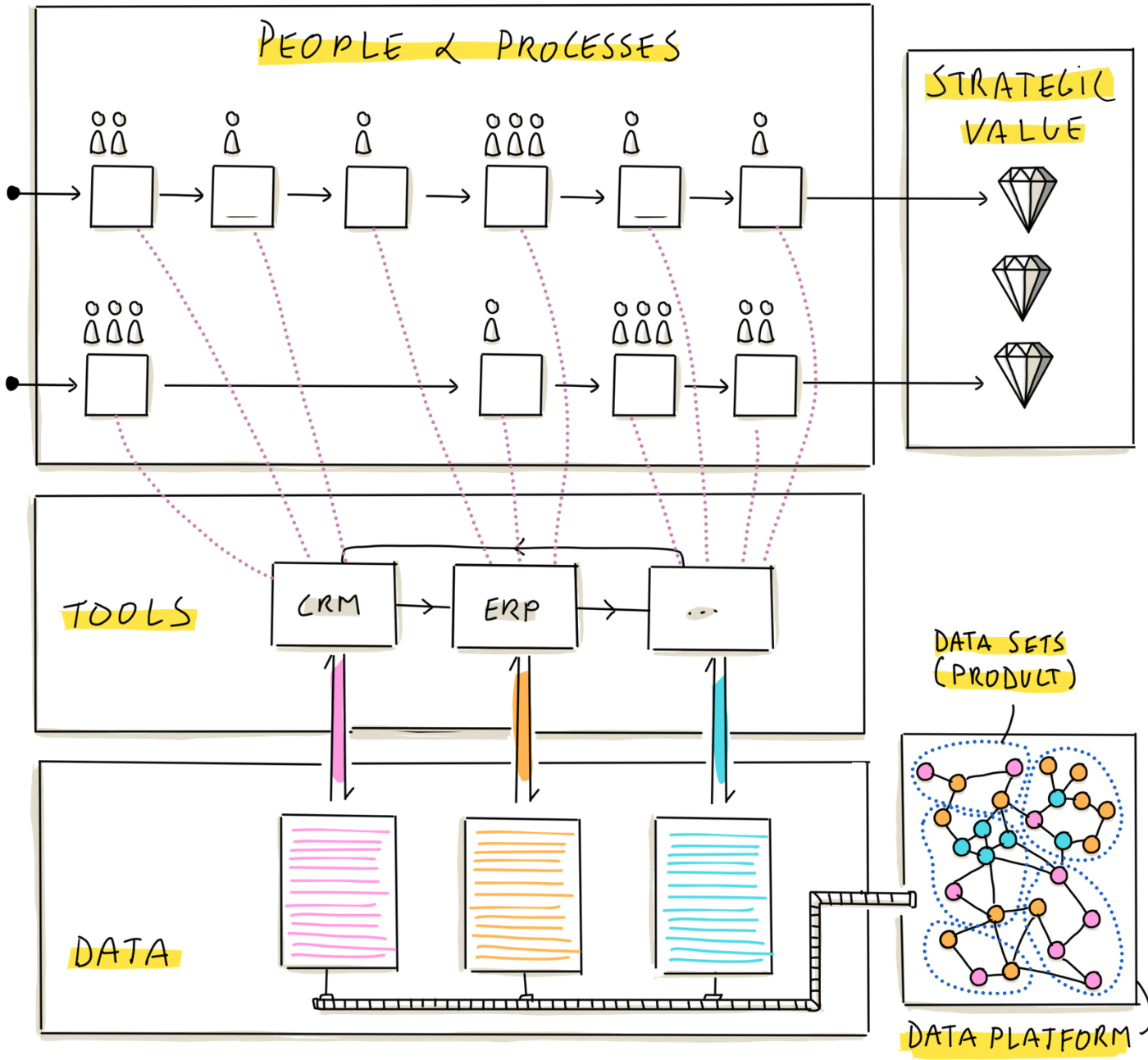
PEOPLE & PROCESSES

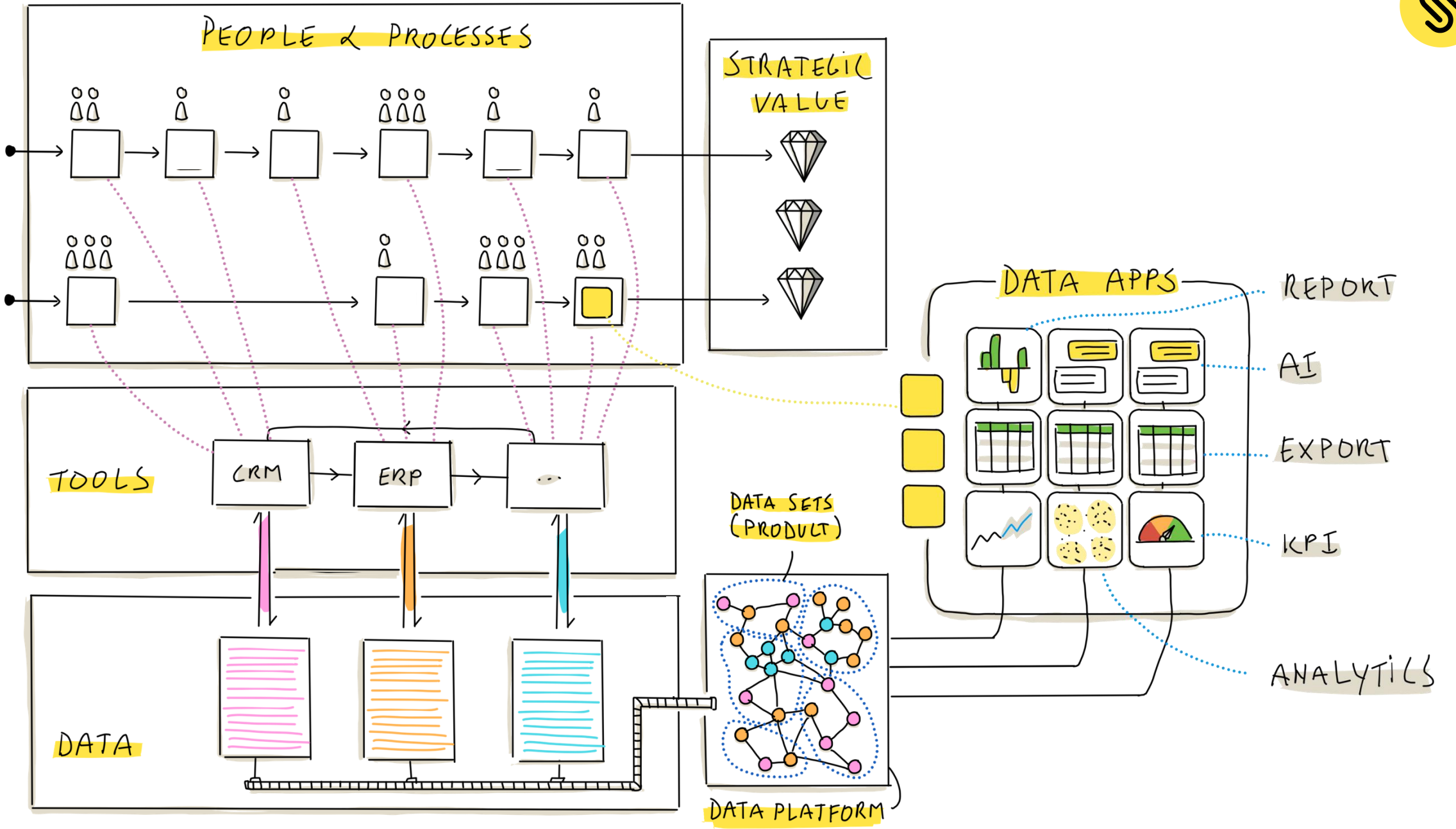


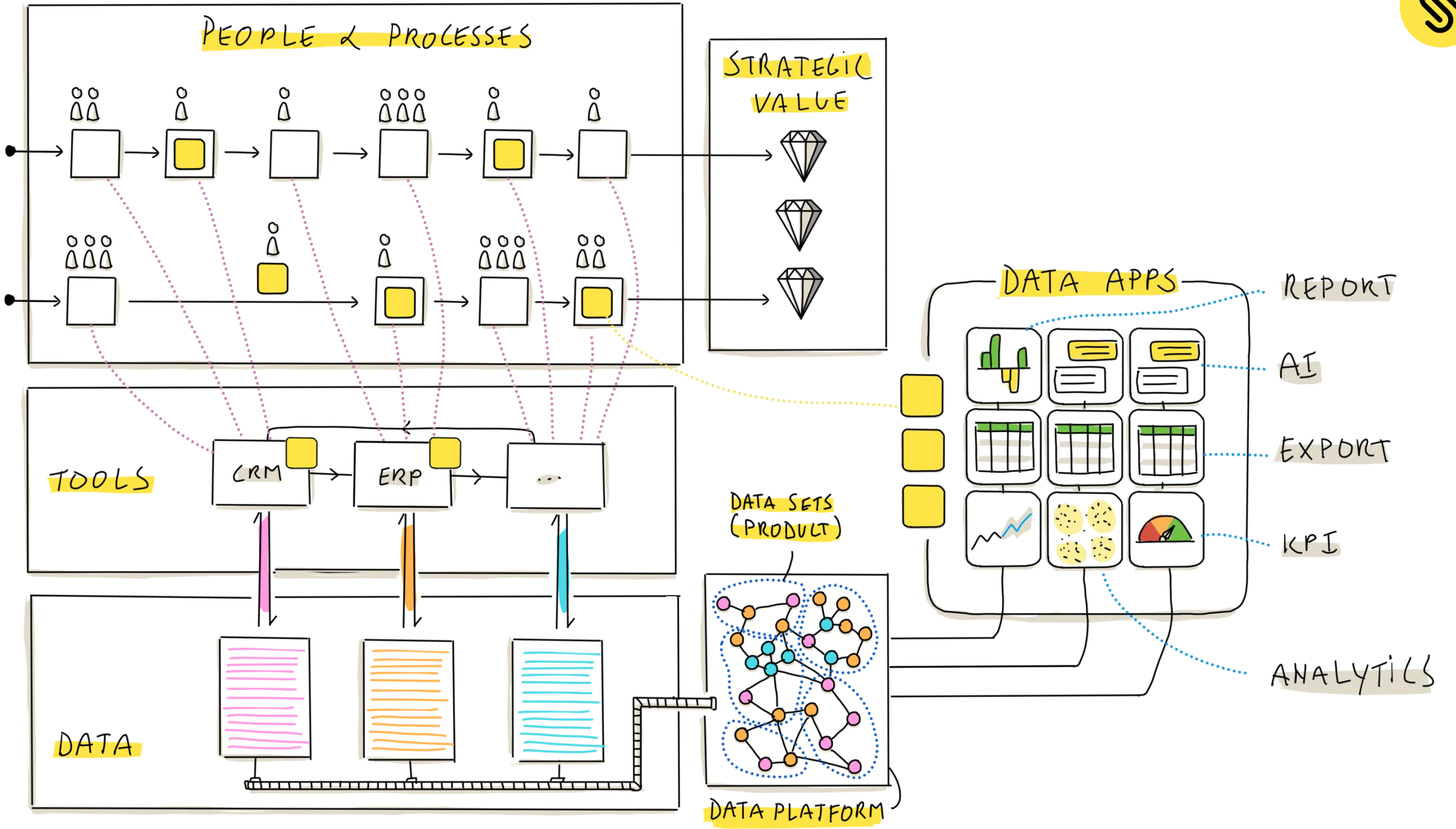








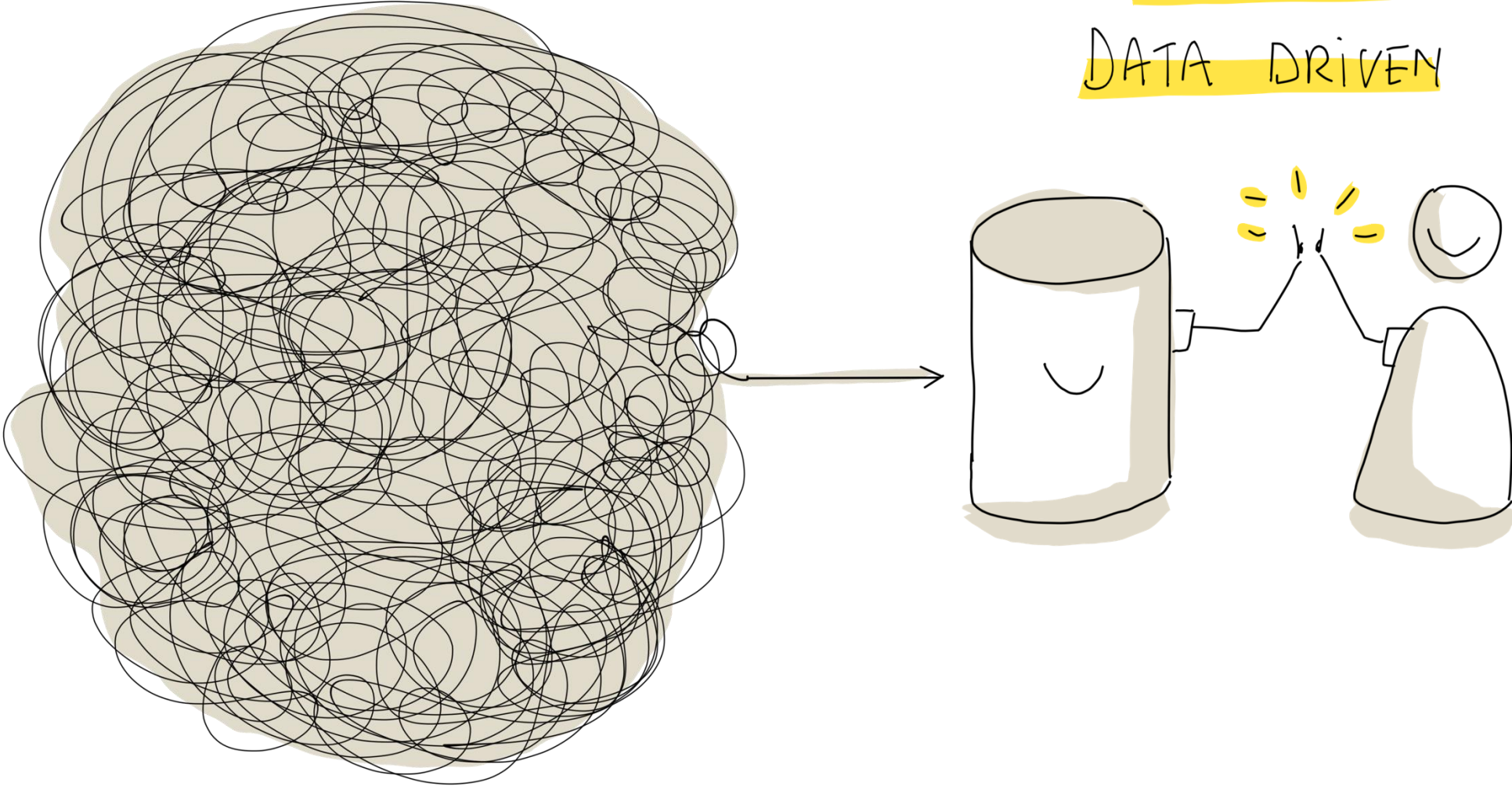


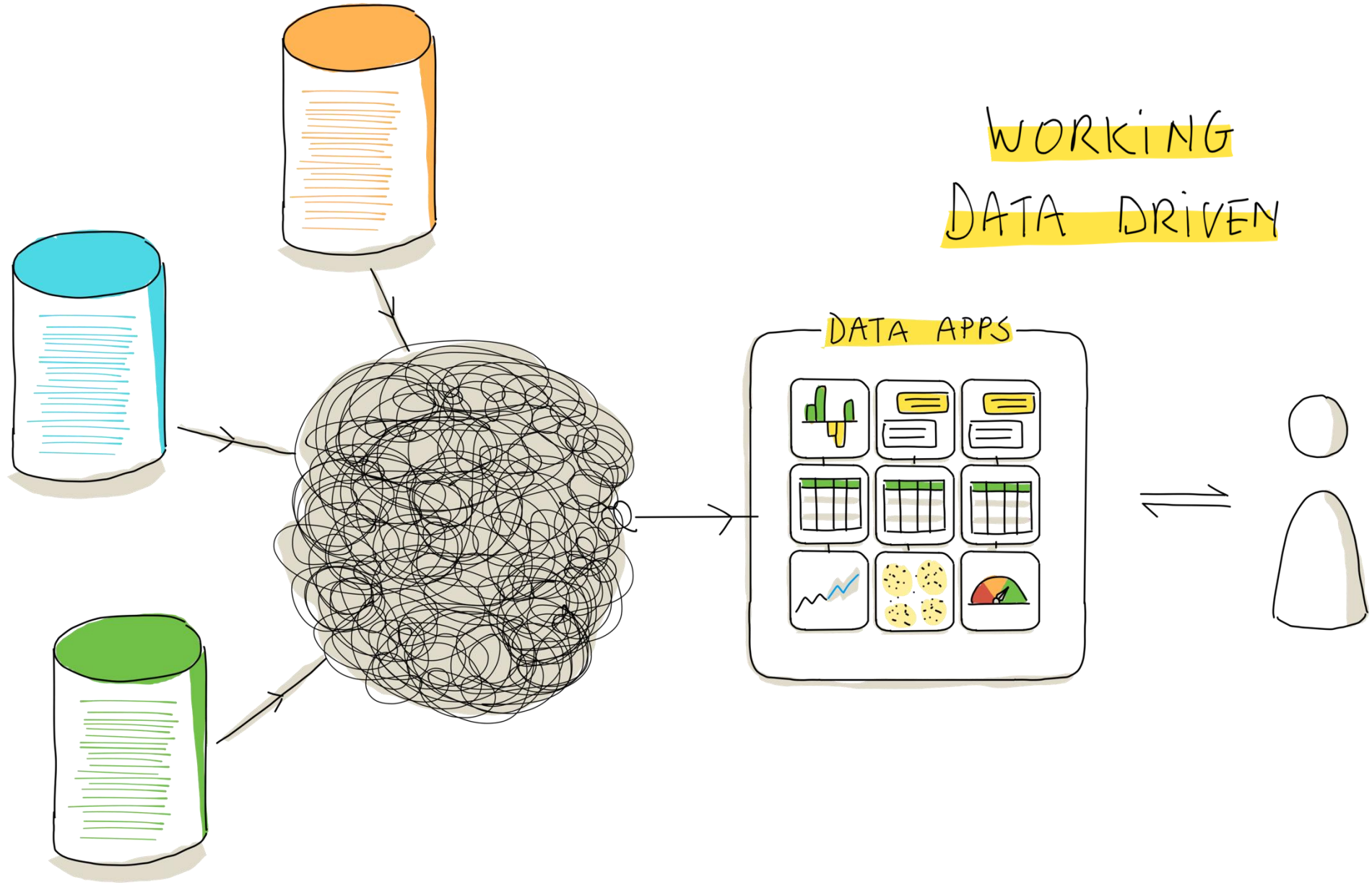


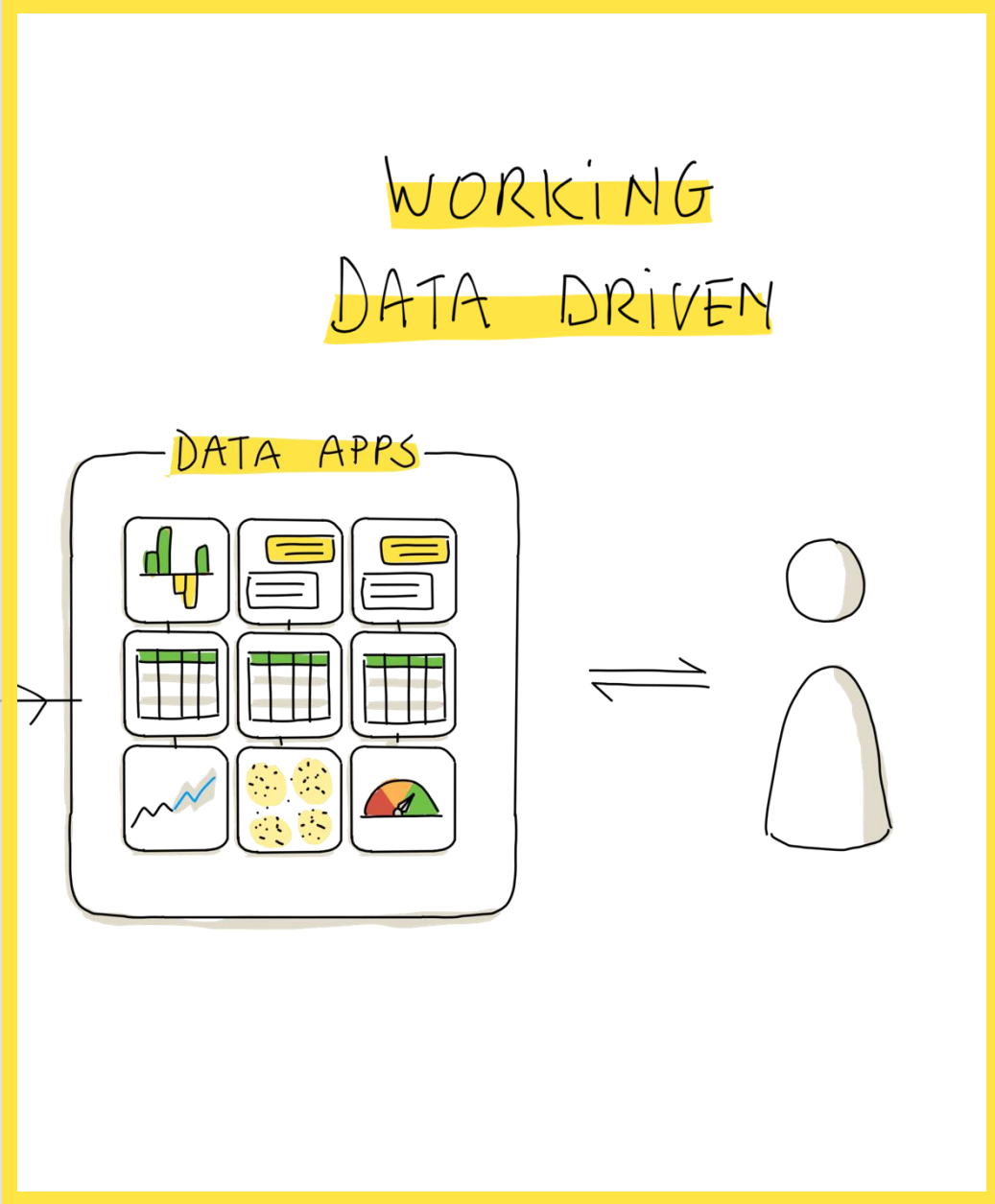
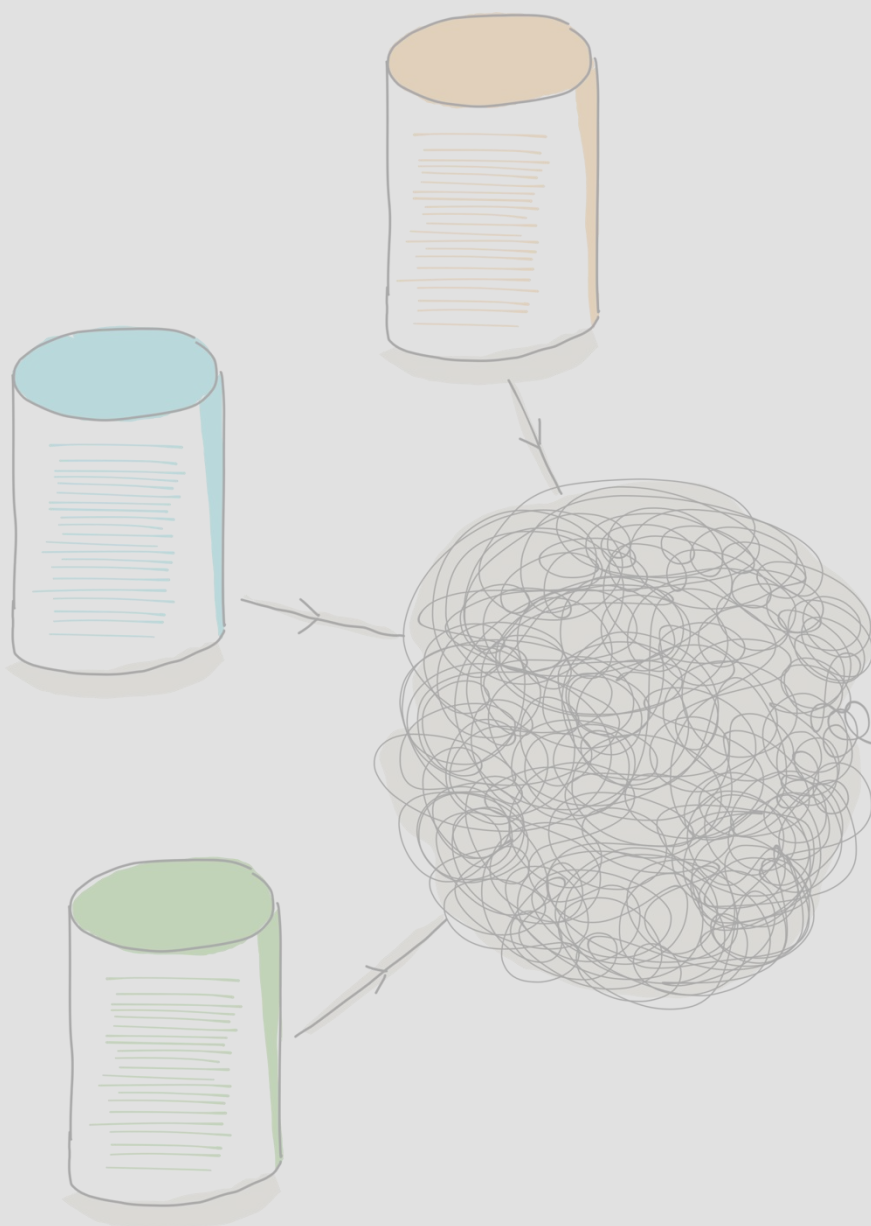


