

# DATA STRATEGIE



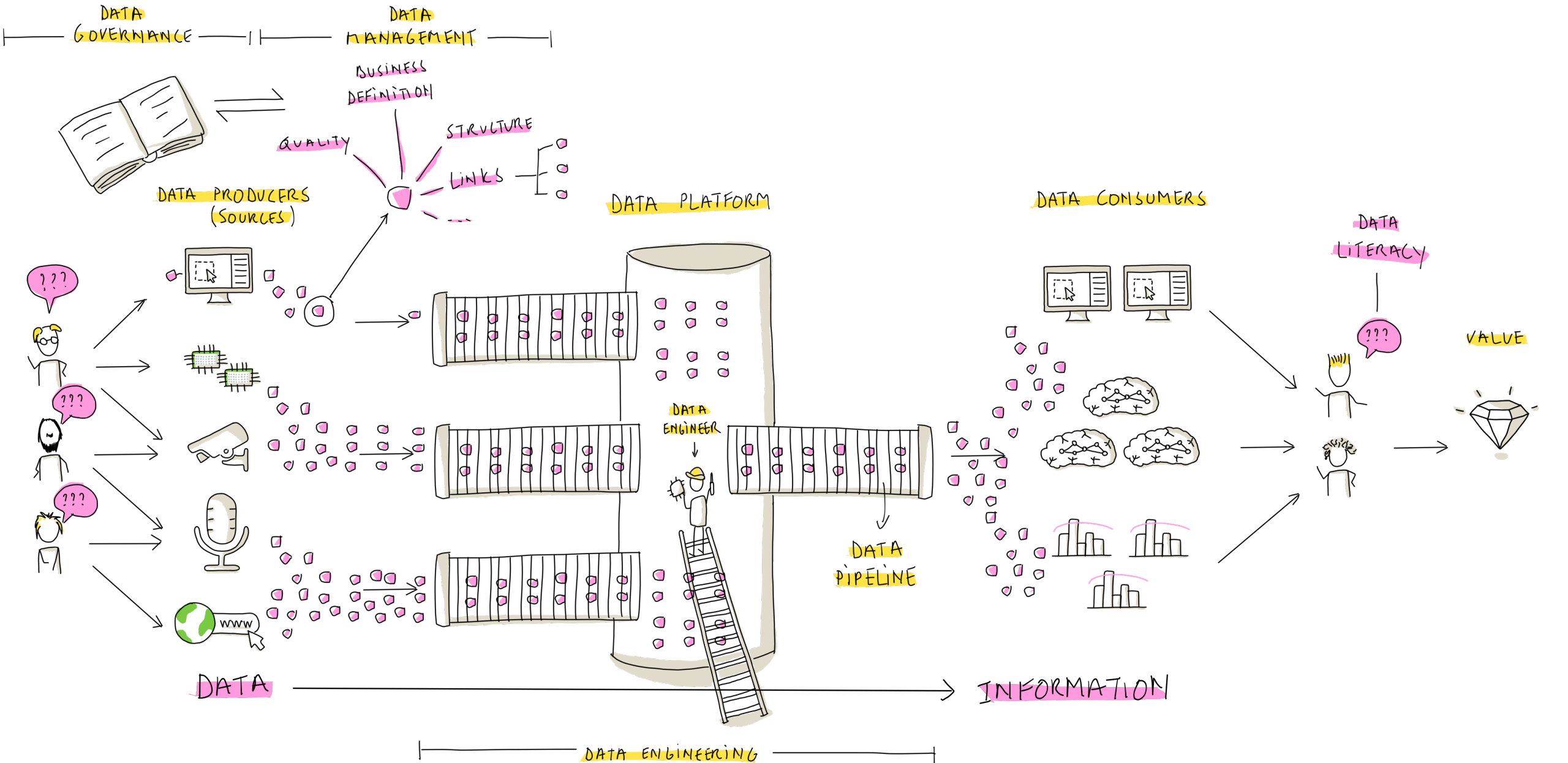
Jan Meskens  
11 – 2024



8.