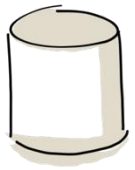
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WORKING
DATA DRIVEN

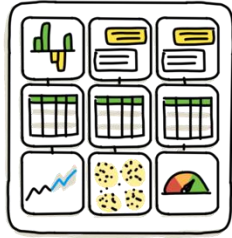








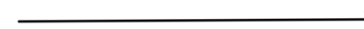
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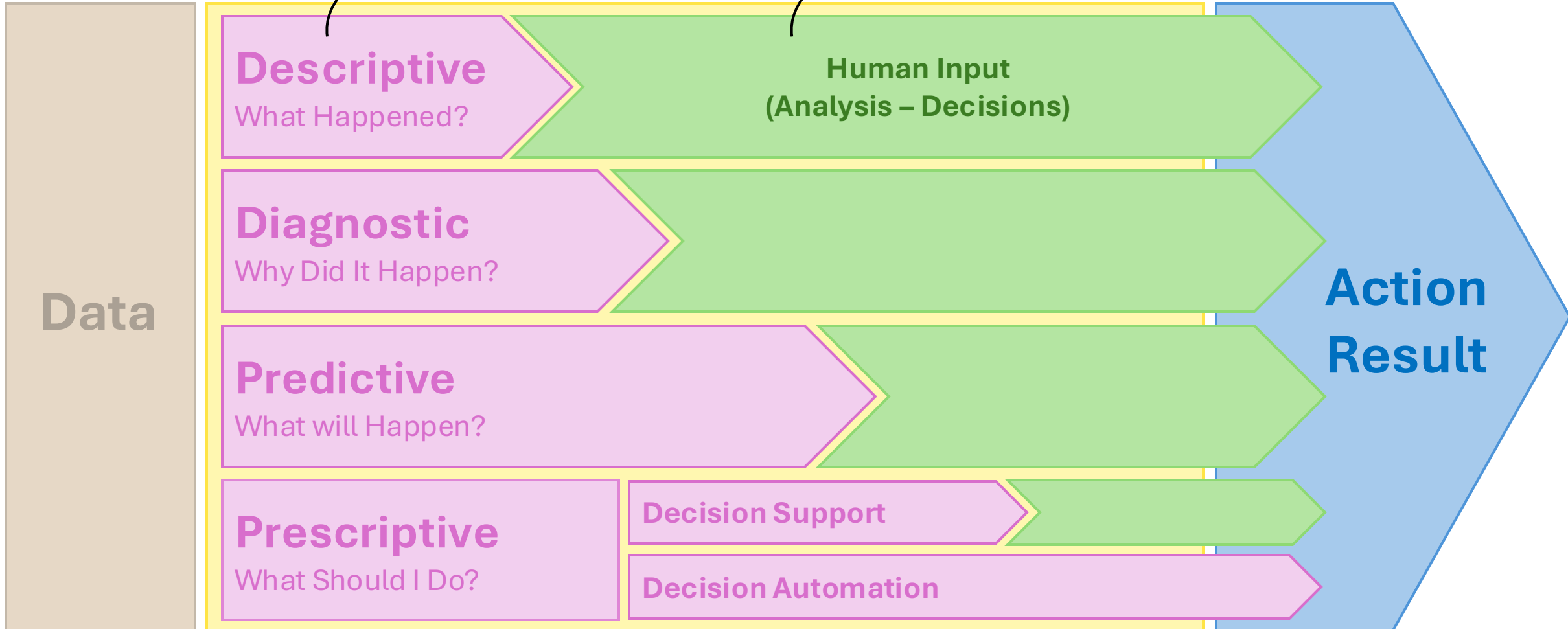
APP



USER

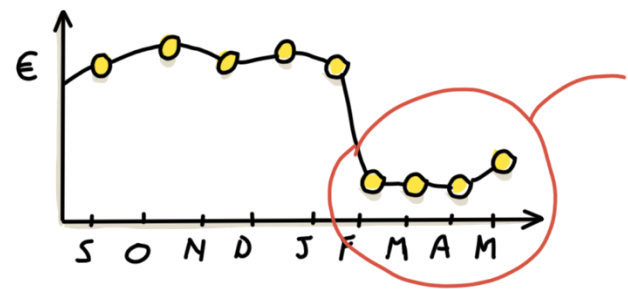


IMPACT



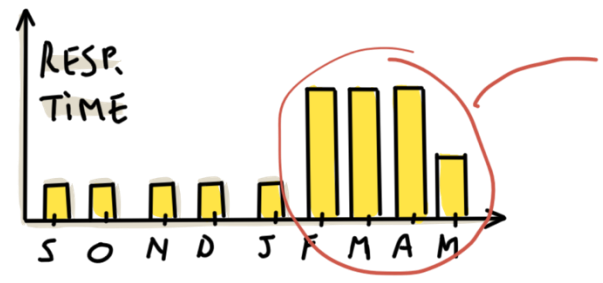


Descriptive
What Happened?



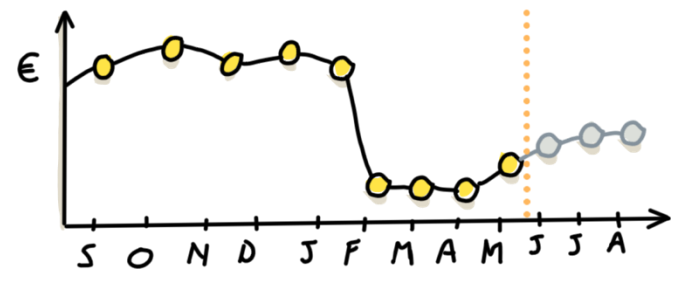
The Sales KPI was low in February, March, April and May

Diagnostic
Why Did it Happen?



The Response time of our webshop was significantly higher in February, March, April and May

Predictive
What will Happen?

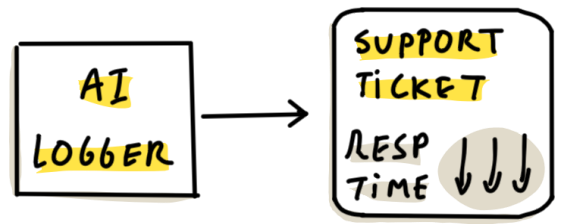


The Sales will not reach the *normal level* in June, July and August.

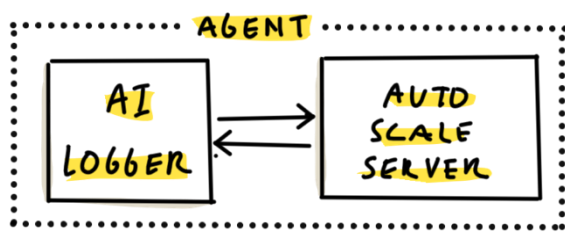
Prescriptive
What Should I Do?

Decision Support

Decision Automation



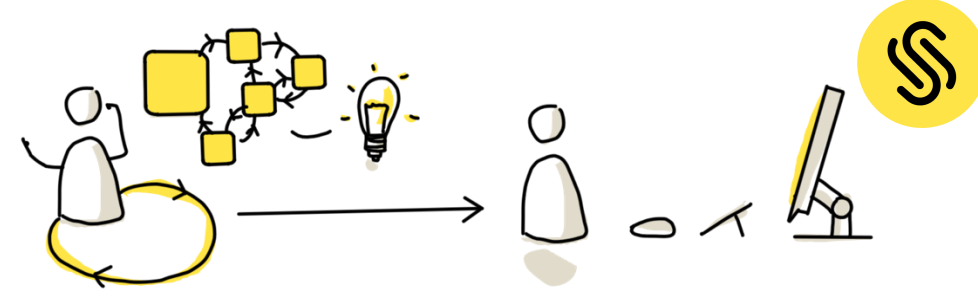
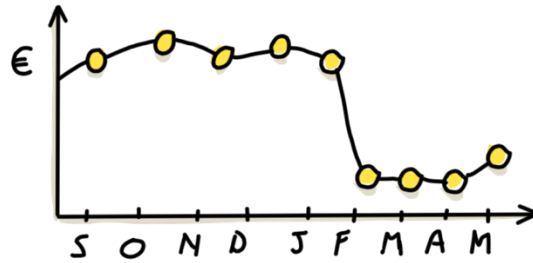
An AI logger logs an IT support ticket if webshop server scaling is needed.



An AI agent automatically scales the webshop server if needed.

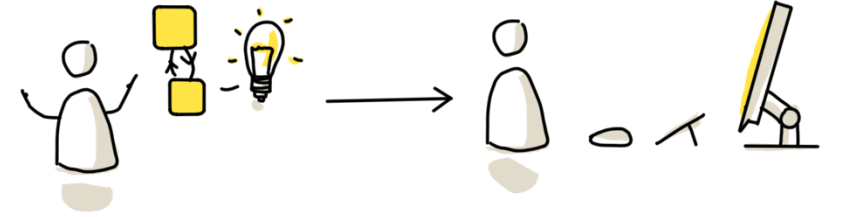
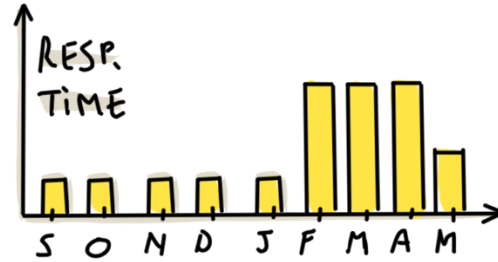
Descriptive

What Happened?



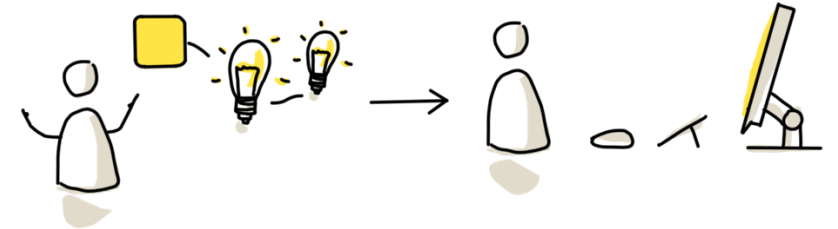
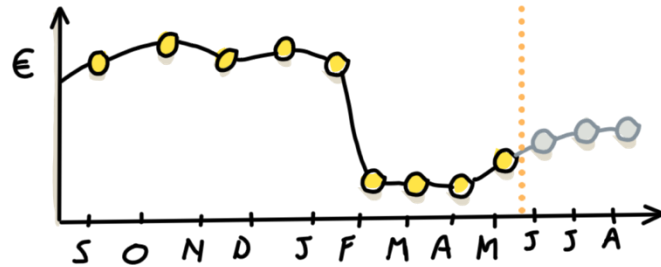
Diagnostic

Why Did it Happen?



Predictive

What will Happen?

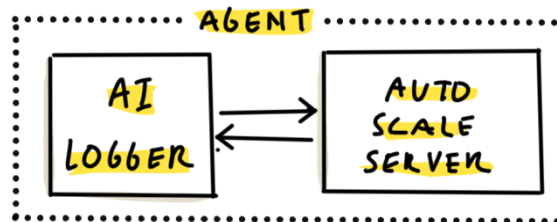
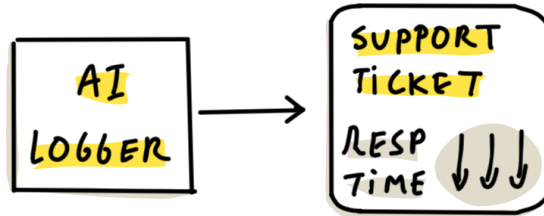


Prescriptive

What Should I Do?

Decision Support

Decision Automation





Working Data Driven = Using Data to do a **Smarter Job**

Using your Expert Data
Knowledge



Using Easy to
Use Tools



Using Data Behind
the Scenes





Working Data Driven = Using Data to do a **Smarter Job**

Using your **Expert Data Knowledge**



Data Literacy

Using **Easy to Use** Tools



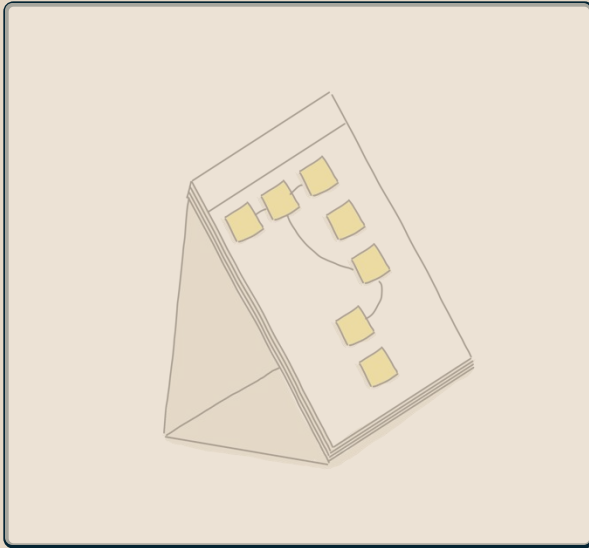
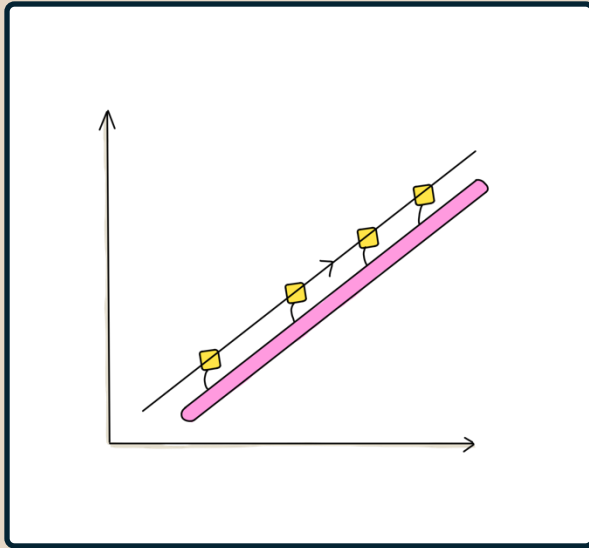
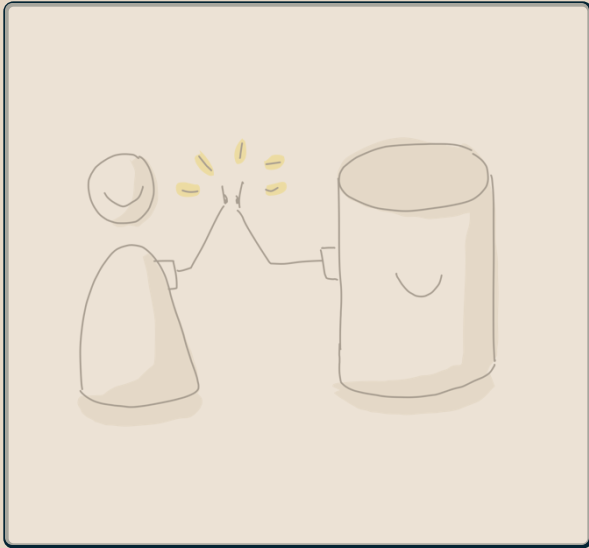
Data Usability

Using Data Behind the Scenes





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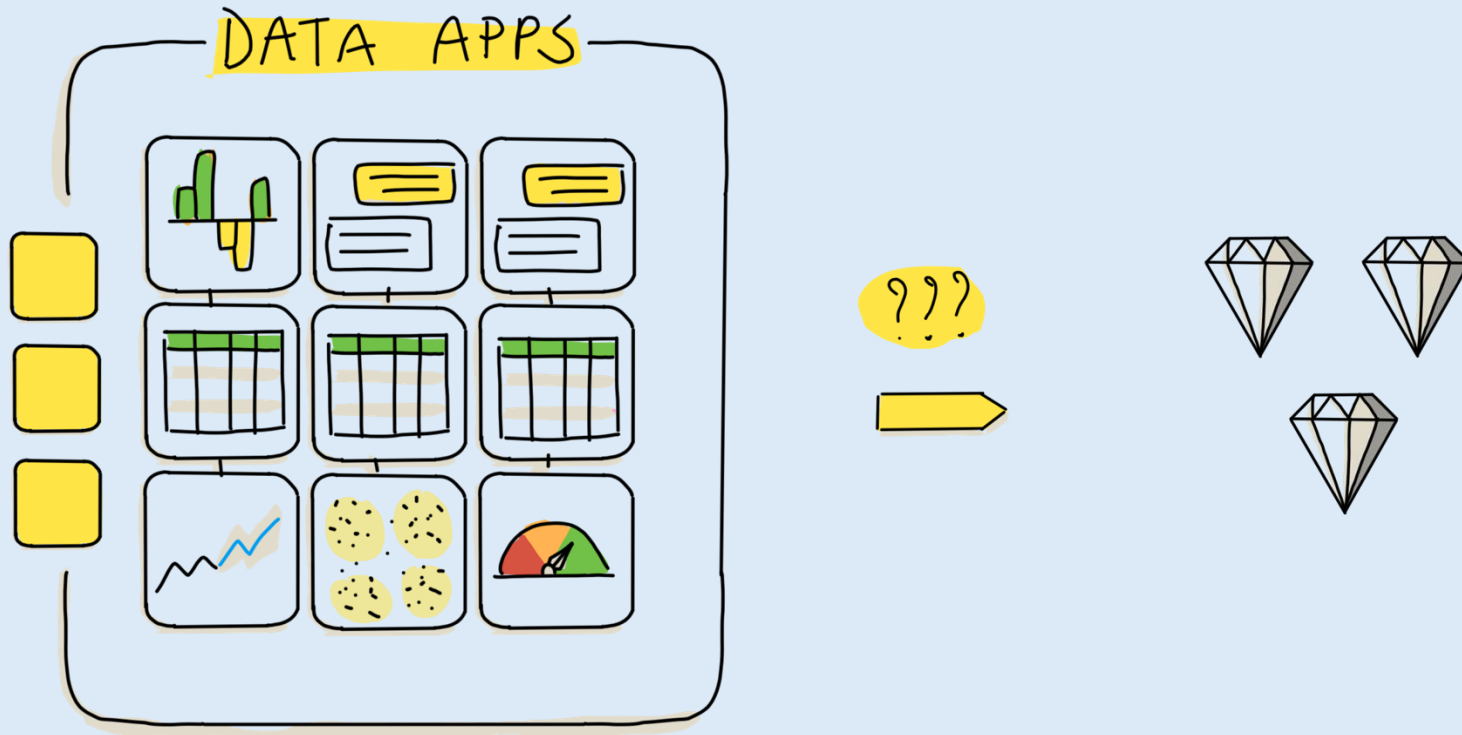
Data Strategy

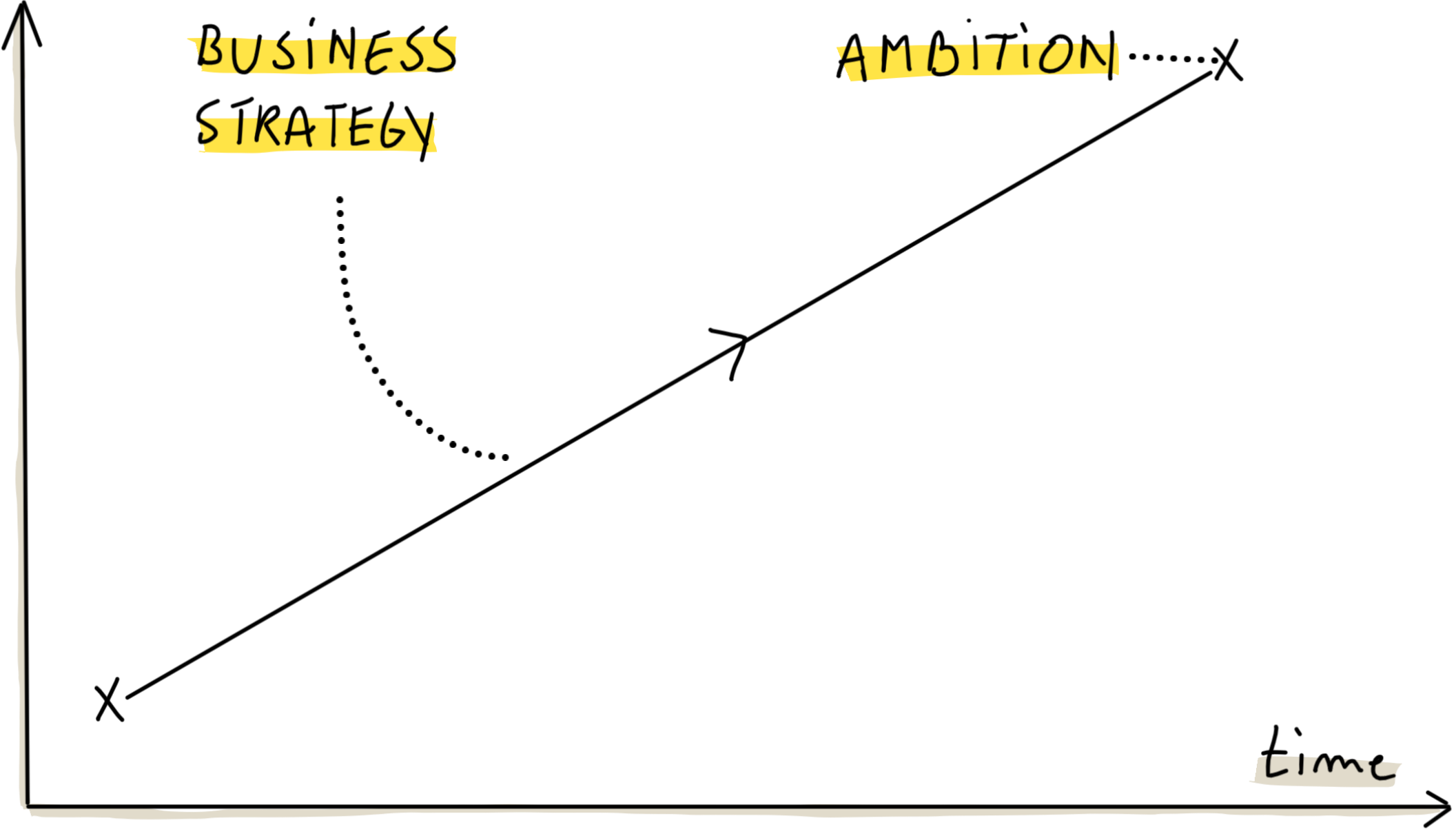
Effective

Workshop



Do Data Apps Deliver Value?