DATA GOVERNANCE

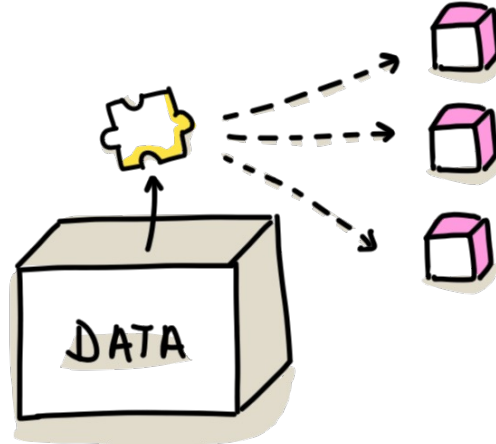




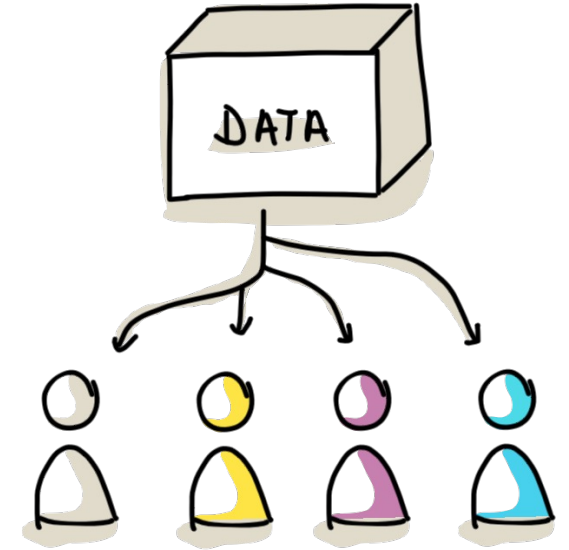
### #1 One Common Data Language



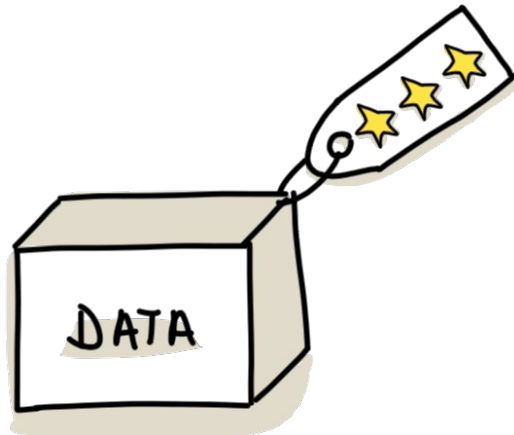
### #2 Improved Data Reusability



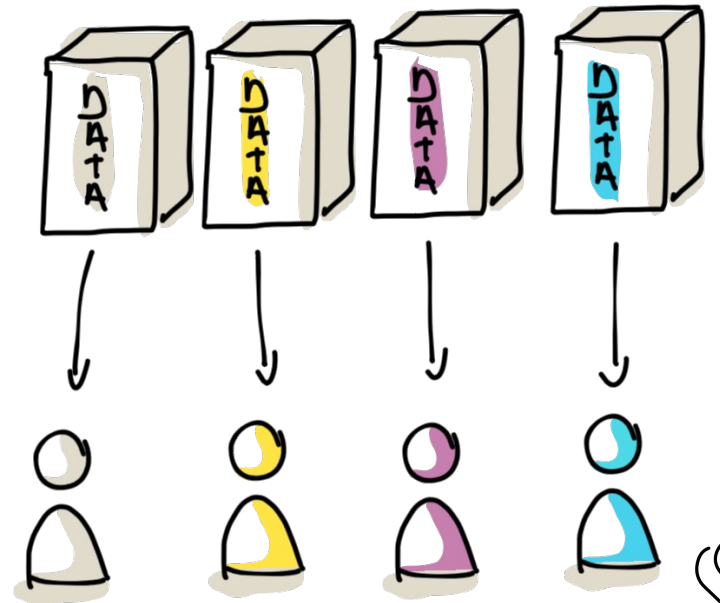
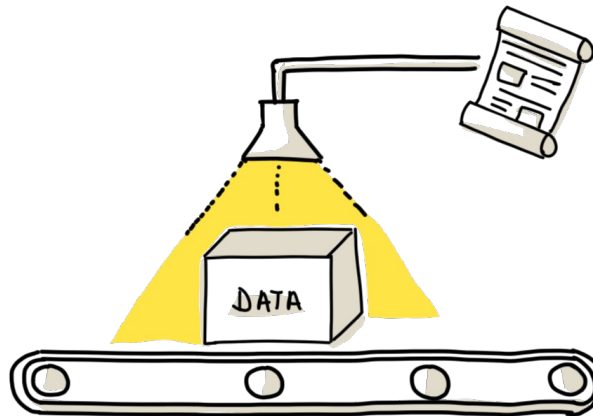
### #3 Single Source of Truth