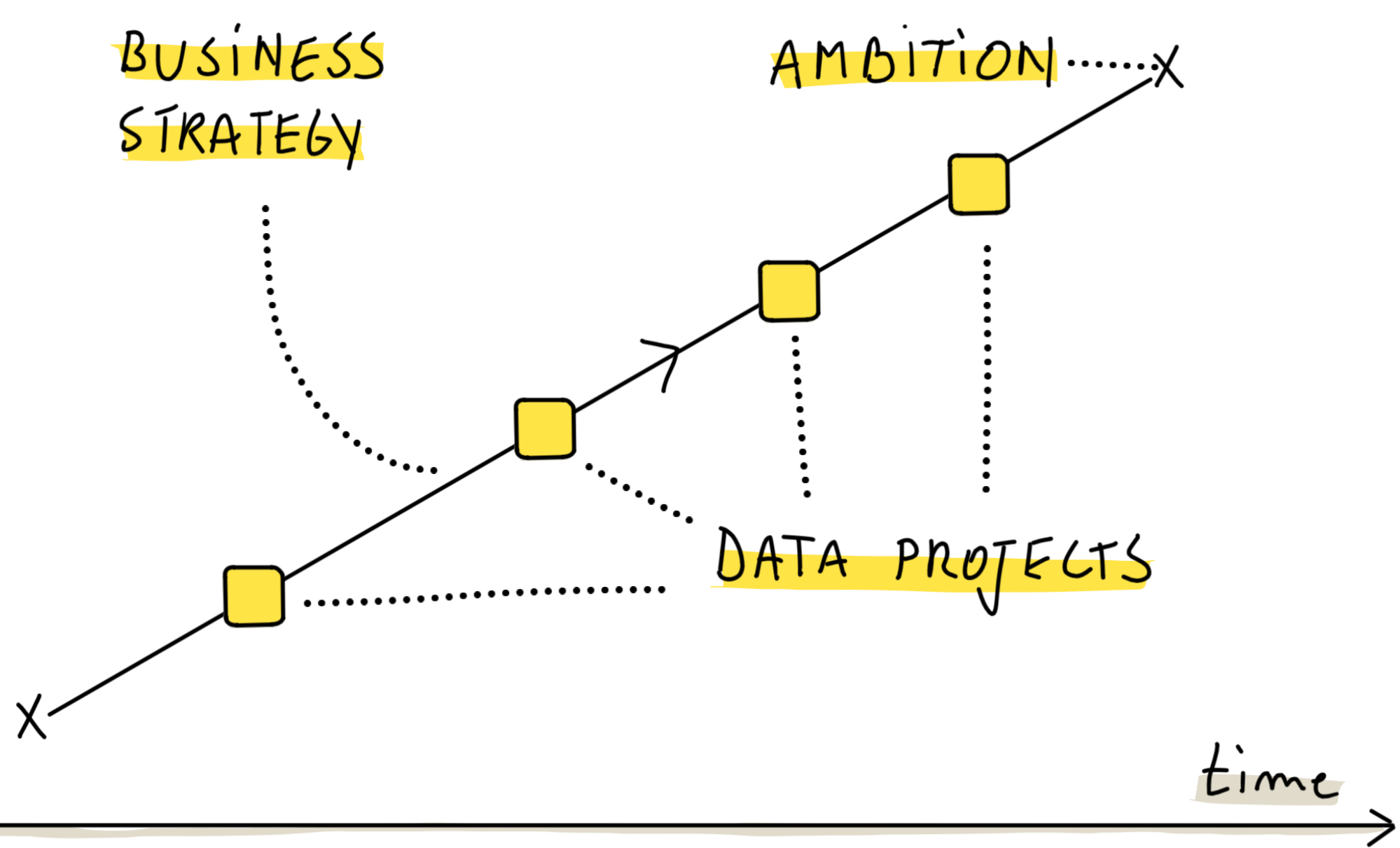




BUSINESS STRATEGY

AMBITION.....X

time

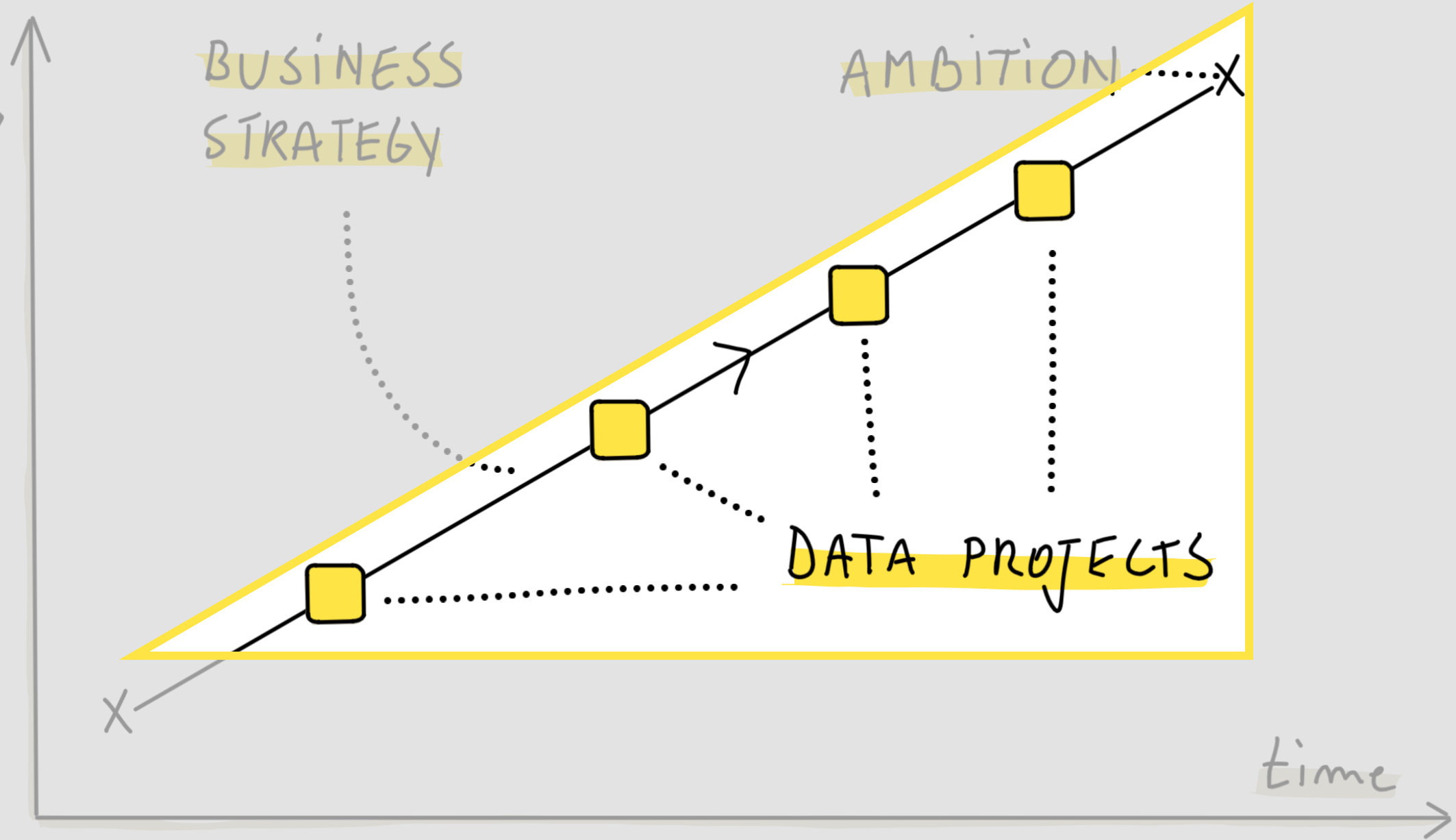


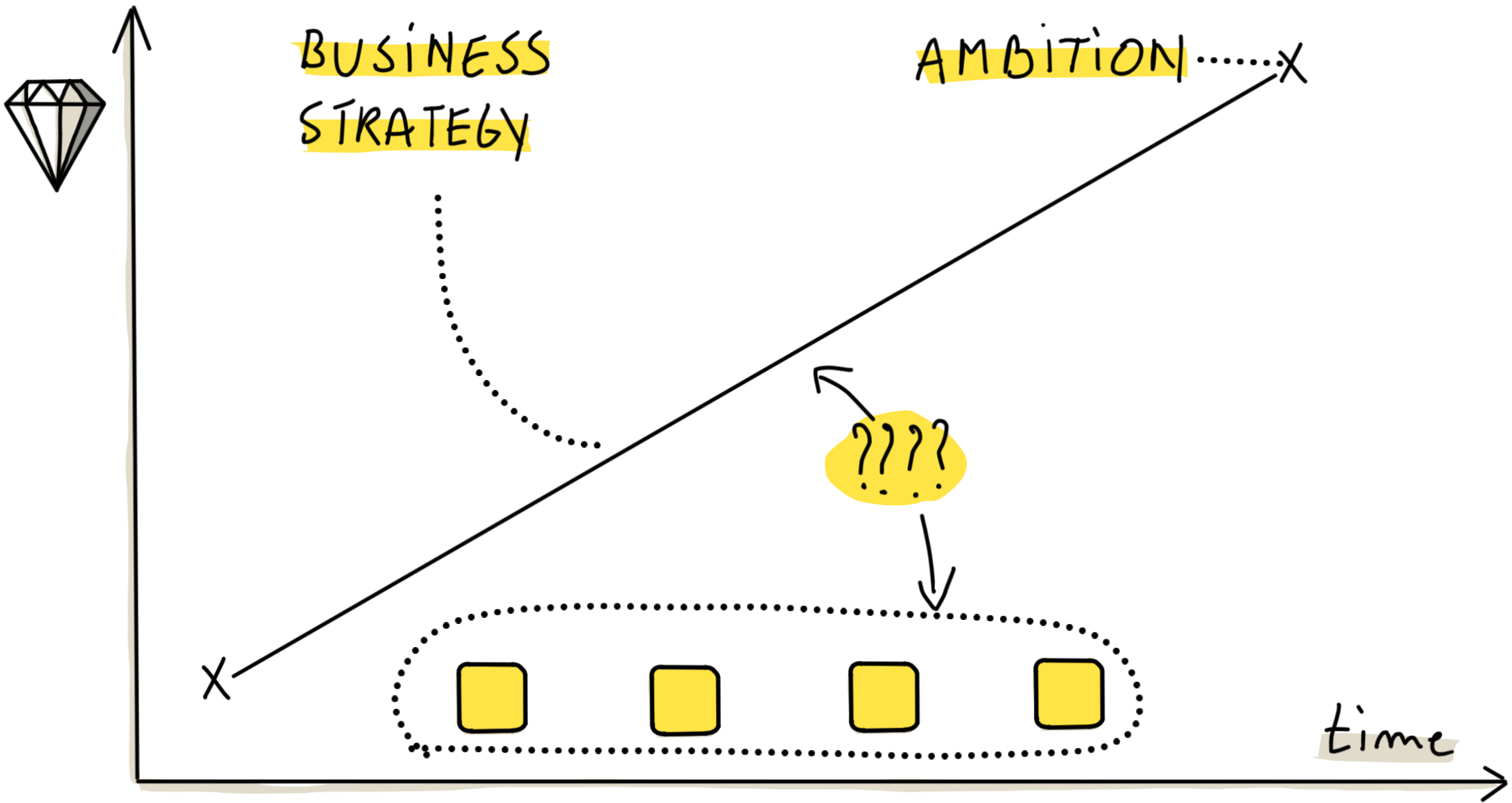
BUSINESS STRATEGY

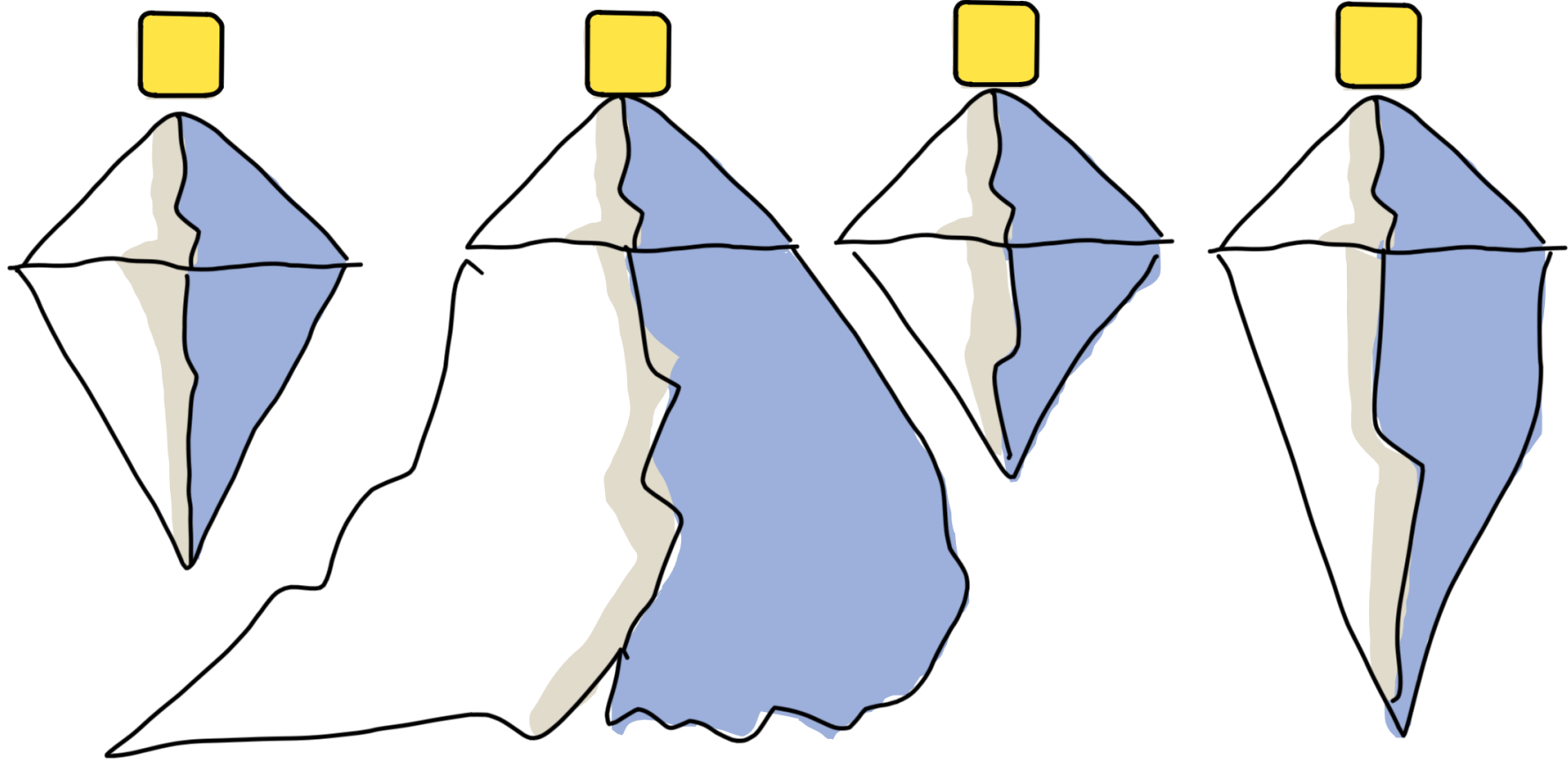
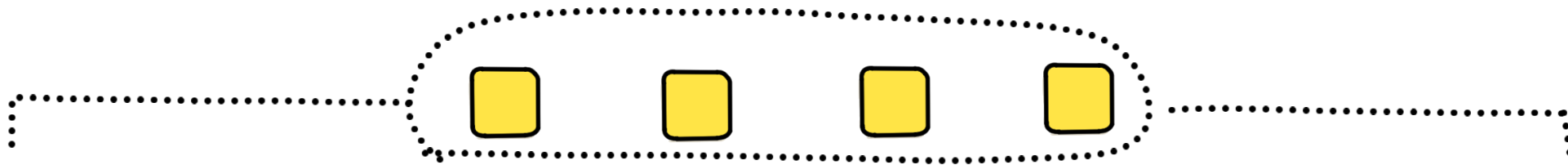
AMBITION.....X

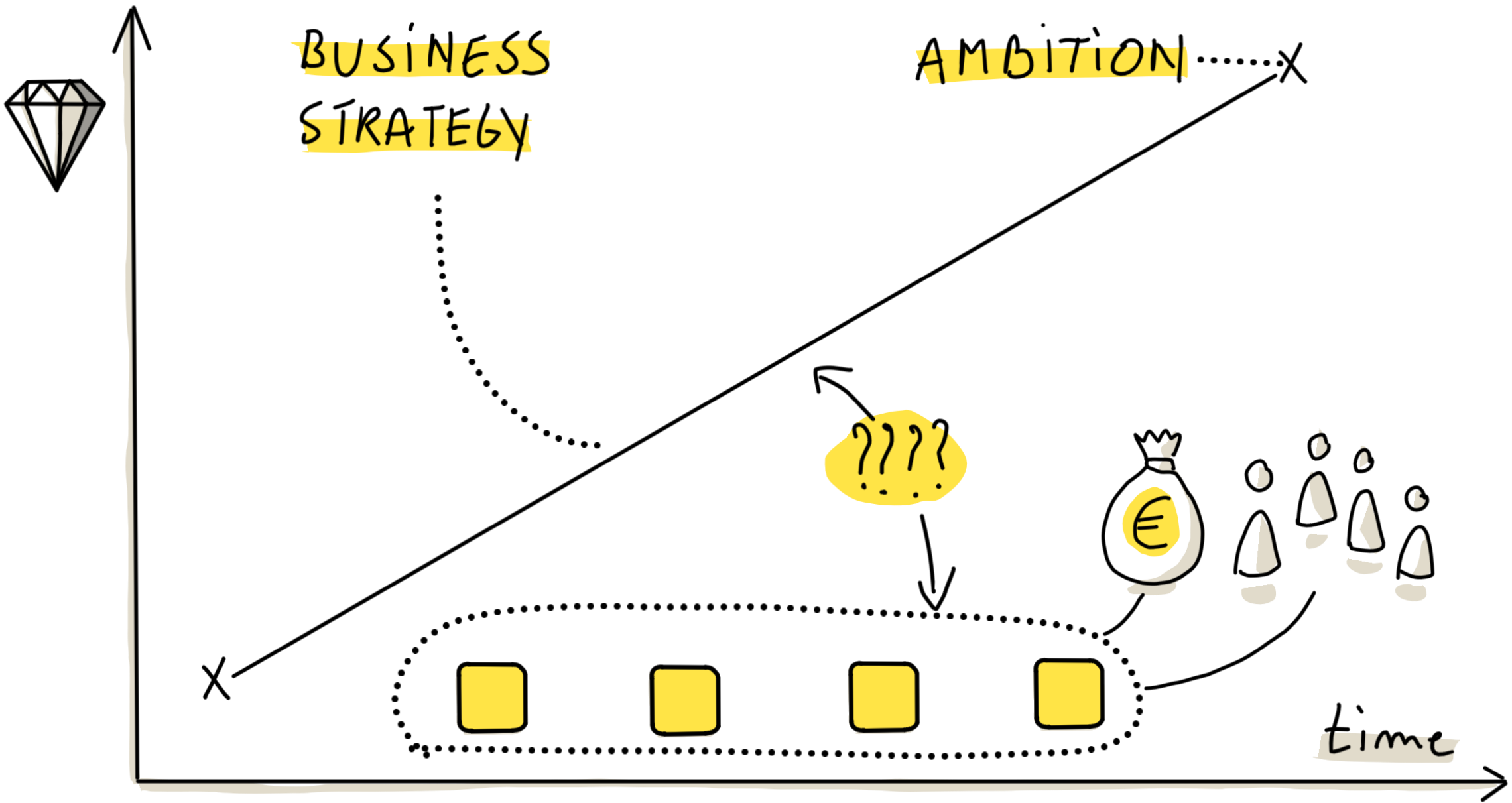
DATA PROJECTS

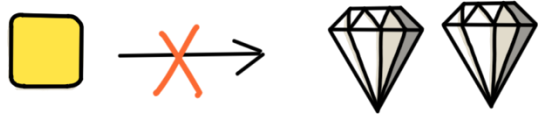
time



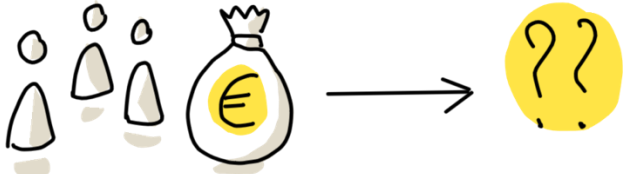




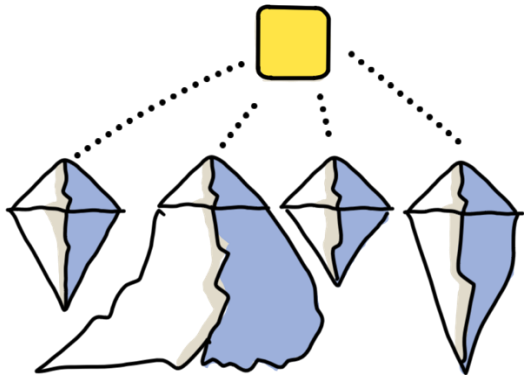




Data Projects are not linked to the Business Strategy



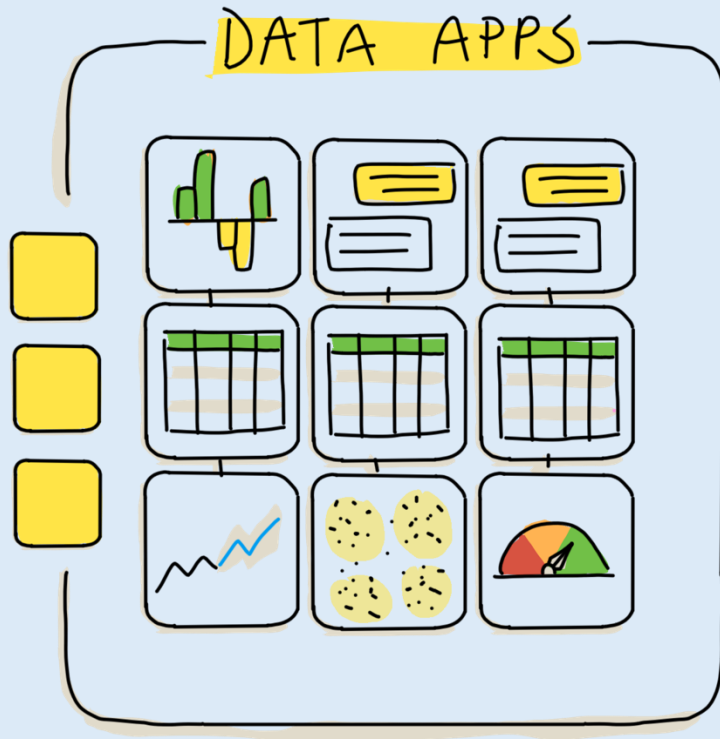
Unclear where Data Investments will lead to



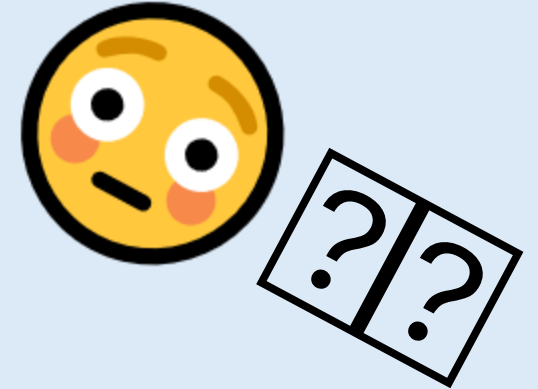
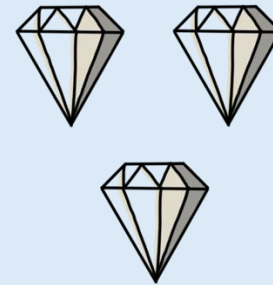
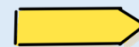
Hard and Complex to Deliver Quality in Data Projects



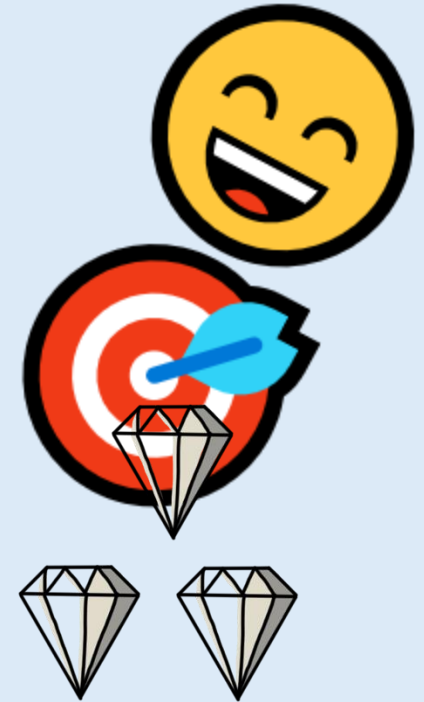
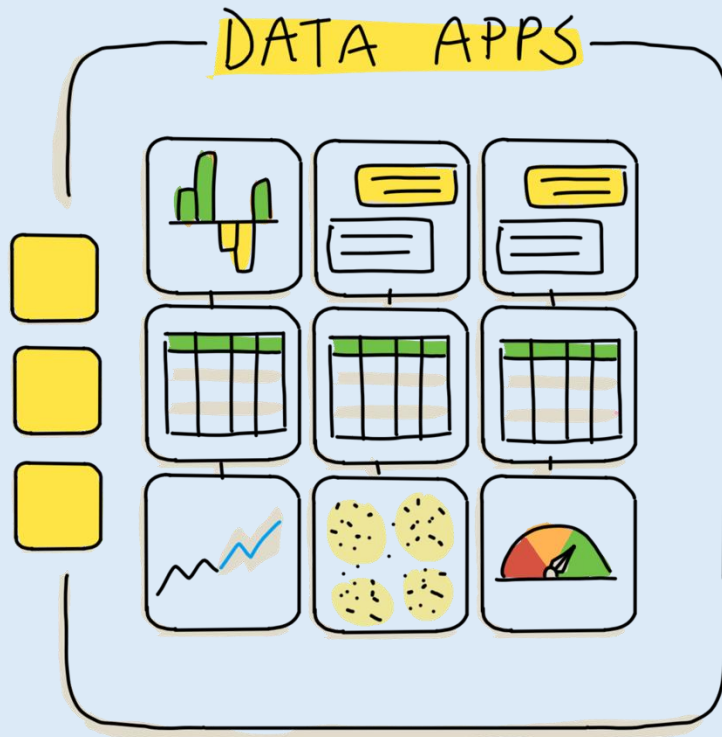
Do Data Apps Deliver Value?