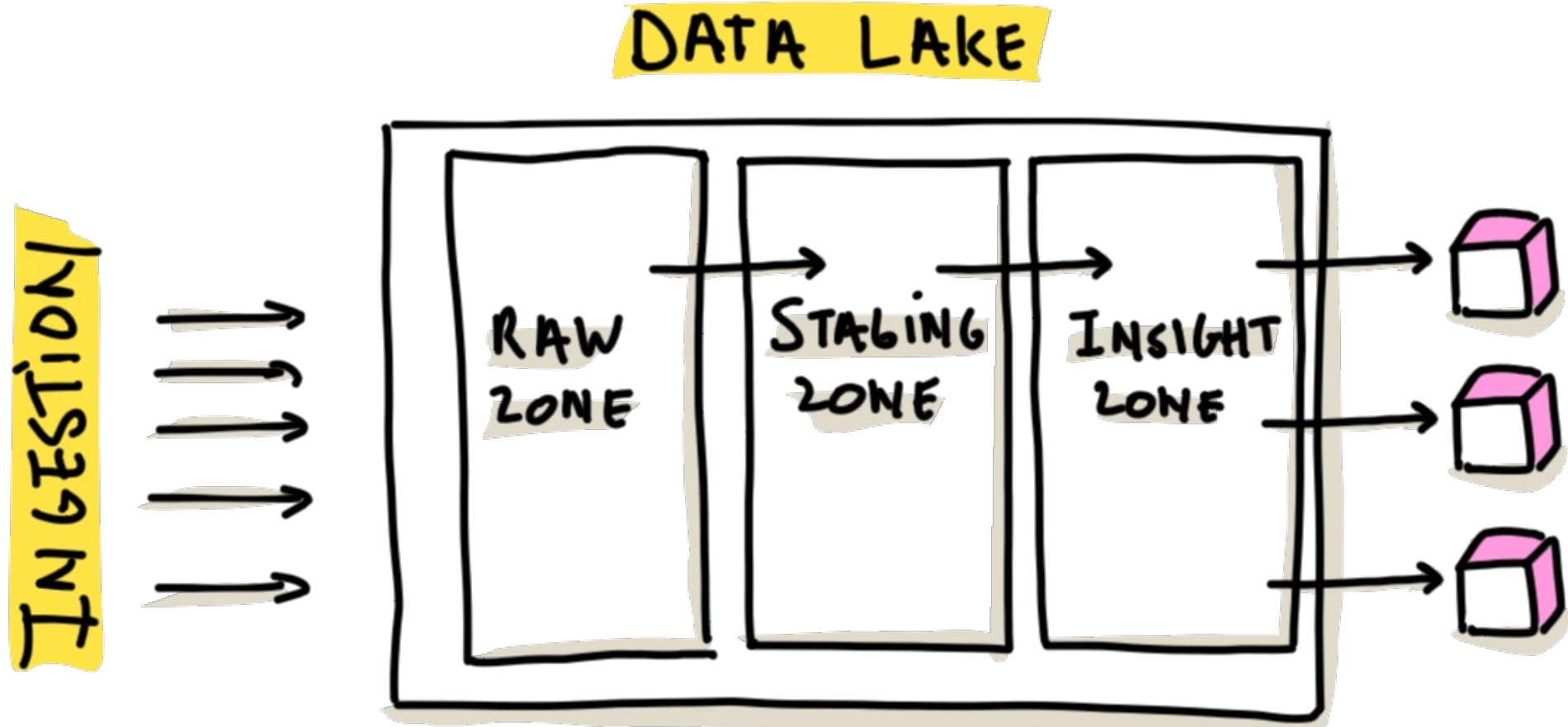
### #4 Increased Confidence in Data



### #5 Better Data Management Mechanisms



# Example Data Policy



# Example Data Policy

	RAW ZONE	STAGING ZONE	INSIGHT ZONE
TYPES OF DATA	<ul style="list-style-type: none"><li>• Any kind of data including unstructured data</li><li>• Examples: videos, tekst files, .csv files, ...</li></ul>	<ul style="list-style-type: none"><li>• Known and structured data</li><li>• Data from multiple sources is likely to be joined here</li><li>• Data engineers prep and cleanse data</li></ul>	<ul style="list-style-type: none"><li>• Known, enriched, integrated and cleaned data</li><li>• Privacy controles like removing personal data</li></ul>
ACCESS	<ul style="list-style-type: none"><li>• Very restricted access</li><li>• Likely a handful of people or just an admin</li></ul>	<ul style="list-style-type: none"><li>• More access</li><li>• Mostly data engineers</li></ul>	<ul style="list-style-type: none"><li>• Highest level of access</li><li>• Most if not all data analysts/scientists</li></ul>