???



We Want to Do Better!





A data strategy is a **highly dynamic process** employed to support the **acquisition, organization, analysis, and delivery** of **data** in support of **business objectives**.

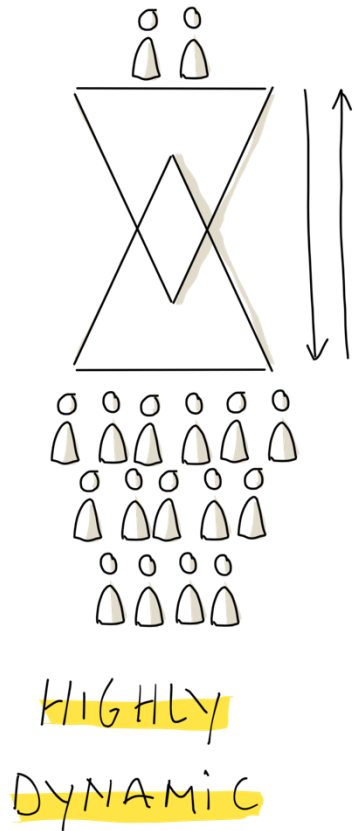
Gartner®

A data strategy is a **long-term plan** that defines **the technology, processes, people, and rules** required to **manage** an organization's **information assets**.

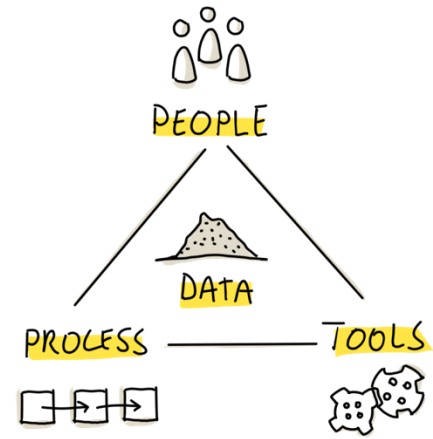
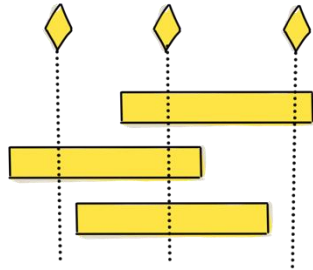
aws


Data Strategy is a **master plan or blueprint** for confronting day-to-day business challenges and **meeting pre-defined business goals** using data. To that end, the Data Strategy spells out the interrelationships between **technologies, processes, and people** – all linked through their data **roles and responsibilities**.

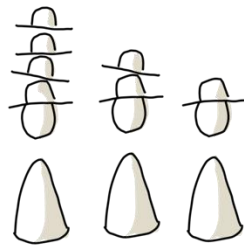
 **DATAVERSITY**®



PLAN / ROADMAP



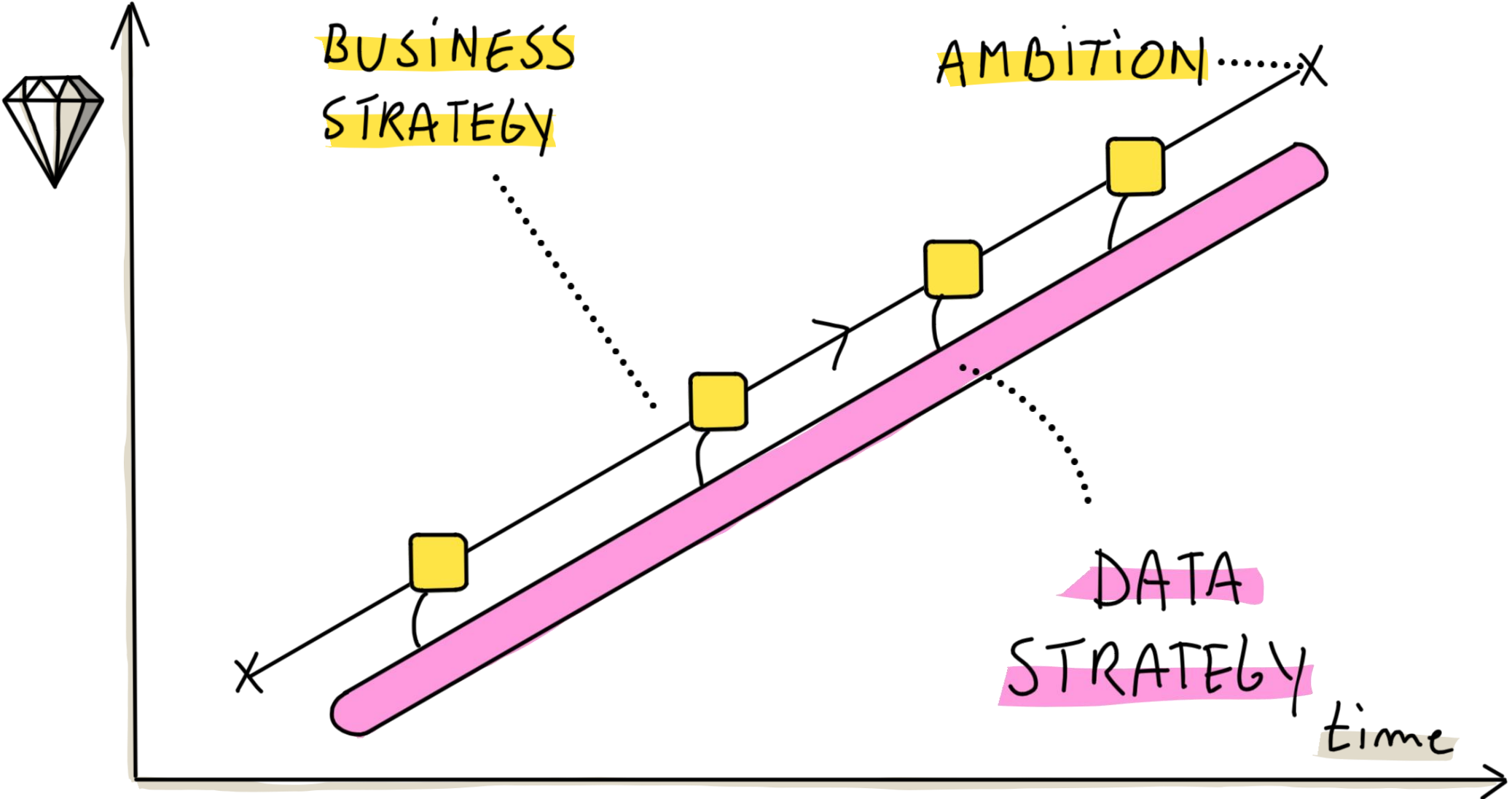
DATA STRATEGY



ROLES & RESPONSIBILITIES



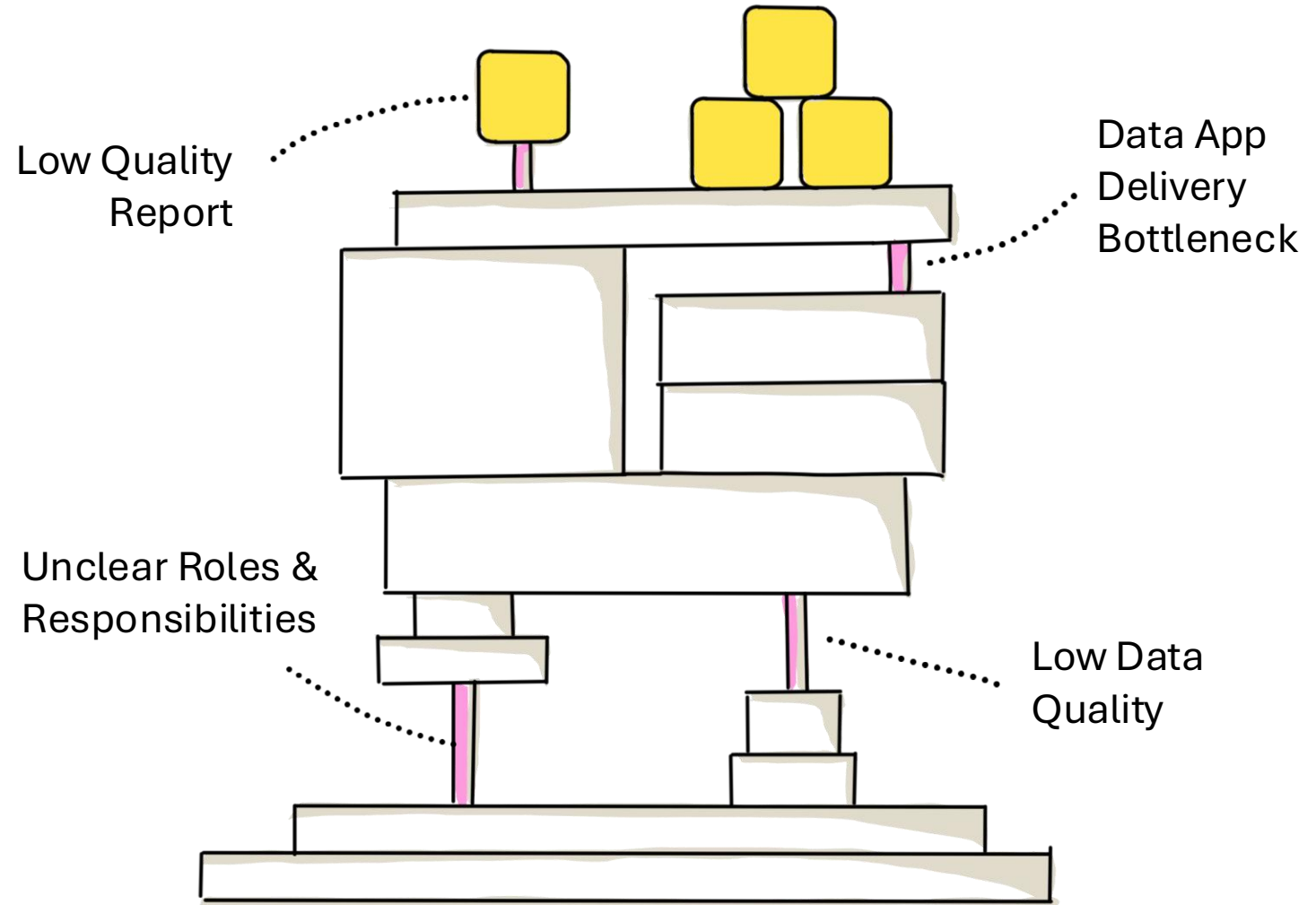
VALUE





DATA STRATEGY

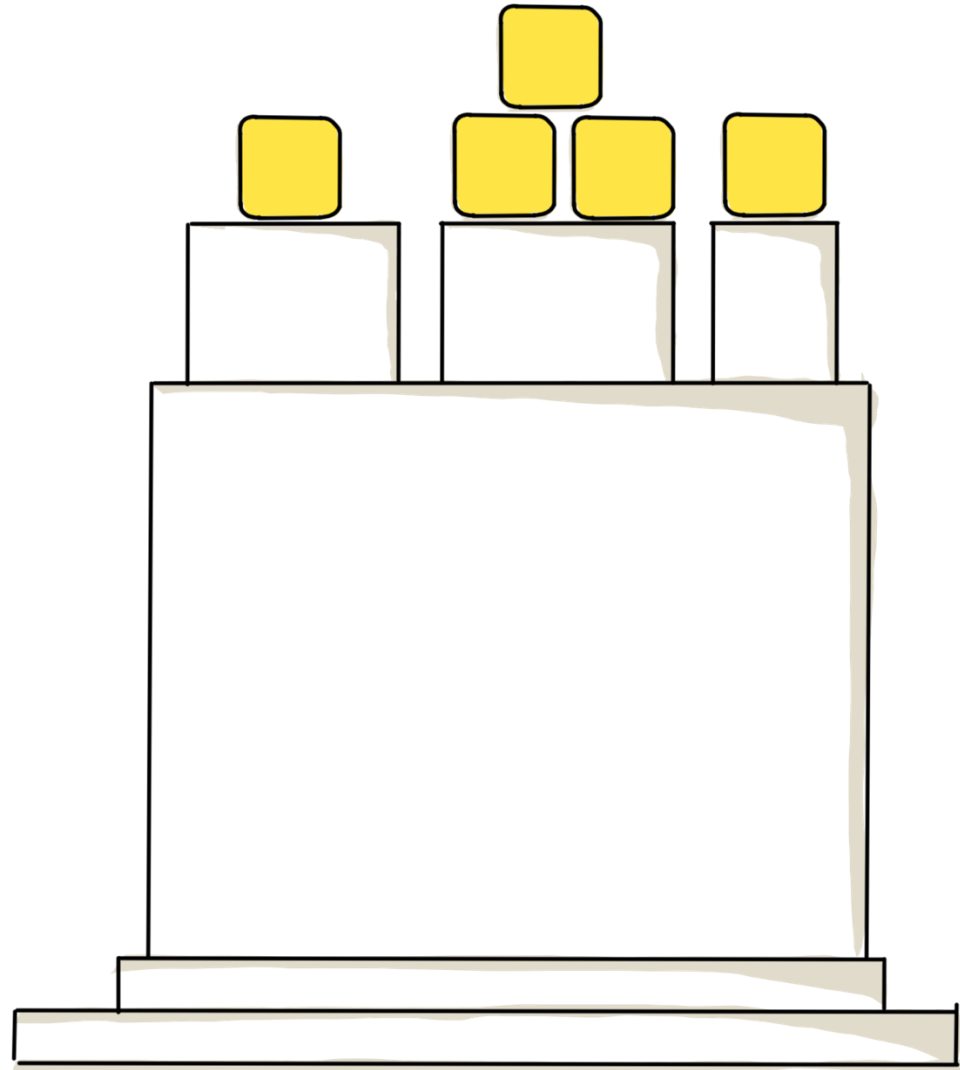
Improving your Data Driven Organization.





DATA STRATEGY

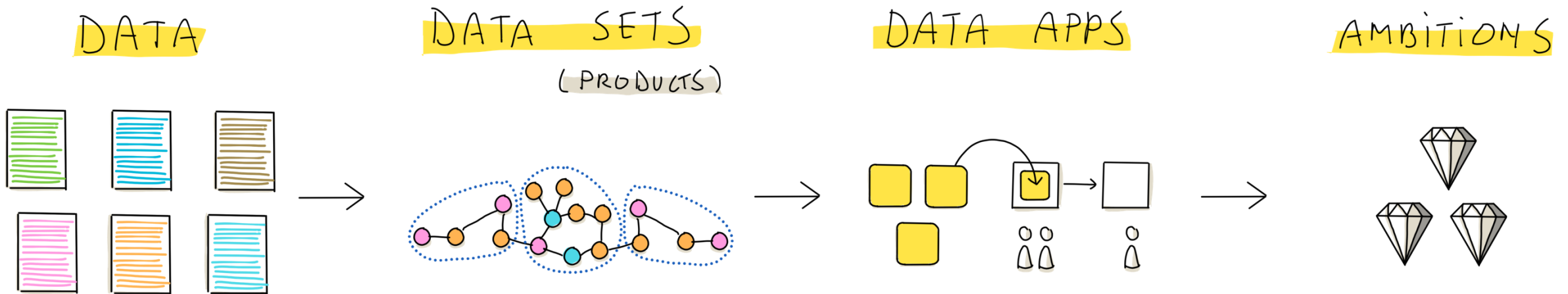
Improving your Data Driven Organization.





DATA STRATEGY

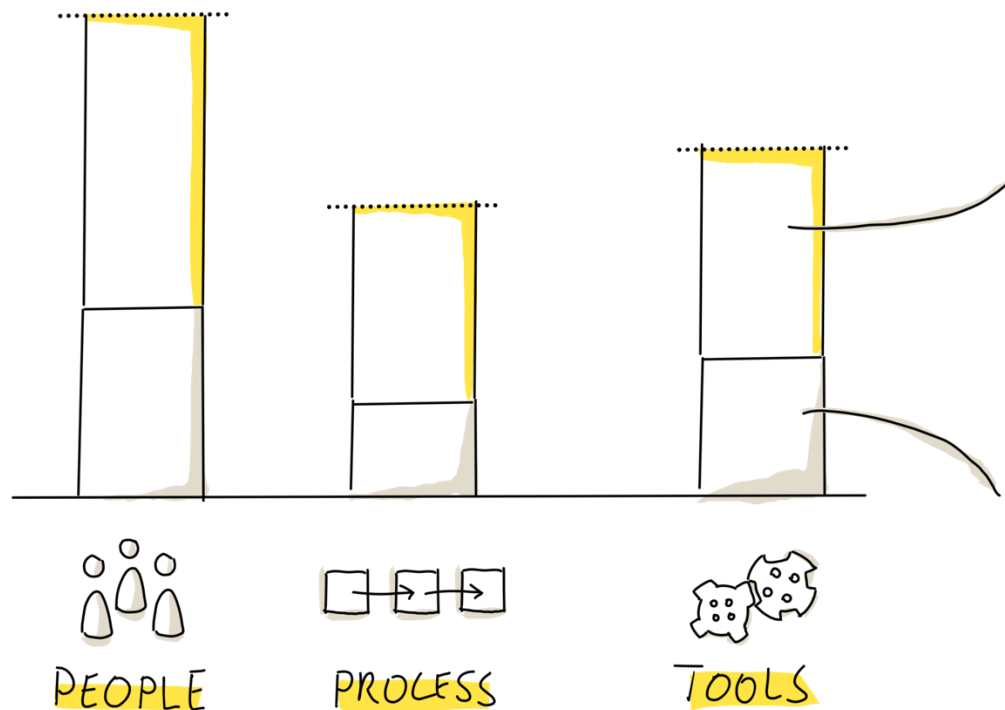
Optimizes the “Data to Value Flow”.





DATA STRATEGY

Is about Data **People**,
Processes and **Tools**



FUTURE
GROWTH

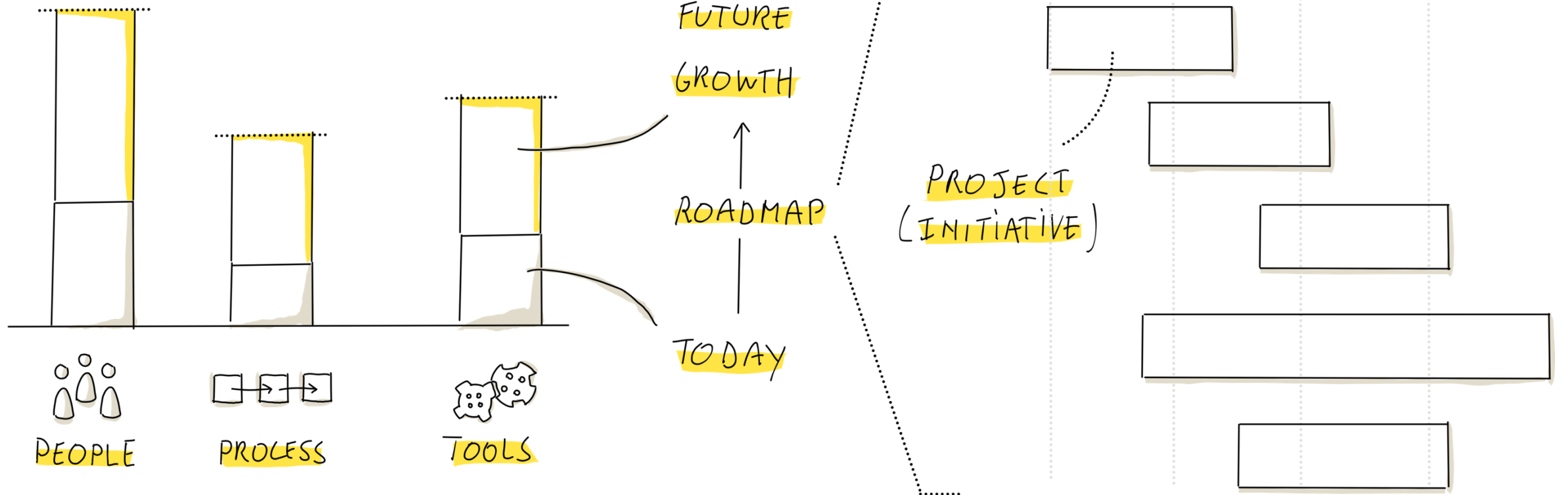
TODAY

New Data Roles	Data Literacy Trainings	Data Catalog
Changing the Organization	Data Governance Policies	Data Platform Architecture
Data Access Management	Delivery Process Improvements	Recruitment Process
Enterprise Architecture Principles	Onboarding Missing Expertises	Meta-Data Management
	...	Process Changes



DATA STRATEGY

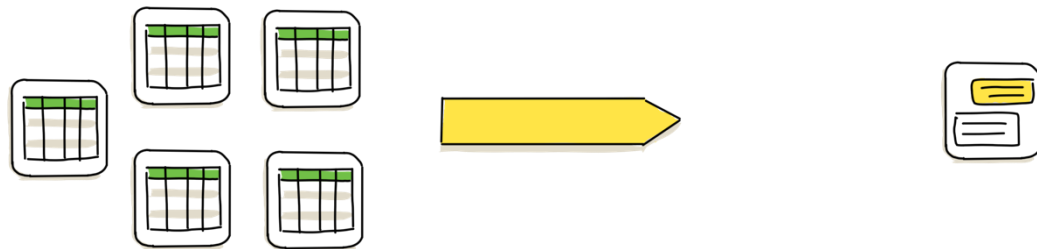
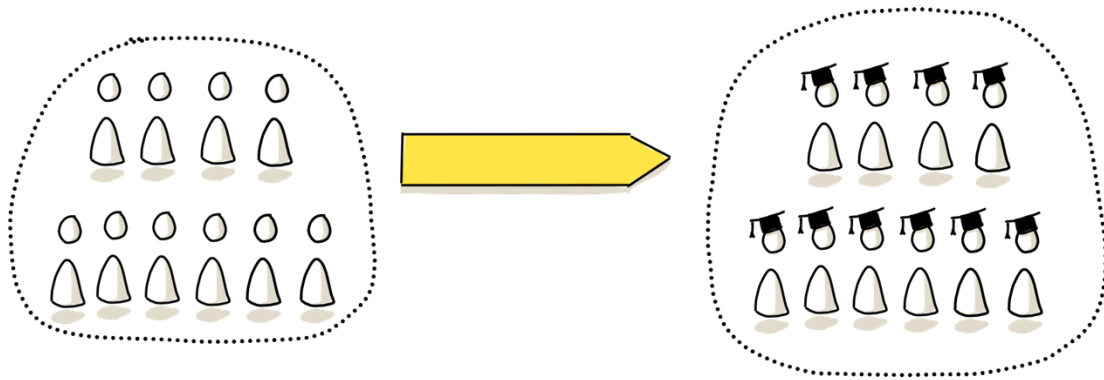
Gradually Improves your
Data Driven Organization





DATA STRATEGY

Is about **Making Strategic Choices**



Everyone Data Scientist:
Realistic Ambition ?