# Example Data Policy

Raw zone	Staging zone	Insight zone
<b>Plain text customer name</b>	<b>Hashed customer name</b>	<b>Redacted customer name</b>
Anderson, Dan	Anderson, #####	*****
Buchanan, Cynthia	Buchanan, #####	*****
Drexel, Frieda	Drexel, #####	*****
Harris, Javiar	Harris, #####	*****

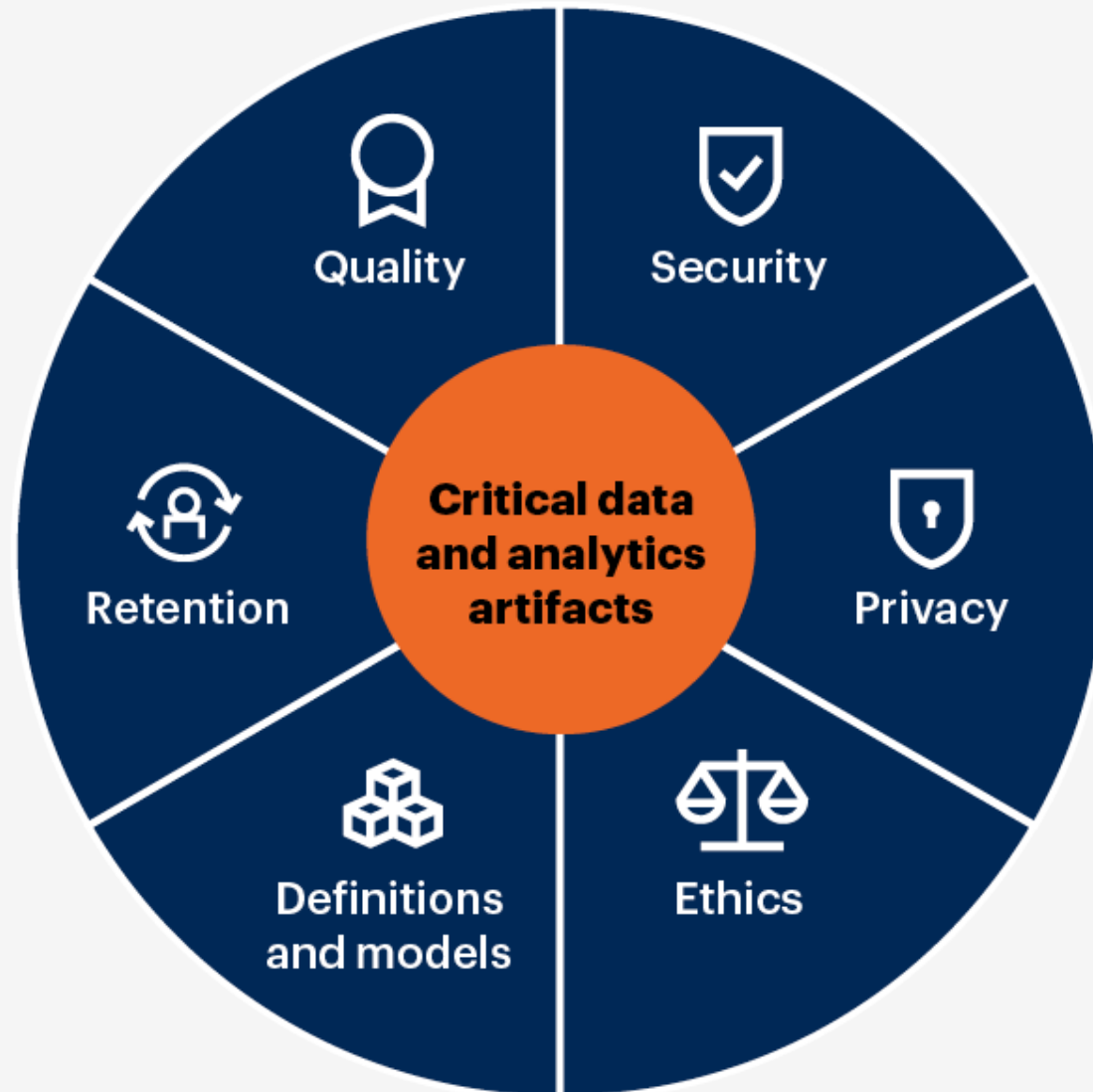
**Plain text** = raw data

**Hashed** = Fixed length string of letters / numbers

**Redacted** = obscured information that's personally identifiable, confidential or sensitive.



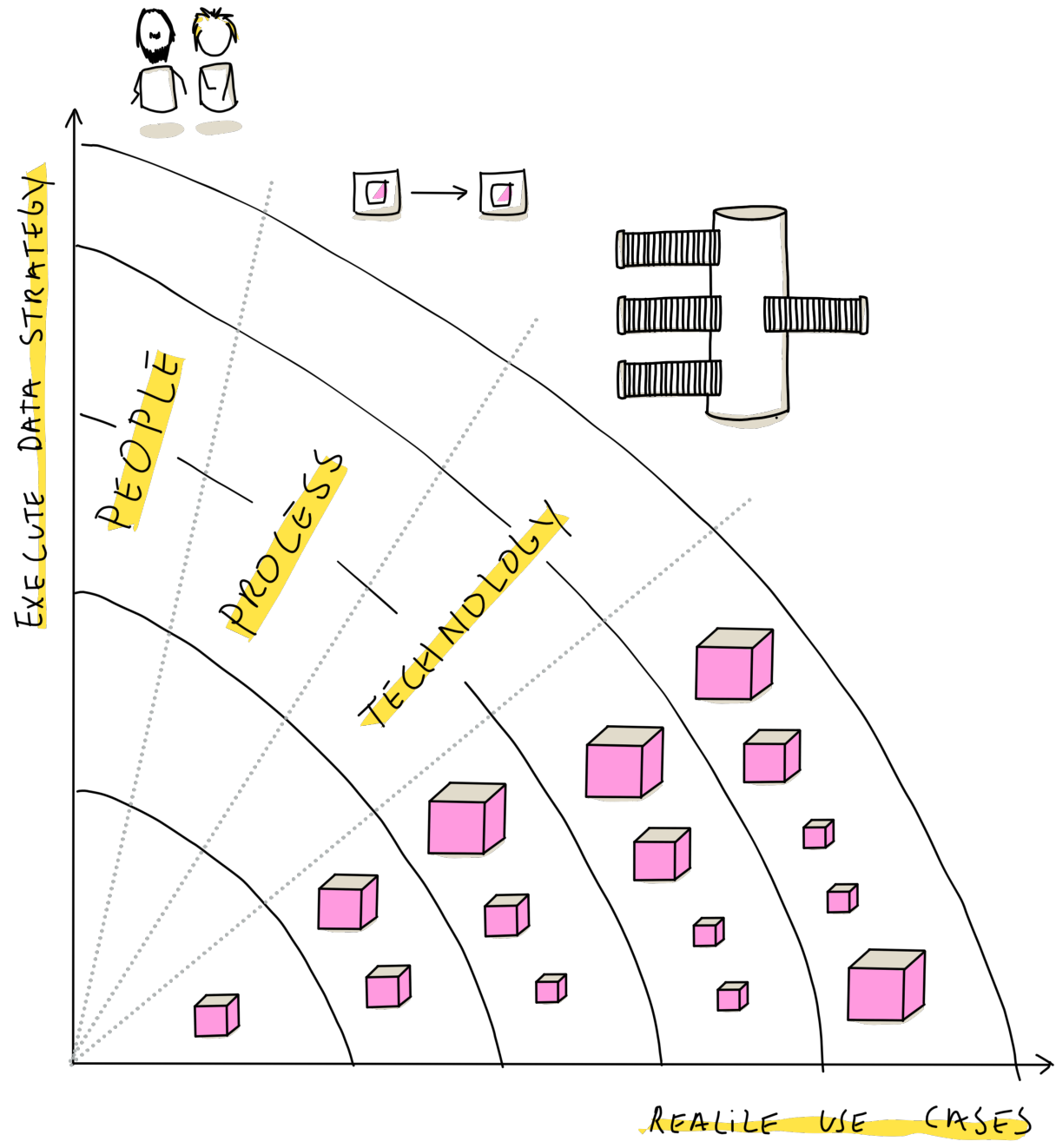
# The Full Range of D&A Governance Policies



9.

ROADMAP





# ROADMAP

VALUE DELIVERY	UC 1	UC 2	UC 3	...
IMPACTED DOMAINS				
ROLLING OUT DATA STRATEGY	PEOPLE & ORGANIZATION ACTIONS			
	PROCESS ACTIONS			
	TECHNOLOGY ACTIONS			
UC DELIVERY ACTIONS				




# ROADMAP

VALUE DELIVERY	UC 1	UC 2	UC 3	...
IMPACTED DOMAINS	Impact of your UC			
PEOPLE & ORGANIZATION ACTIONS				
PROCESS ACTIONS	All actions to roll out your data strategy. Directly applied to the UC			
TECHNOLOGY ACTIONS				
UC DELIVERY ACTIONS	Operational work			

ROLLING OUT DATA STRATEGY



# ROADMAP

VALUE DELIVERY		UC 1	UC 2	UC 3	...
IMPACTED DOMAINS		Impact of your UC			
ROLLING OUT DATA STRATEGY	PEOPLE & ORGANIZATION ACTIONS	<p><b>Preferred approach: ITERATIVE – Every UC is an opportunity to extend and refine your strategy</b></p> 			
	PROCESS ACTIONS				
	TECHNOLOGY ACTIONS				
UC DELIVERY ACTIONS		Operational work			



ROADMAP

UC 1

V 0.1

V 0.2

V 0.3

UC 2

V 0.1

V 0.2

V 0.3

UC 3

V 0.1

V 0.2

...

**DATA STRATEGY  
V 0.1**

*SETTING MILESTONES*

**DATA STRATEGY  
V 0.2**

*SETTING MILESTONES*

**DATA STRATEGY  
V 0.3**

*SETTING MILESTONES*



# ROADMAP

VALUE DELIVERY	UC 1	UC 2	UC 3	...
IMPACTED DOMAINS				
PEOPLE & ORGANIZATION ACTIONS				
PROCESS ACTIONS	Long time to market	Faster	Faster	Faster
TECHNOLOGY ACTIONS				
UC DELIVERY ACTIONS				

ROLLING OUT DATA STRATEGY



## ROADMAP

VALUE DELIVERY	UC 1	UC 2	UC 3	...
IMPACTED DOMAINS	CUSTOMER	CUSTOMER SUPPLY CHAIN	...	
ROLLING OUT DATA STRATEGY	PEOPLE & ORGANIZATION ACTIONS	Create Data Literacy training <b>Train Customer domain</b> Set up cross functional data team	...	
	PROCESS ACTIONS	Define delivery process Define definition approval process Define UC intake process <b>Apply processes to UC1</b>	...	
	TECHNOLOGY ACTIONS	Define & set up basic platform architecture Ingest customer systems Build data product v0.1 transformations	... Deploy data catalog	
	UC DELIVERY ACTIONS	Analyze data product needs Define the UC roadmap (versions) Define the stakeholder map Discuss definitions	...	



# EXERCISE

- What are the logical first steps in your data strategy execution?
- How do these steps facilitate UC creation?
- What is a logical UC version plan?