A Super AI Tool:
Realistic Ambition ?



DATA STRATEGY

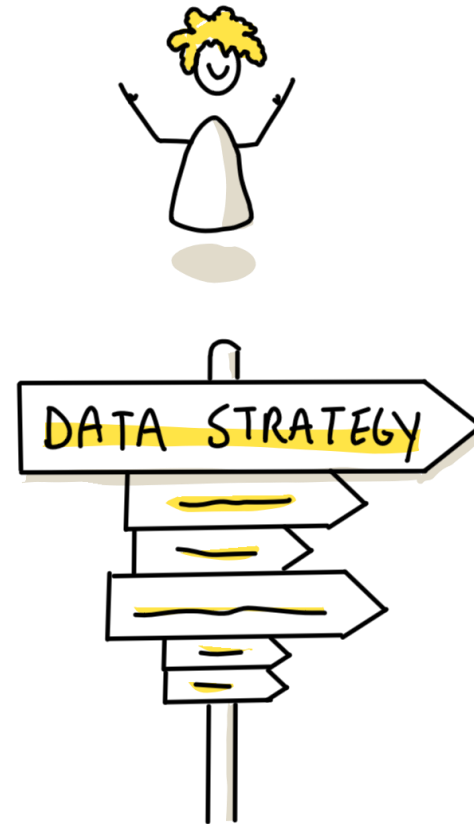
Is about **Defining a Strategic Direction**





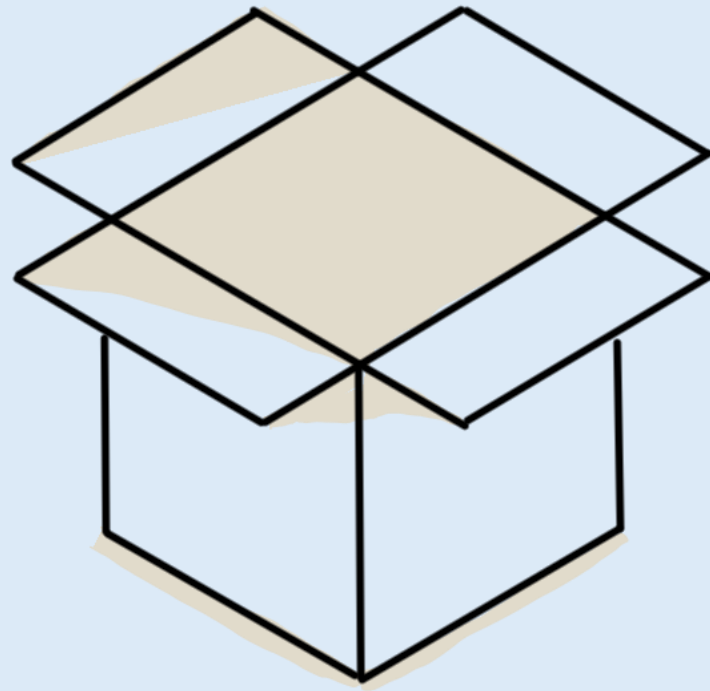
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Is about **Defining a Strategic Direction**





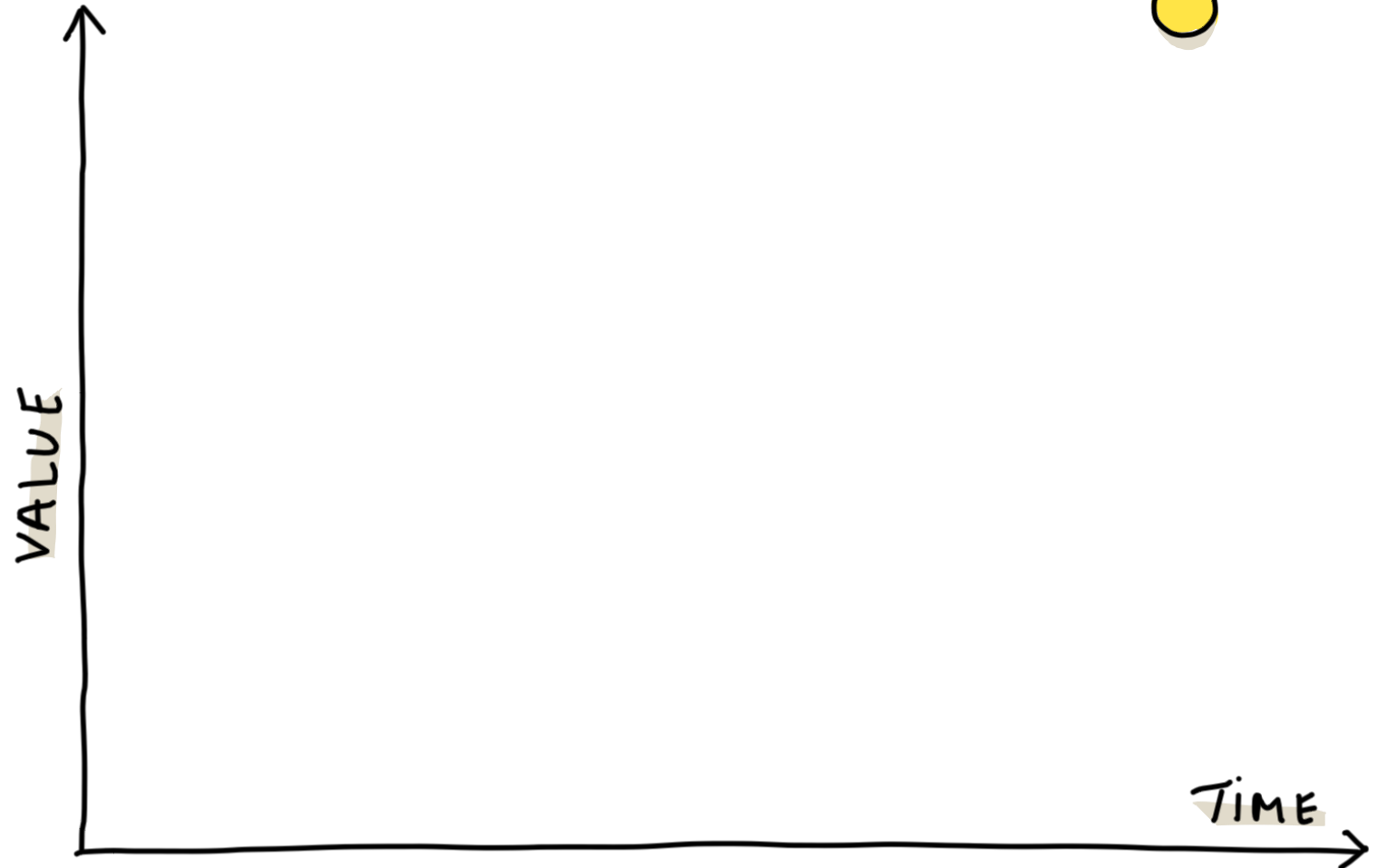
What are the core Data Strategy Elements?



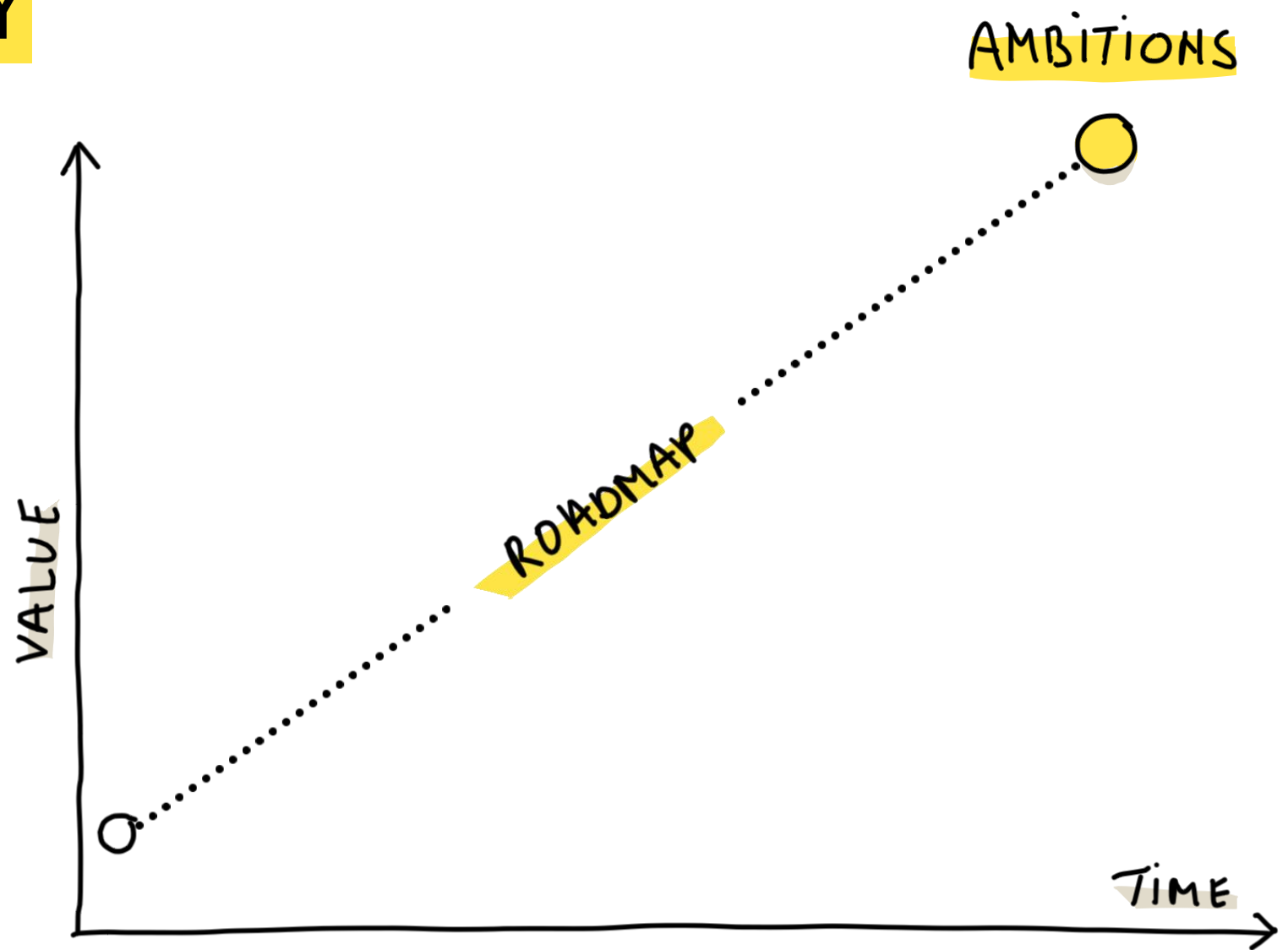
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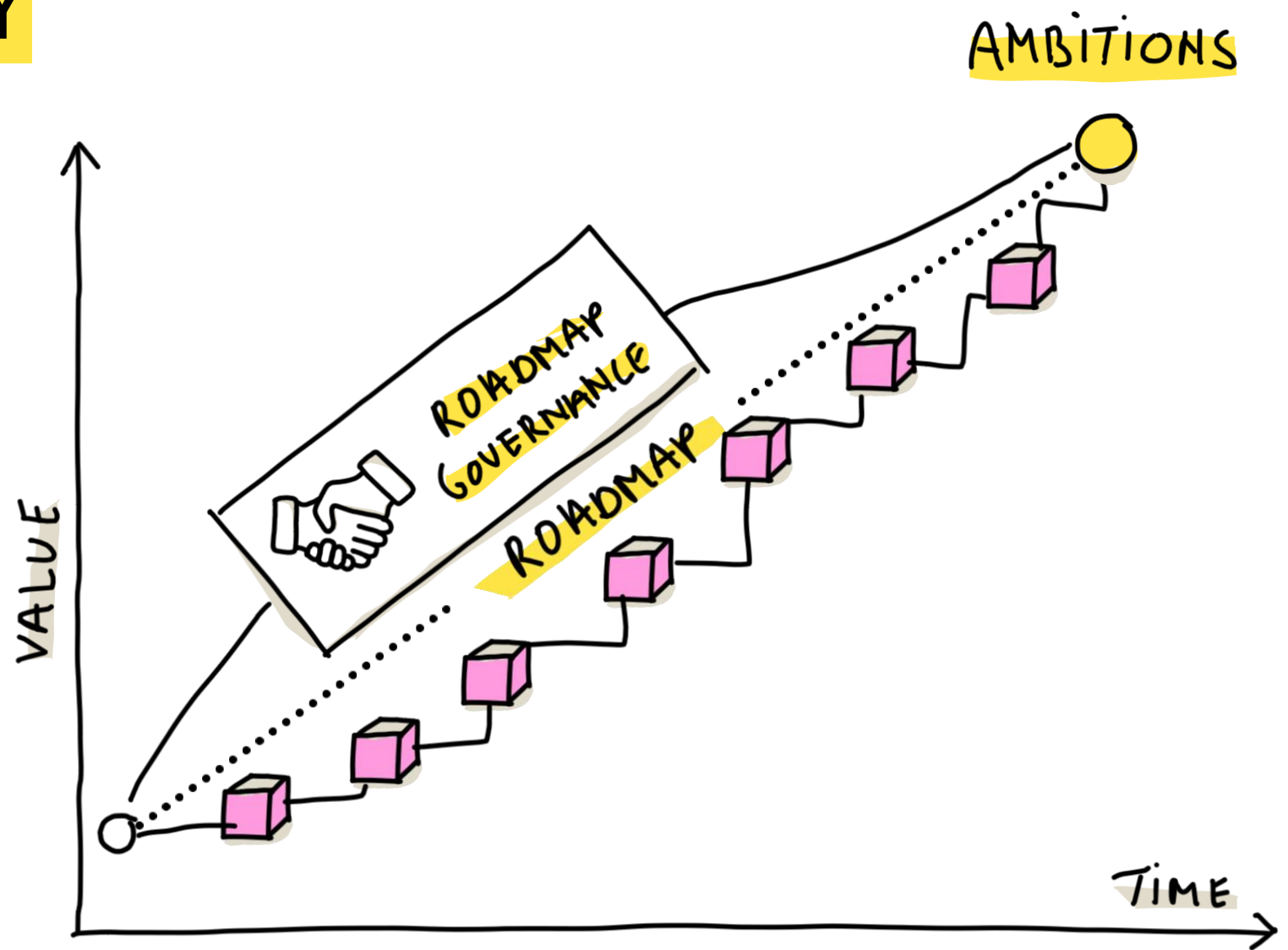
AMBITIONS



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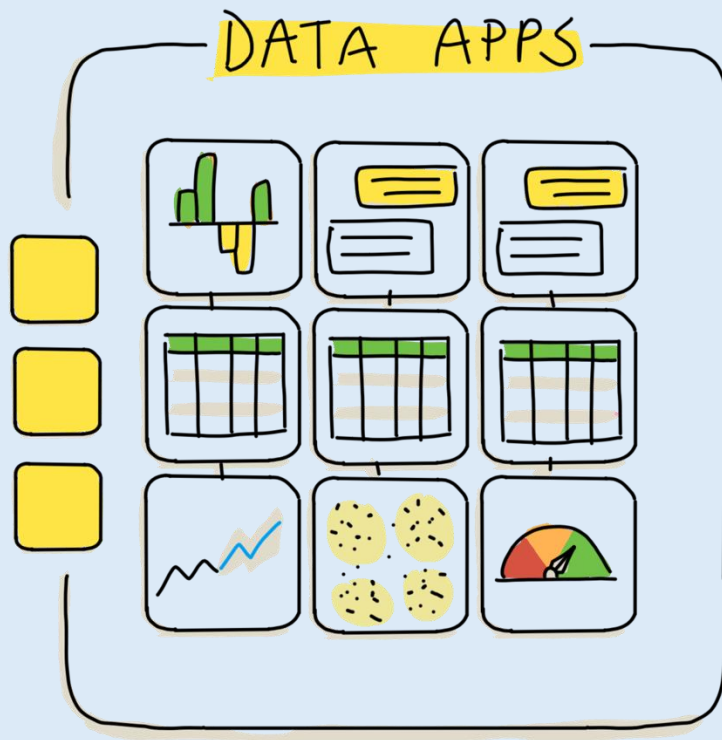


DATA STRATEGY





How to Create a Data Strategy?



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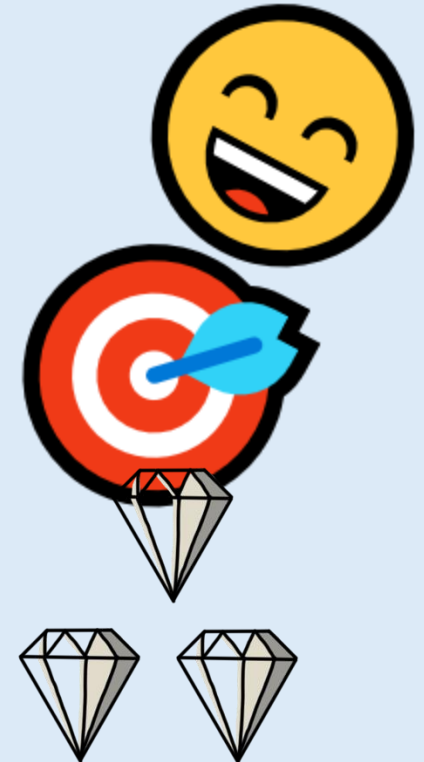
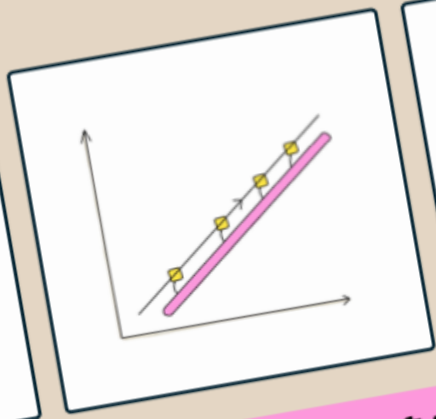




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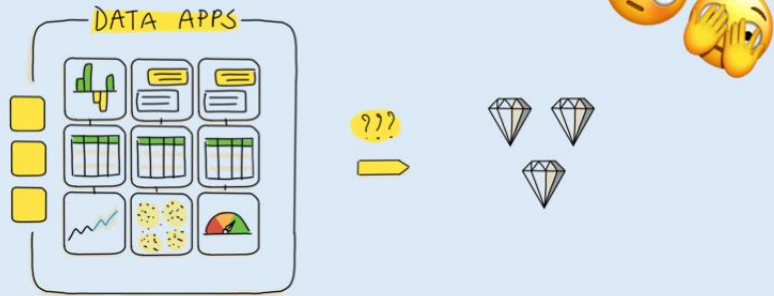




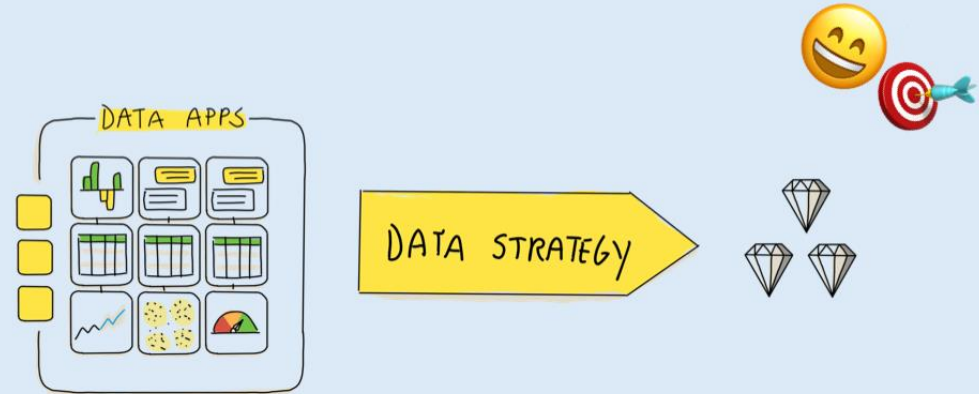
Let's Recapitulate...



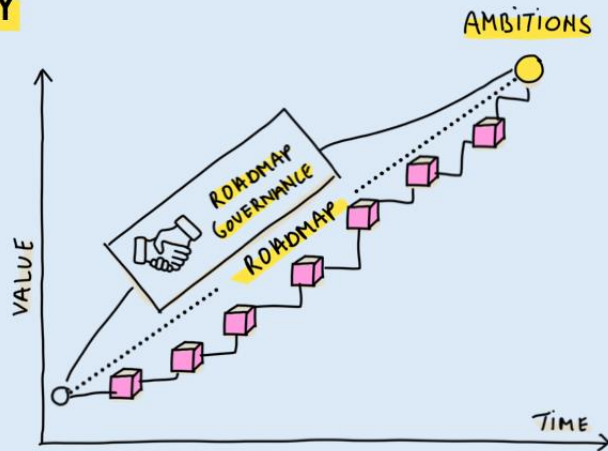
Do Data Apps Deliver Value?



We Want to Do Better!



DATA STRATEGY



What are the core Data Strategy Elements?

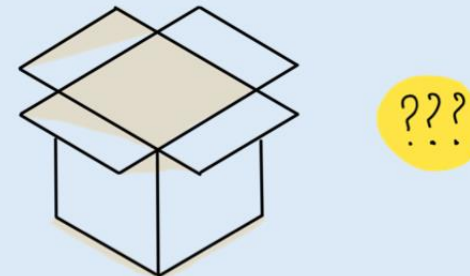
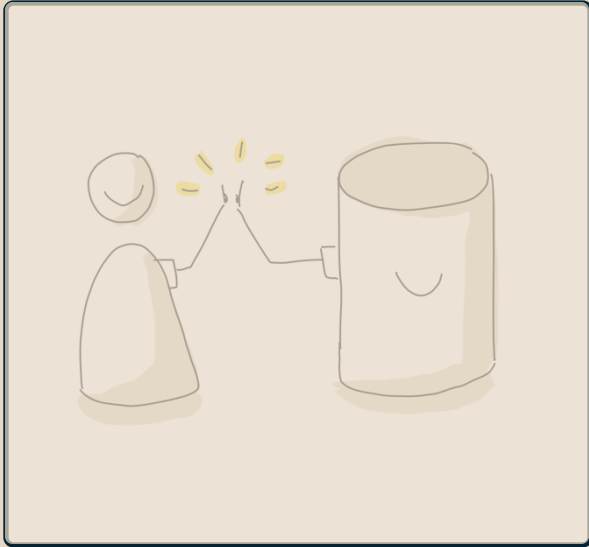
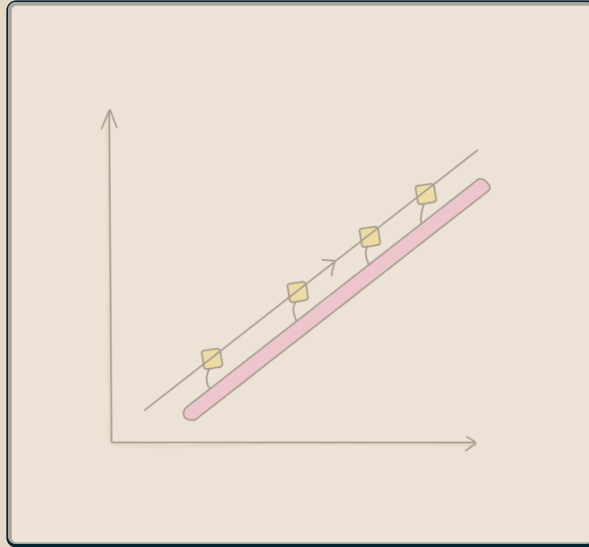




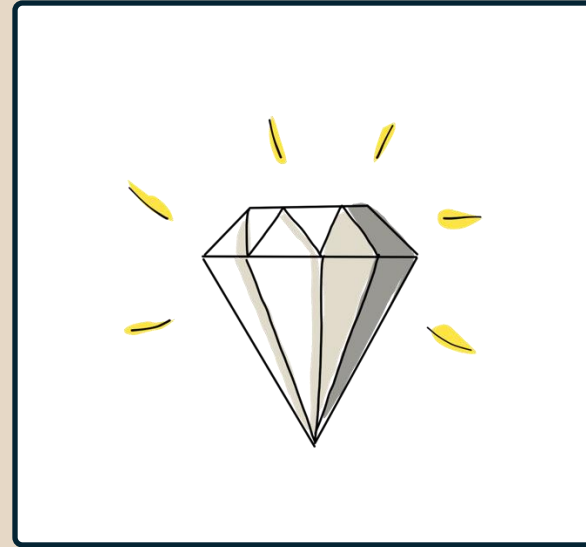
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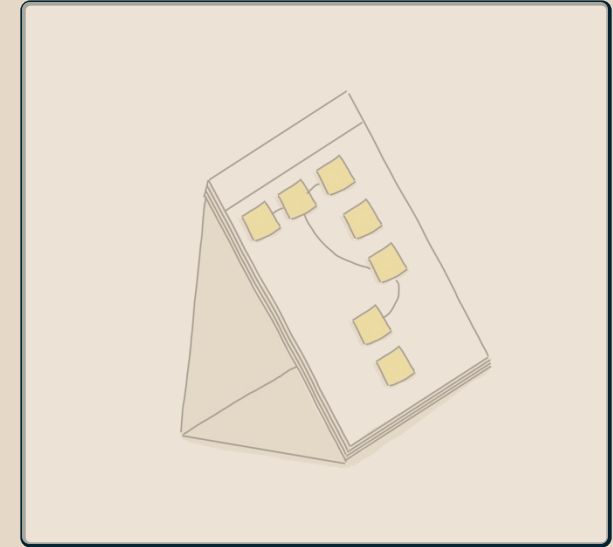
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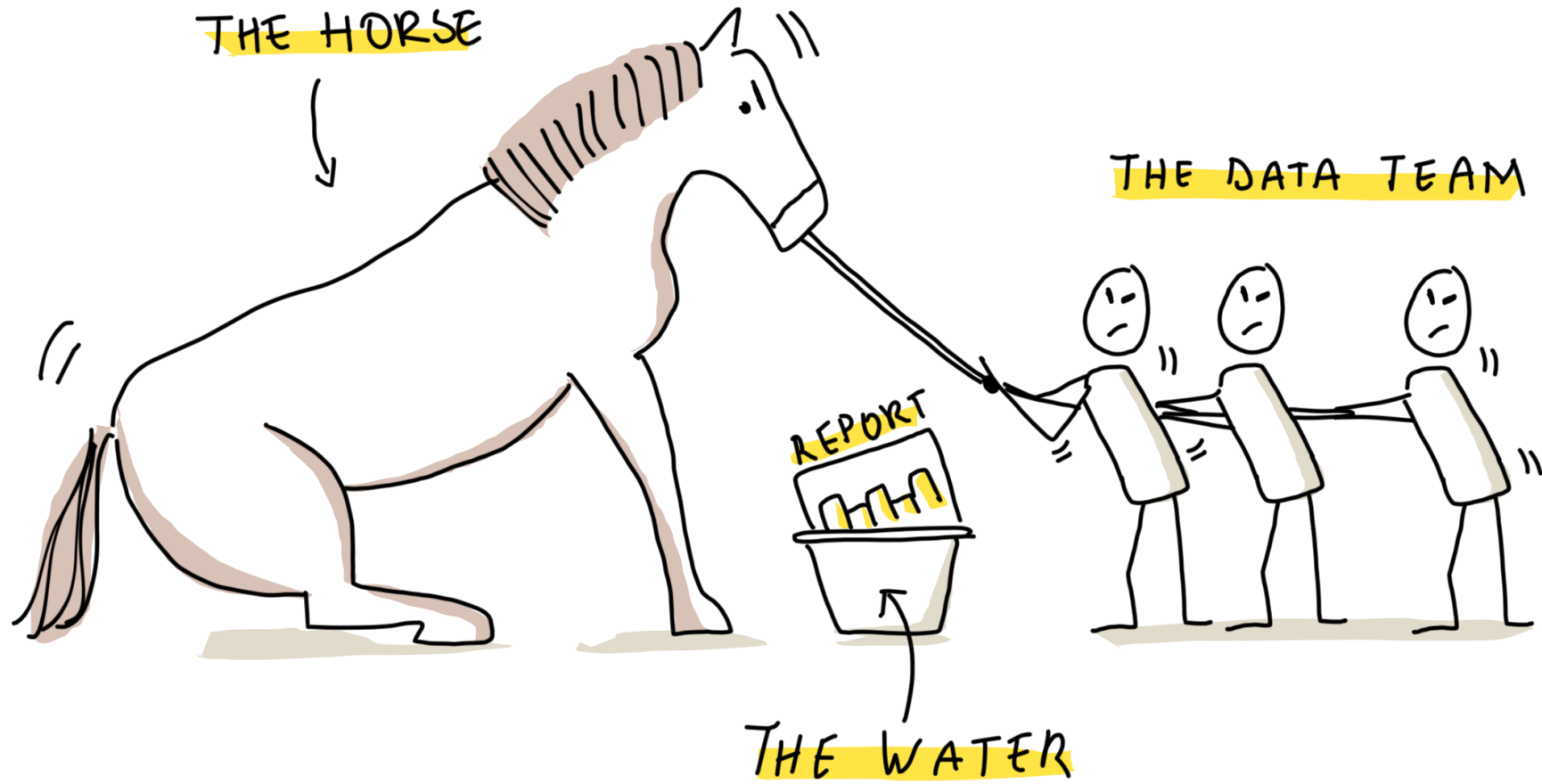
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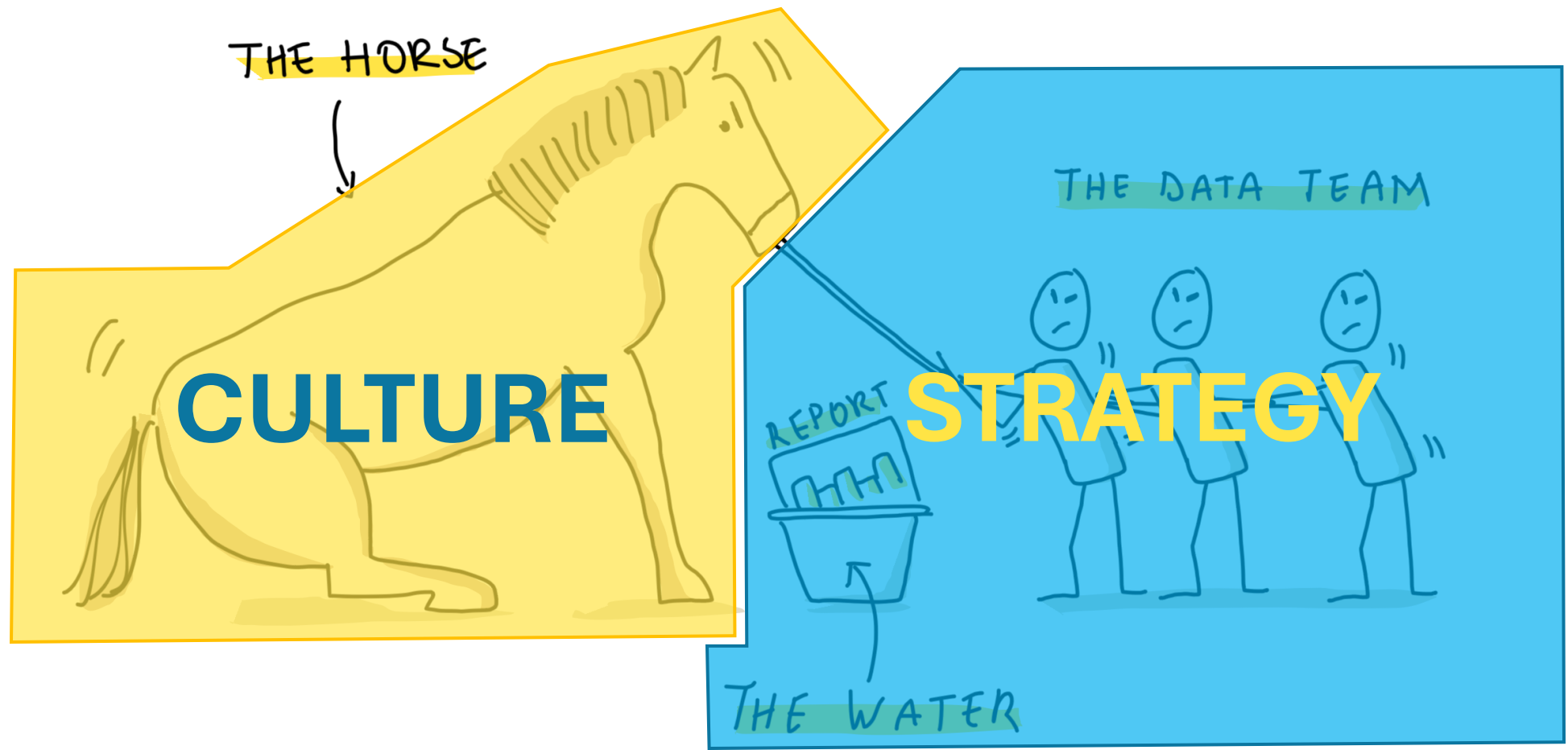
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**You can lead a horse to water,
but you can't make them drink**



**You can lead a horse to water,
but you can't make them drink**



Company 1:

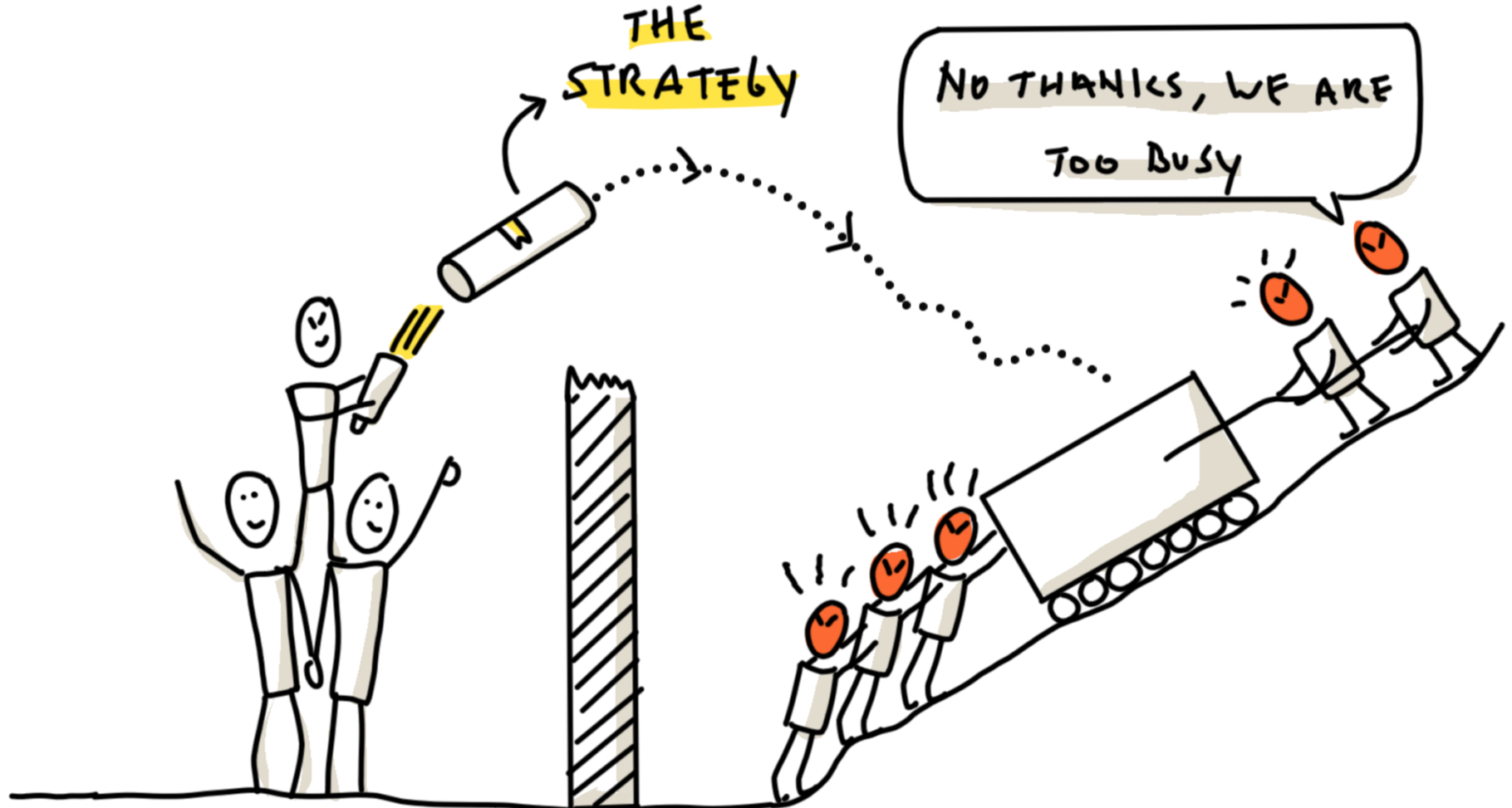
Analytical Engineers Culture





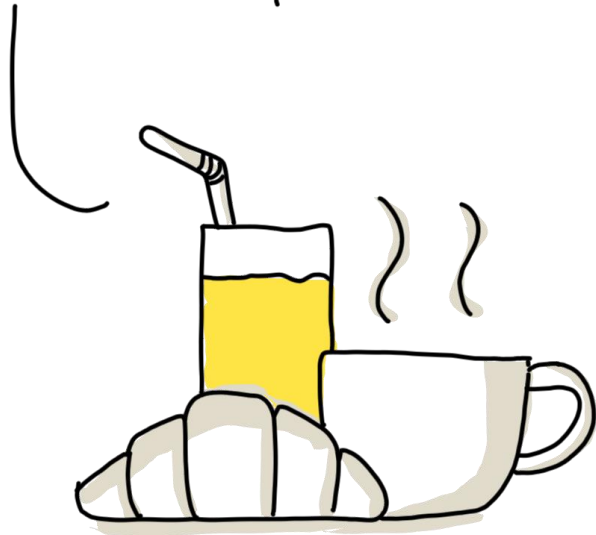
Company 2:

'Work Harder, Not Smarter' Culture

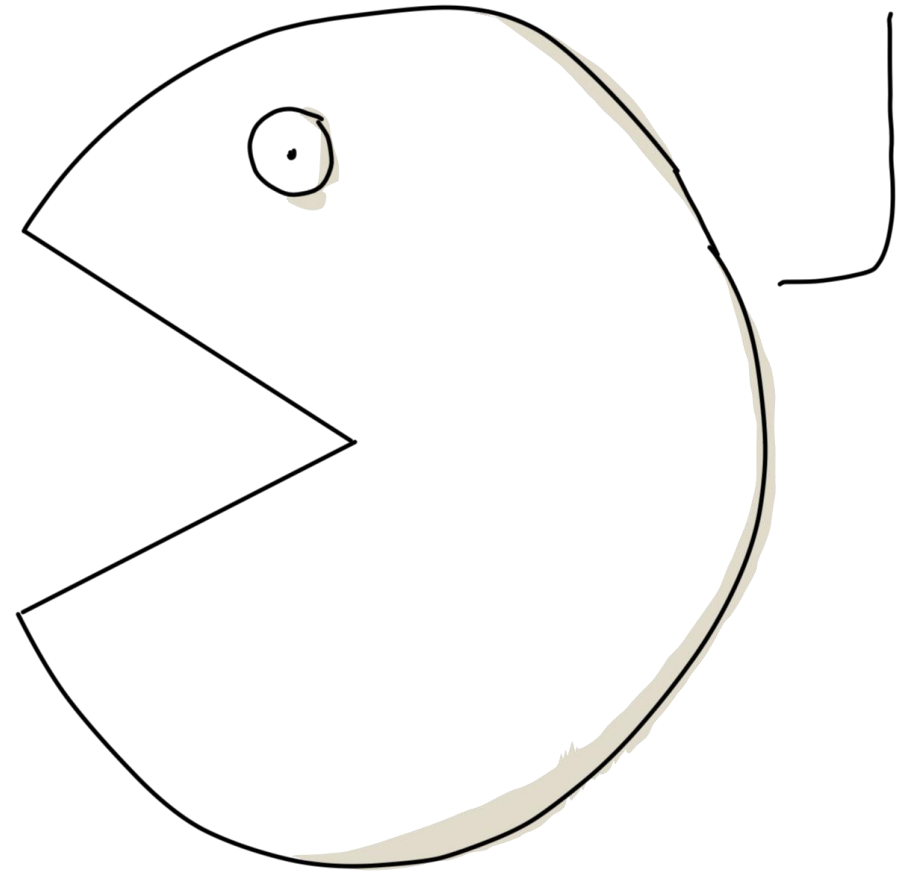


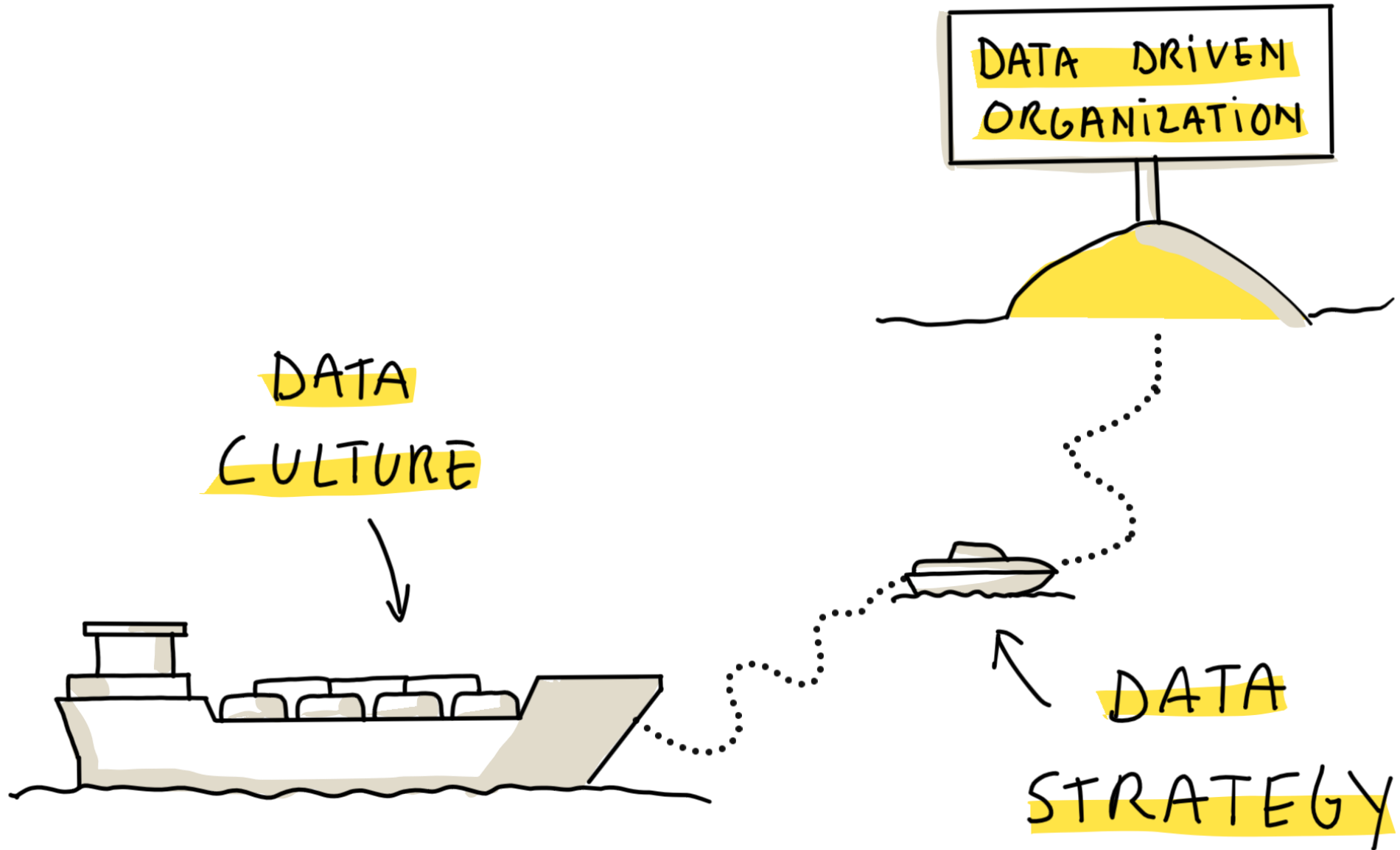


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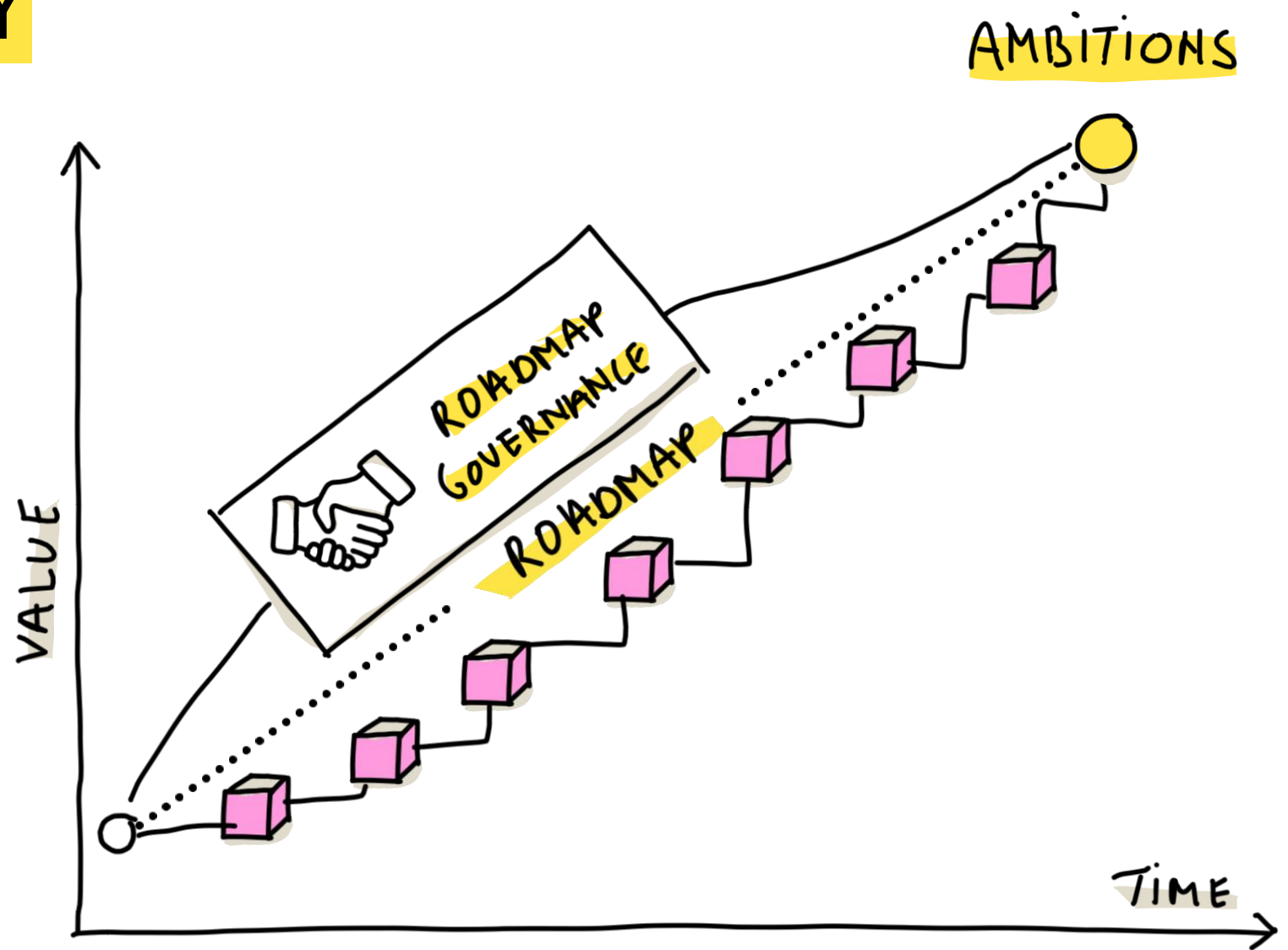