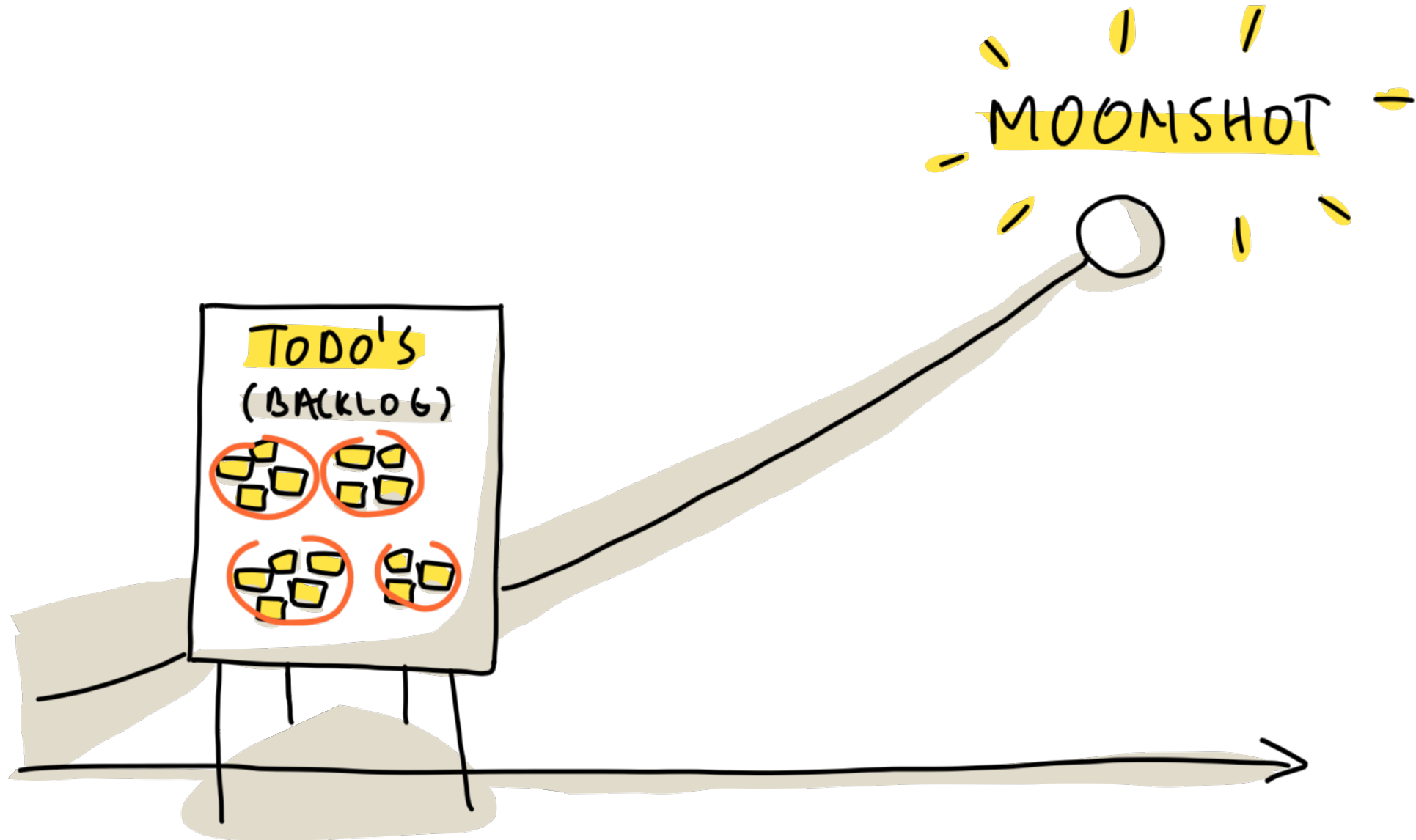


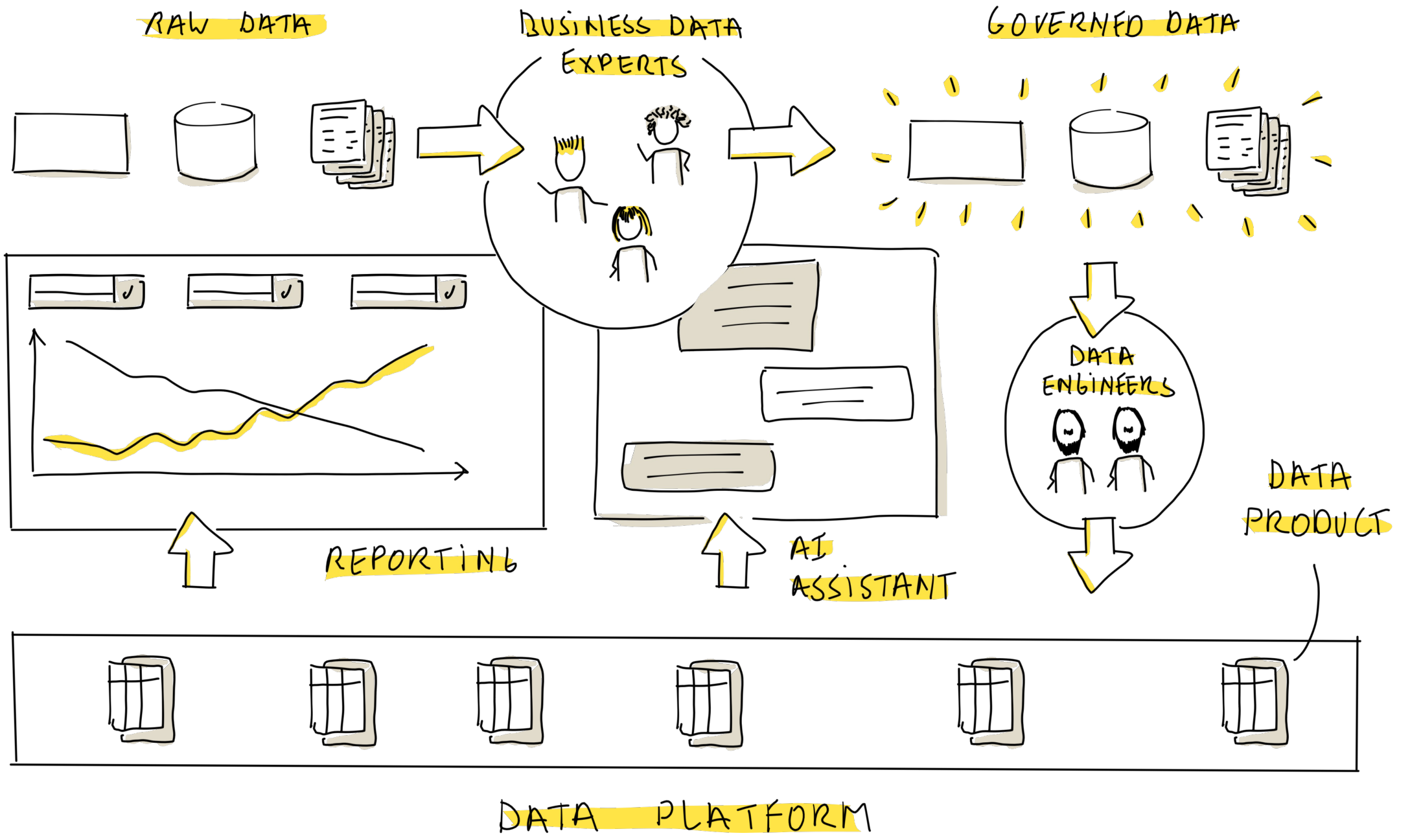
# 10.