CULTURE

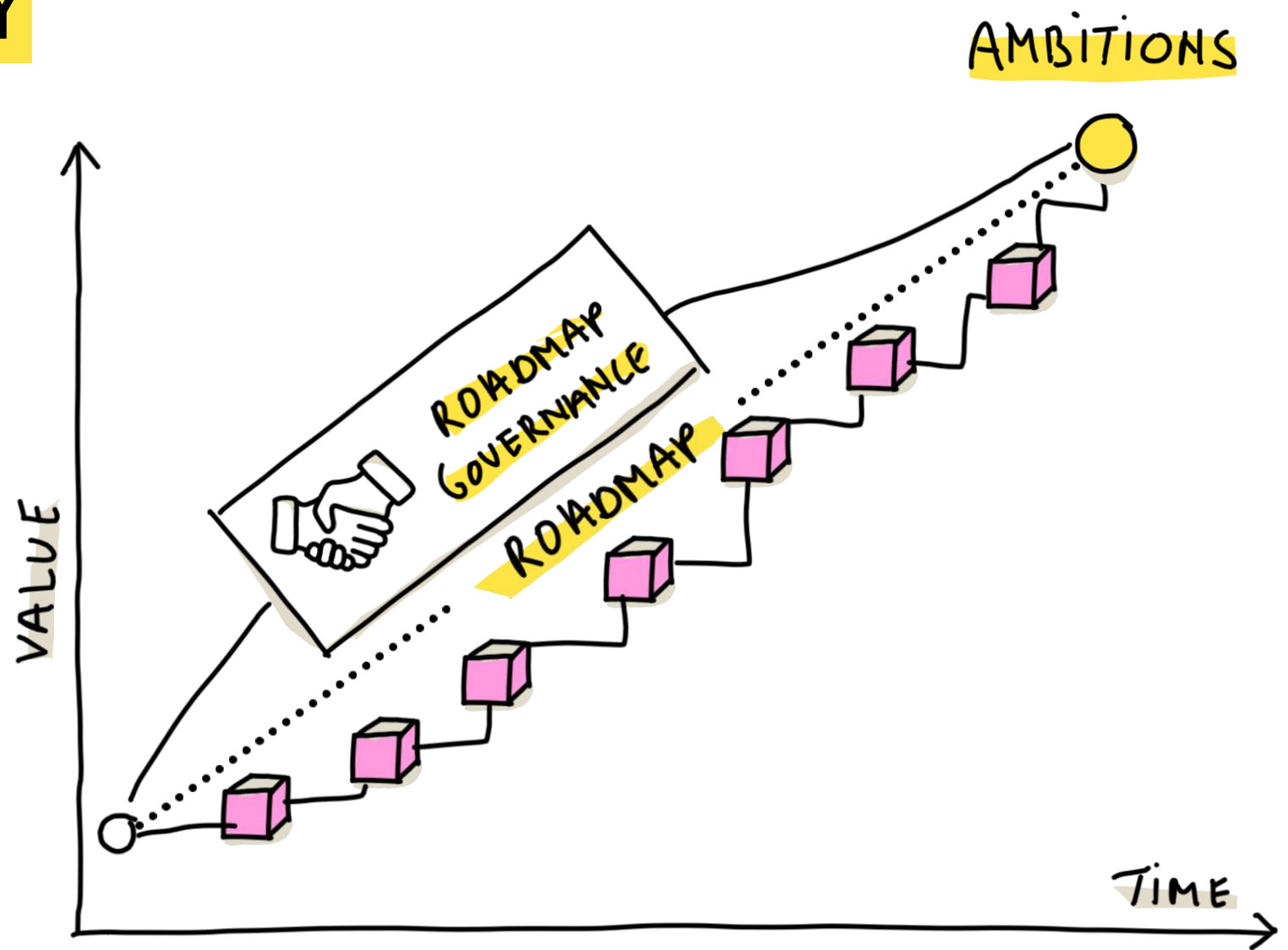




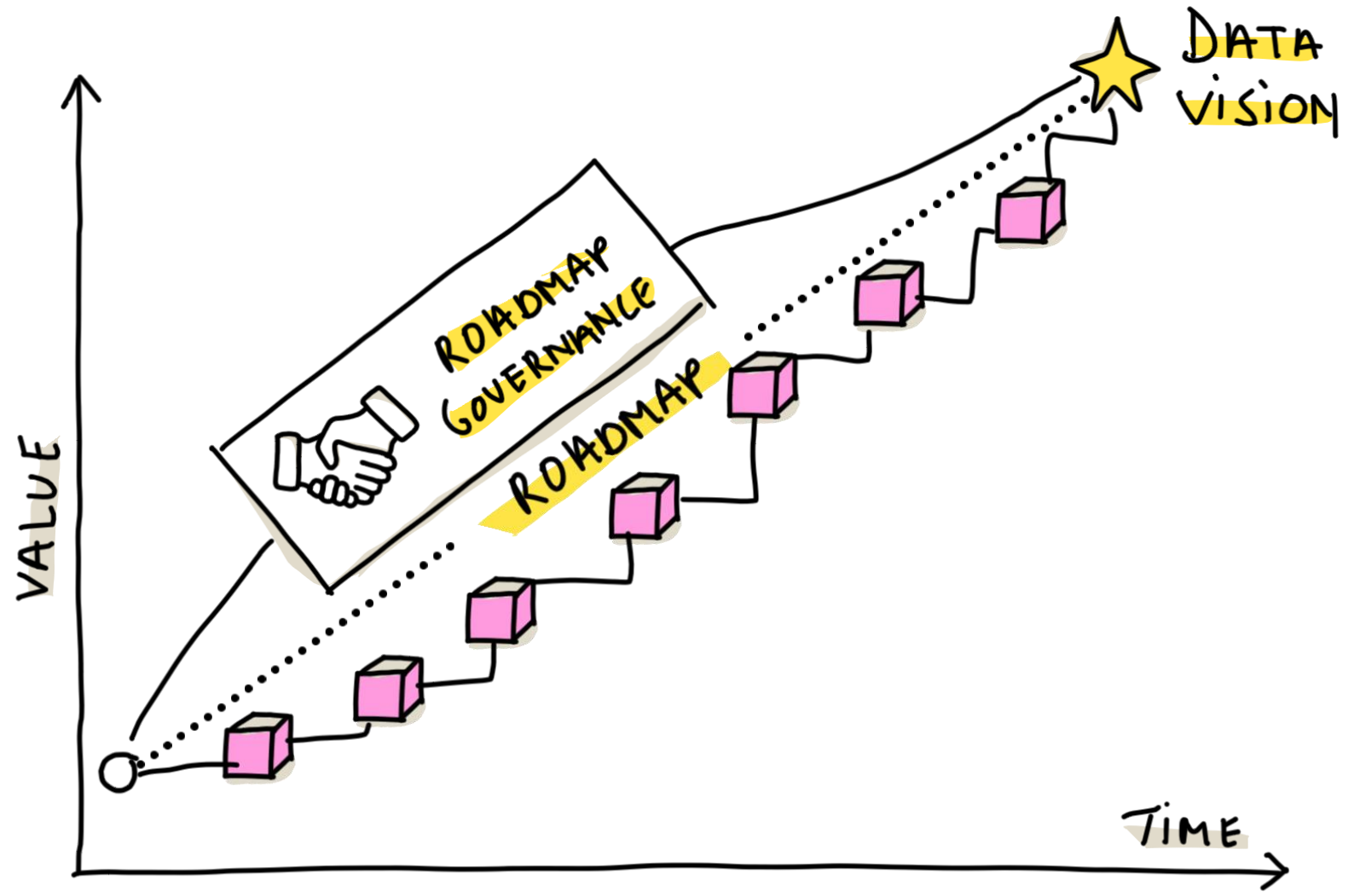
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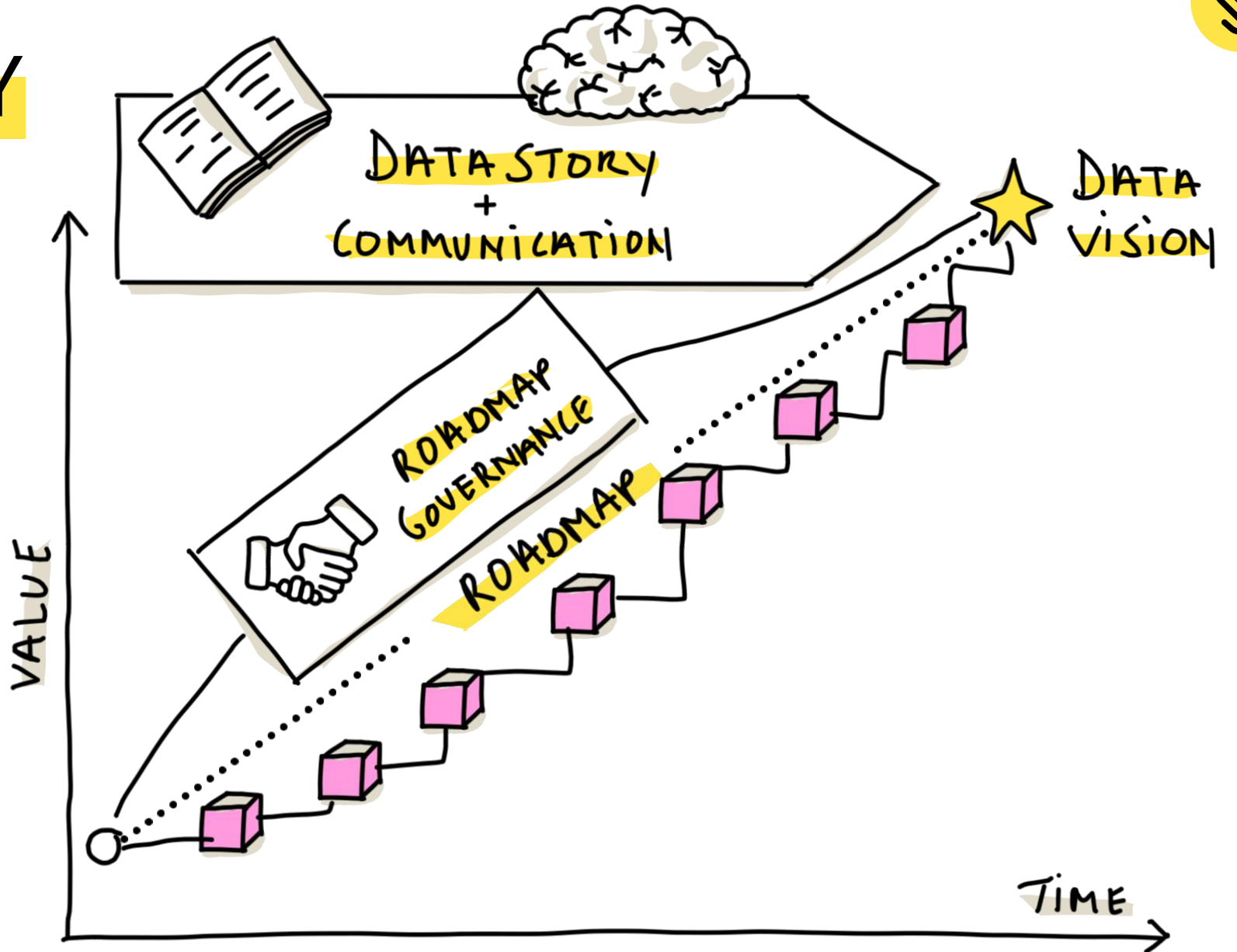
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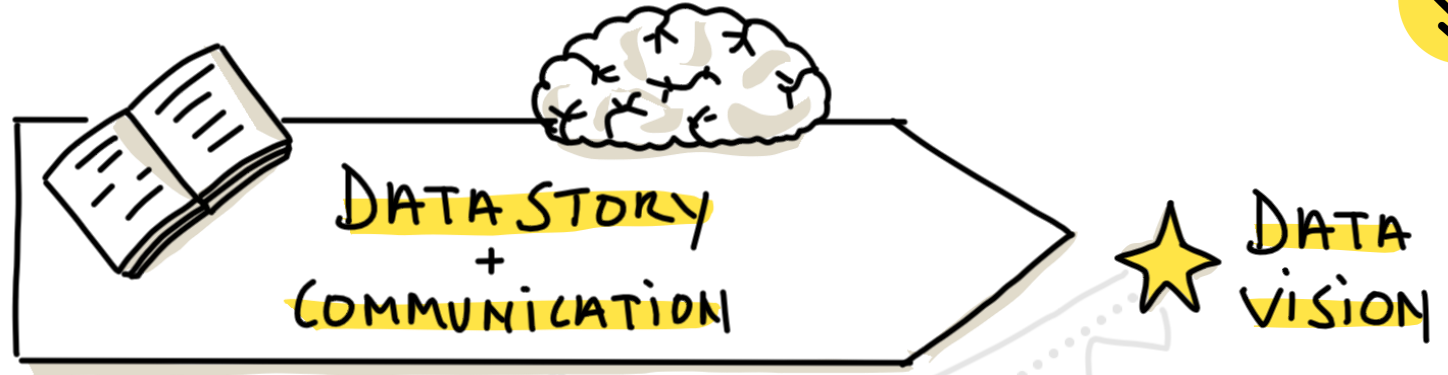


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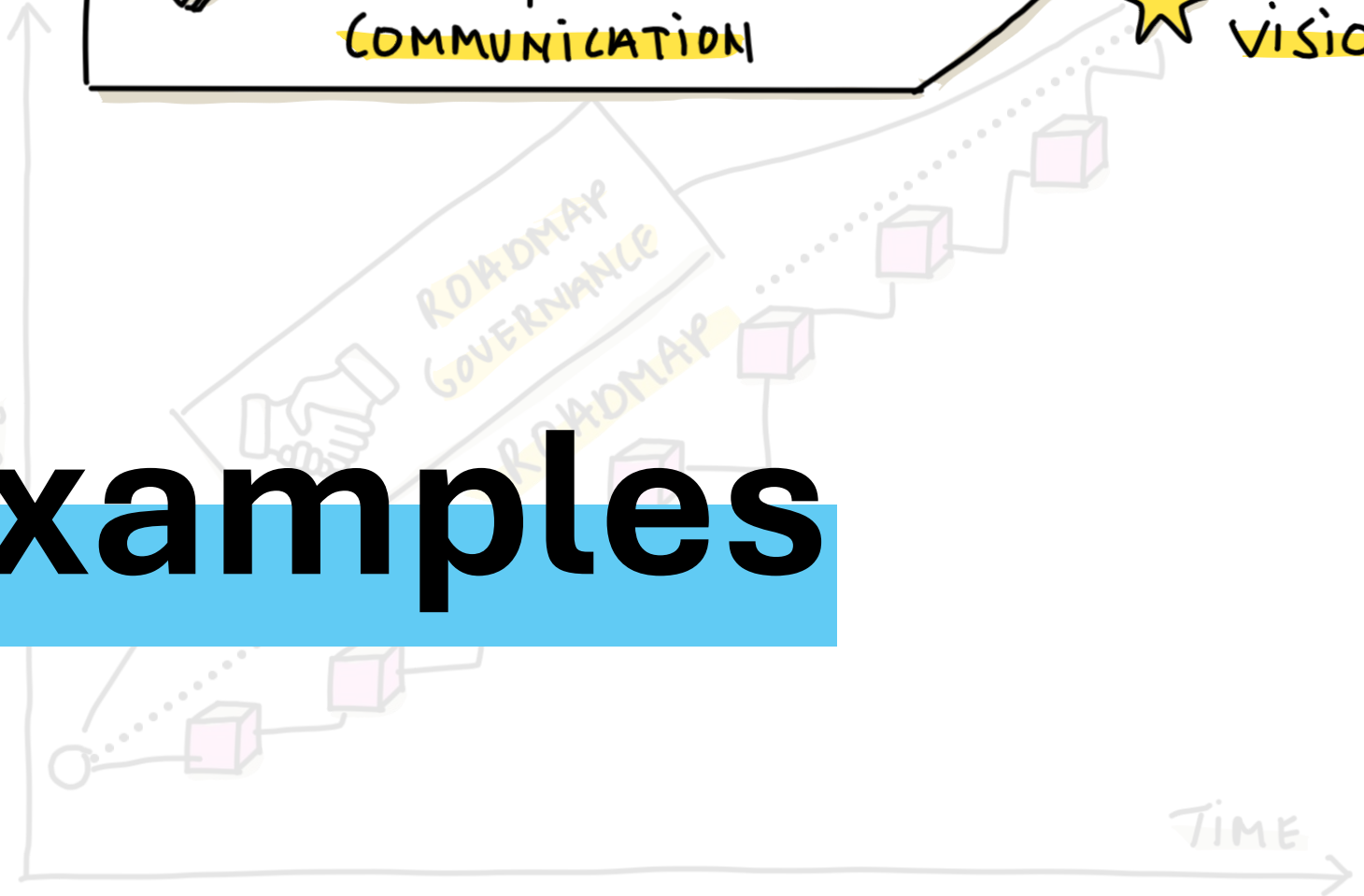


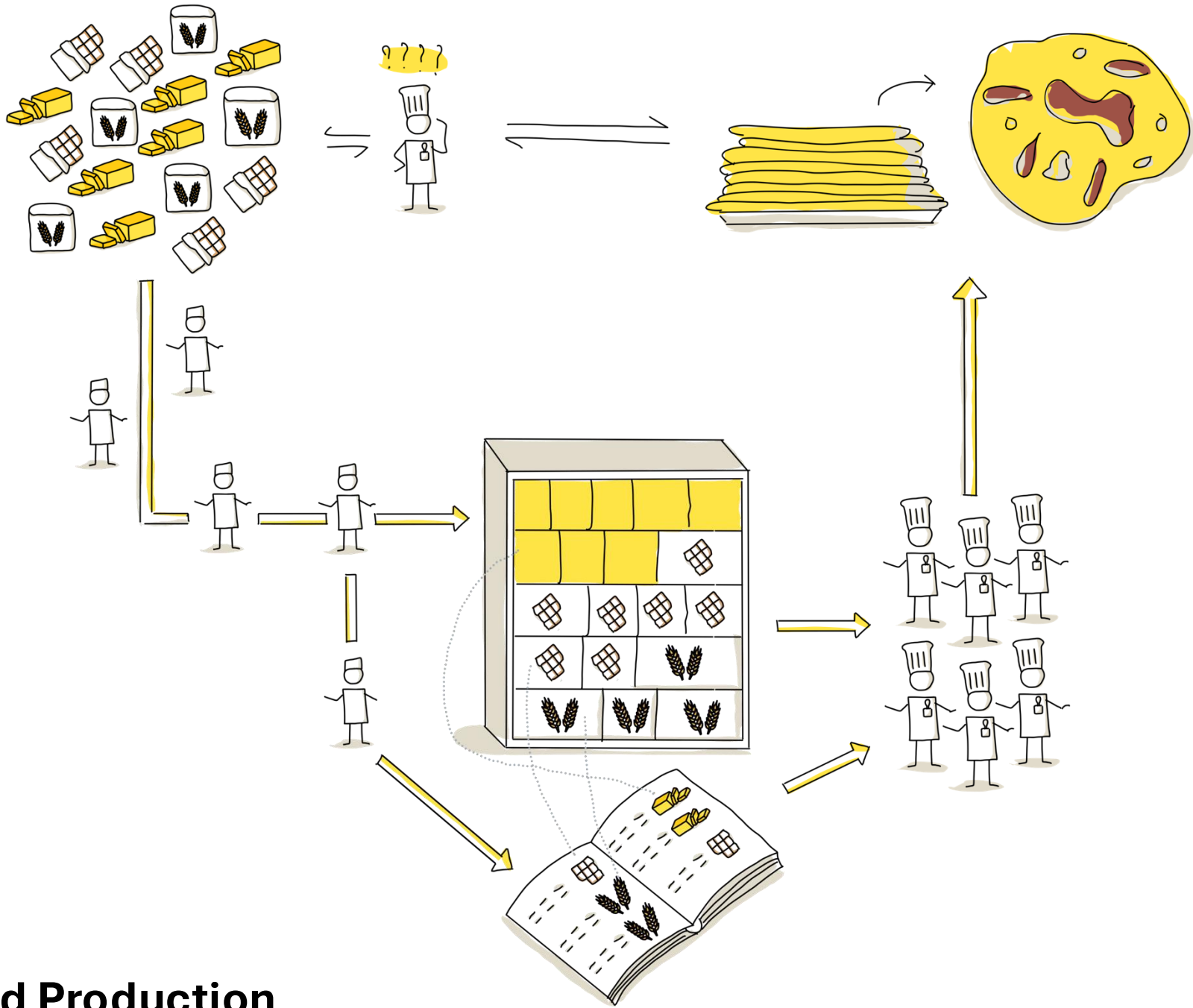


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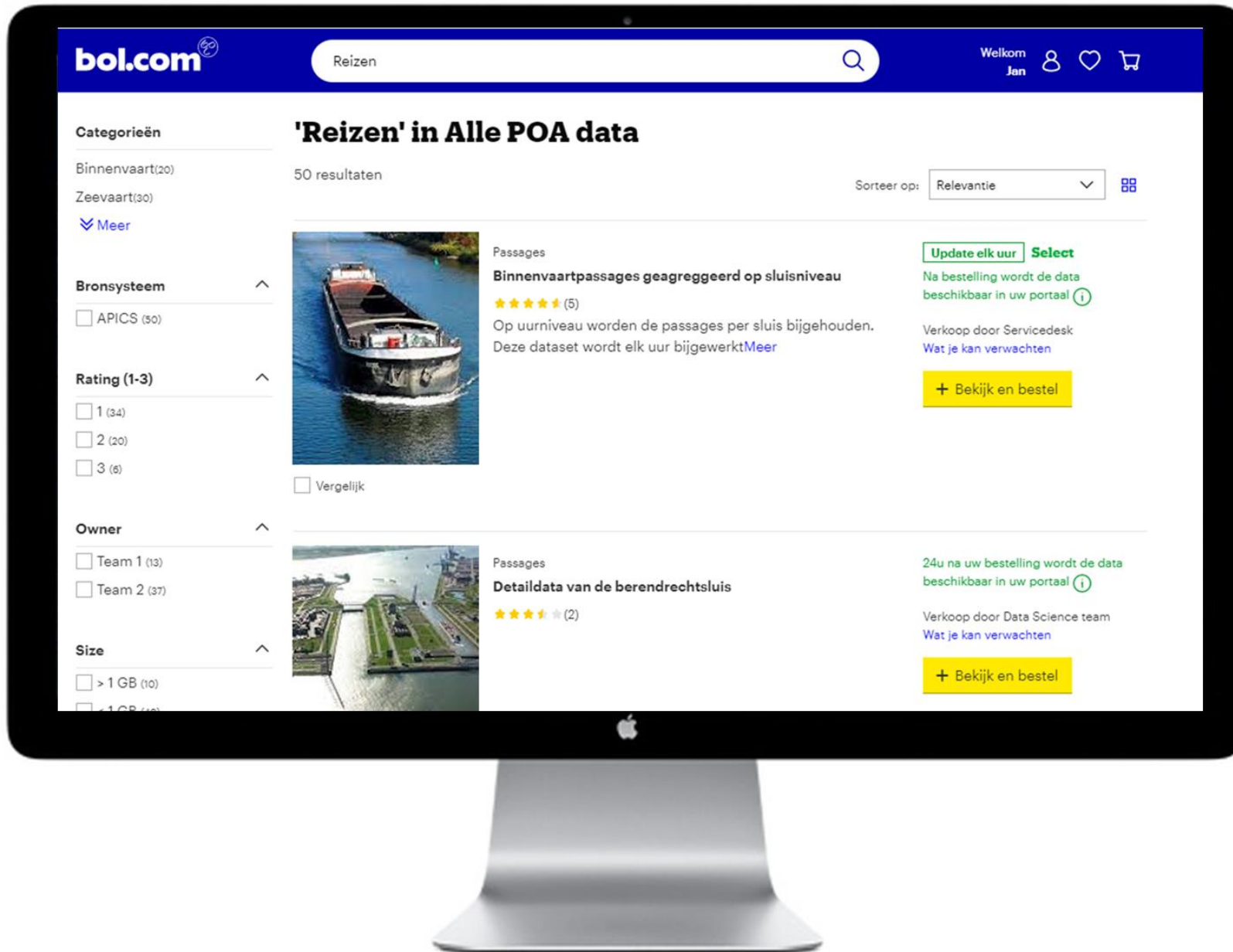


Some Examples





Example 1: Food Production



Example 2: Port of Antwerp Bruges

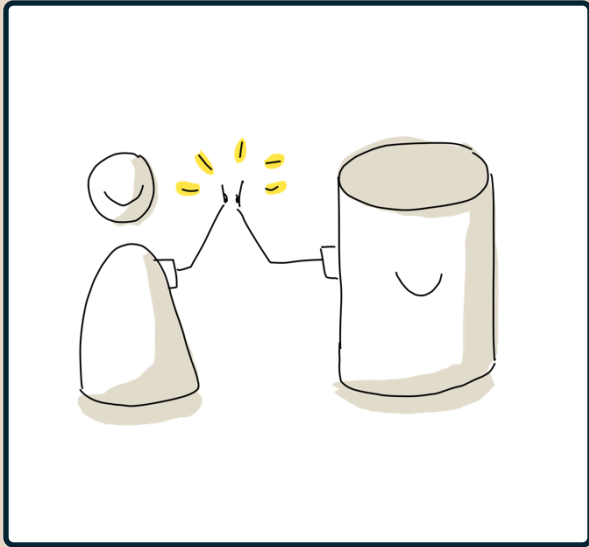




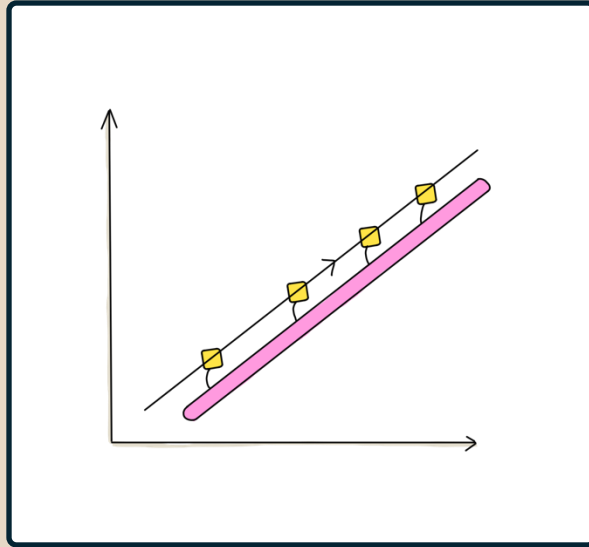
OMLEIDING



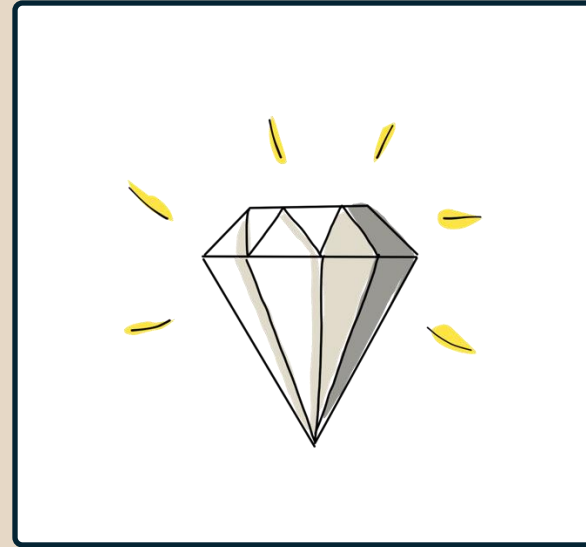
Before the Break



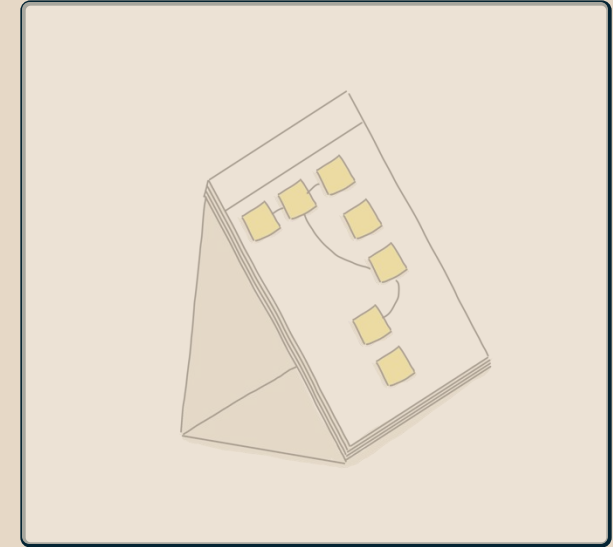
Data Driven



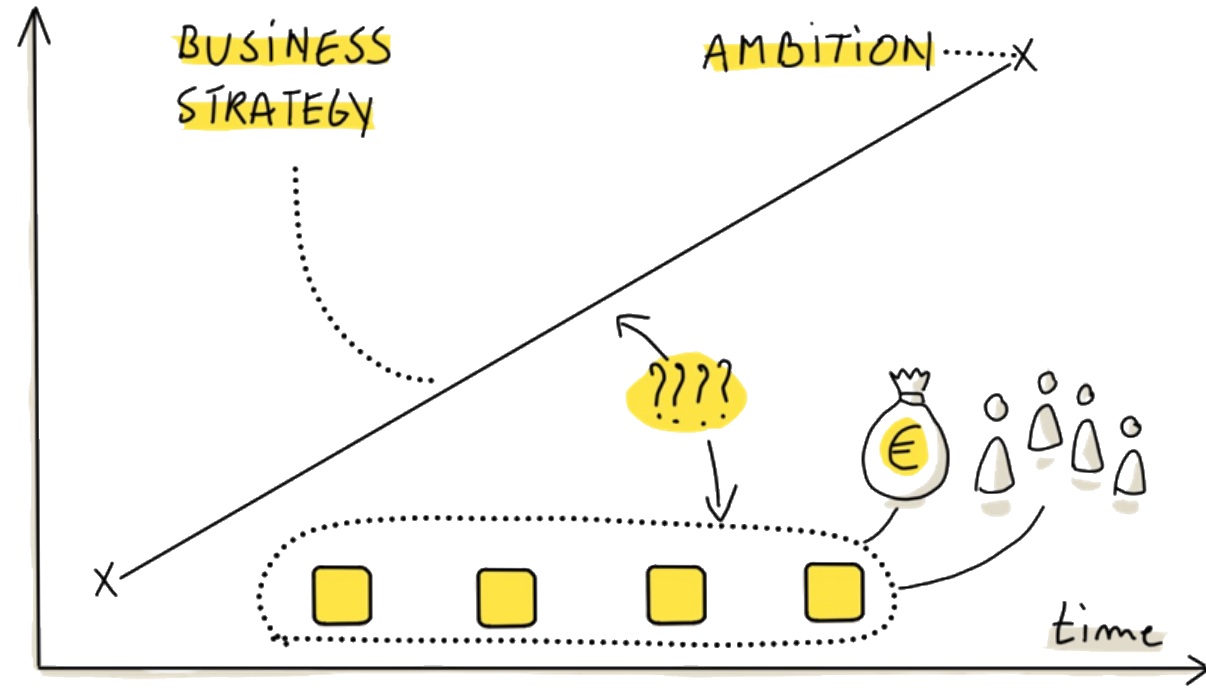
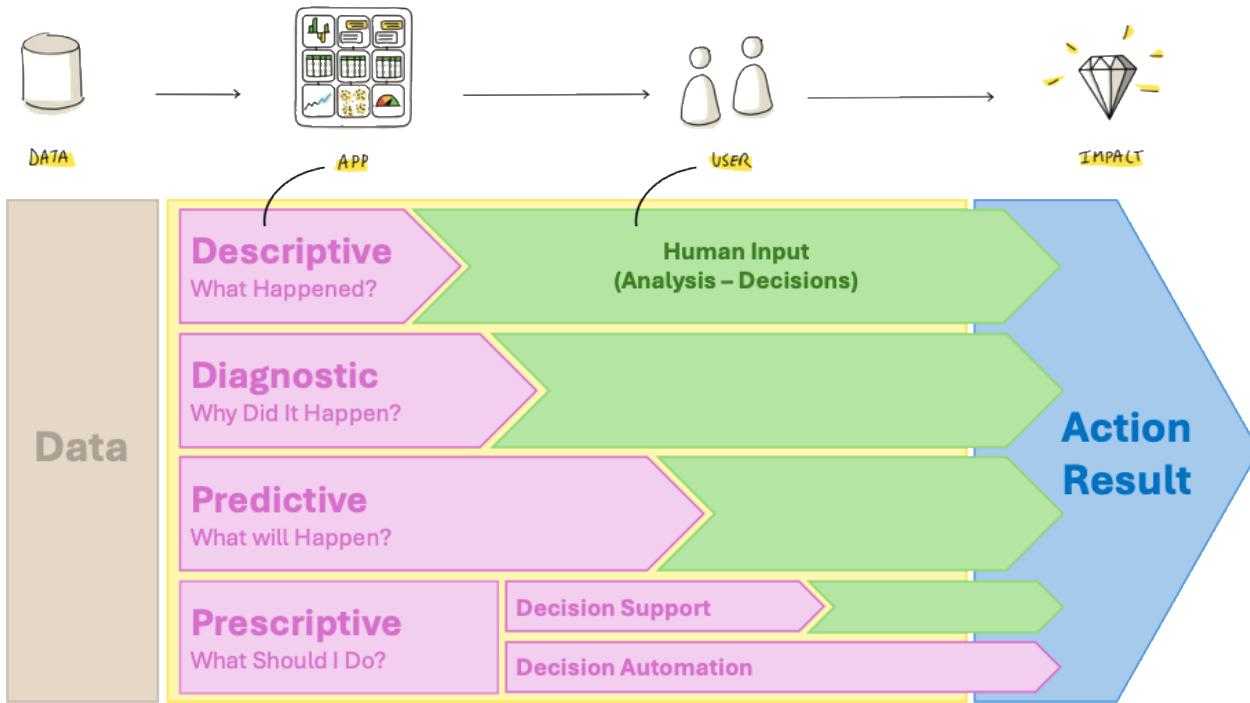
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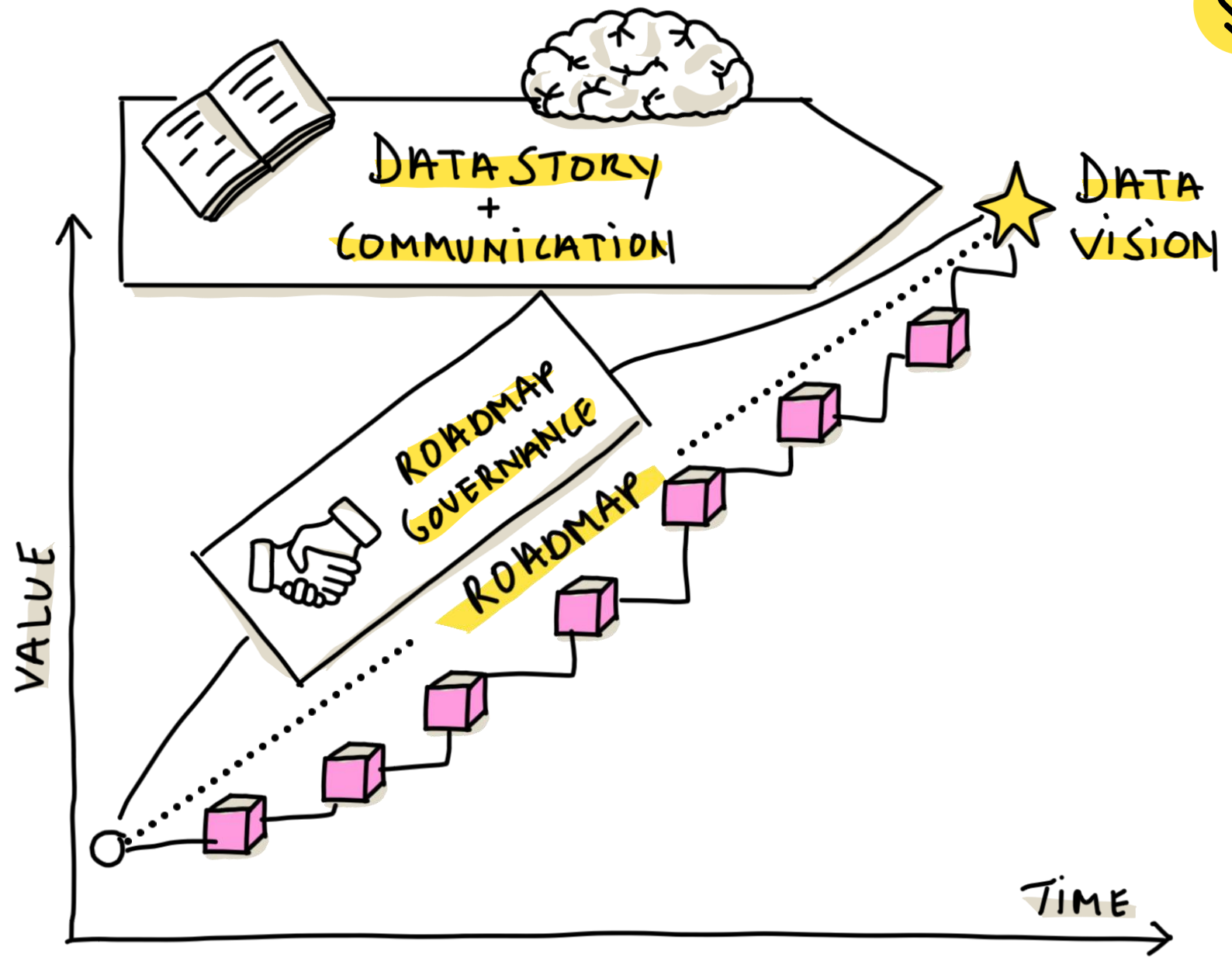


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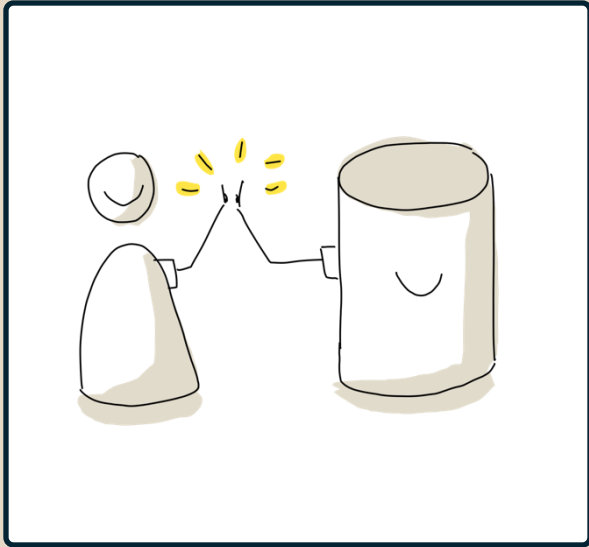


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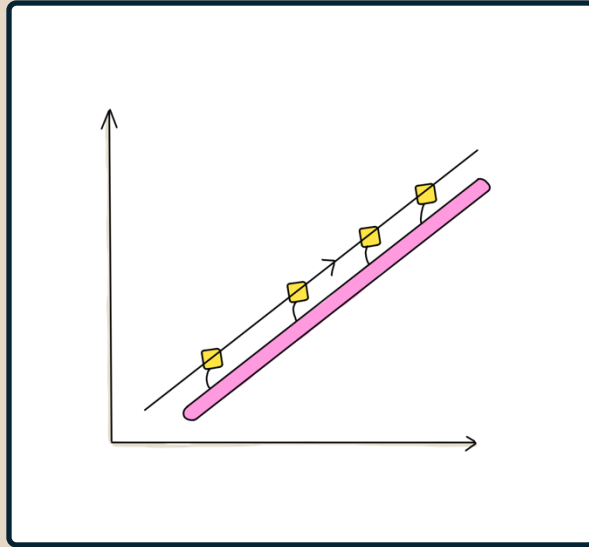




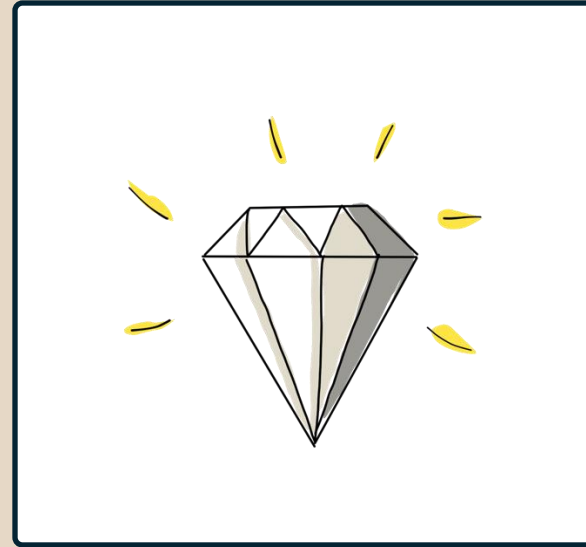
Questions?



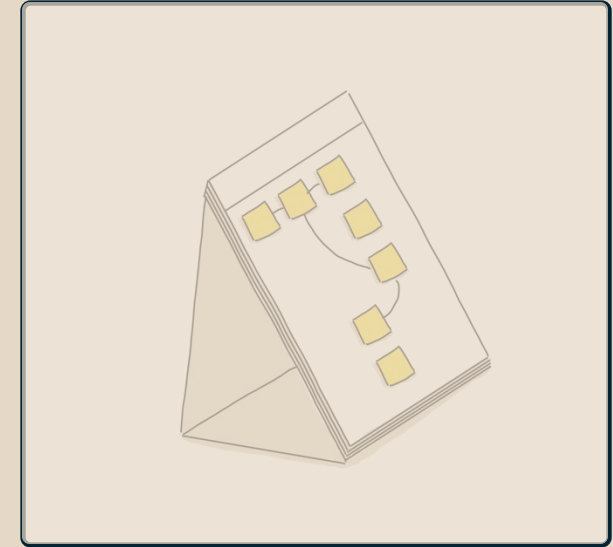
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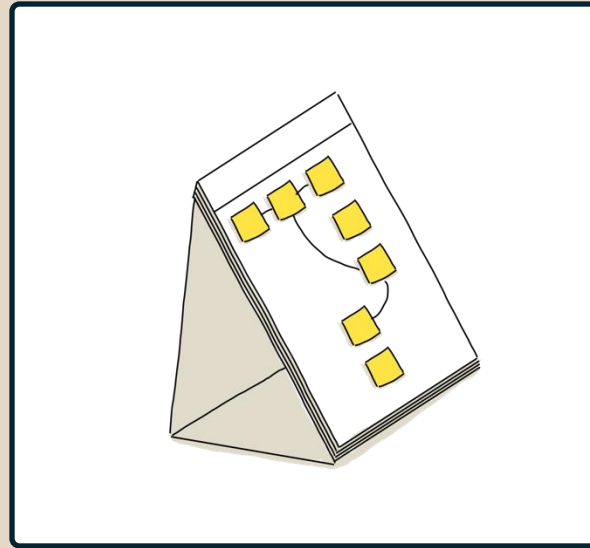
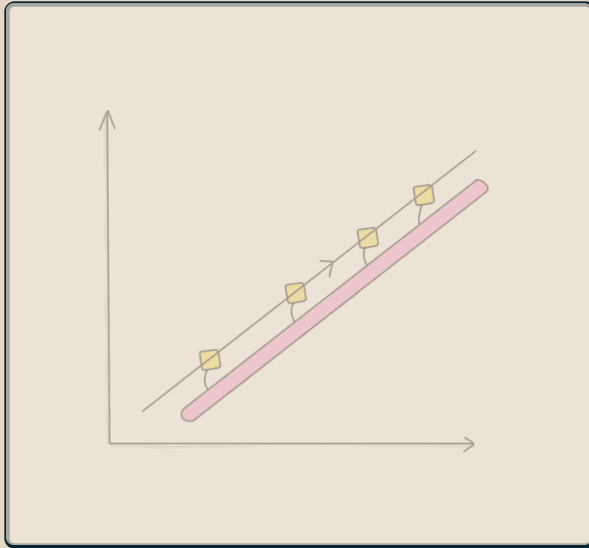
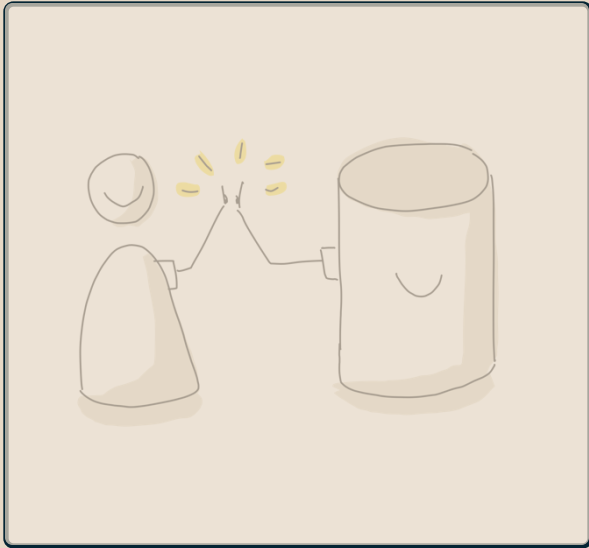
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After the Break



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