## STORY & COMMUNICATION



# Make it Sellable

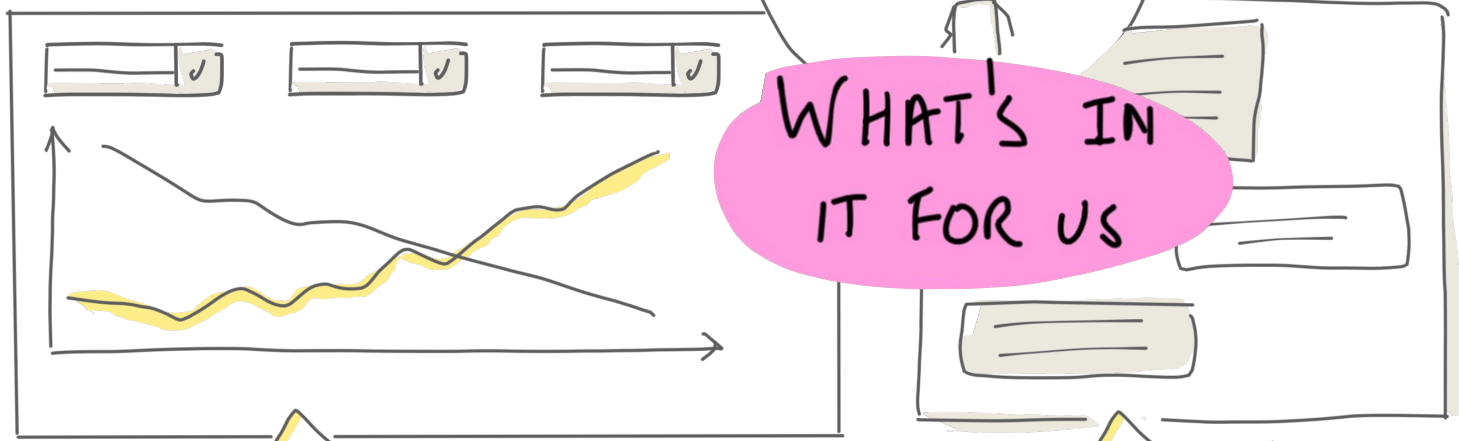
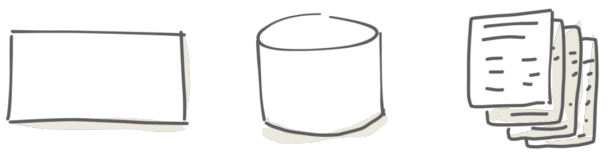




RAW DATA

BUSINESS DATA

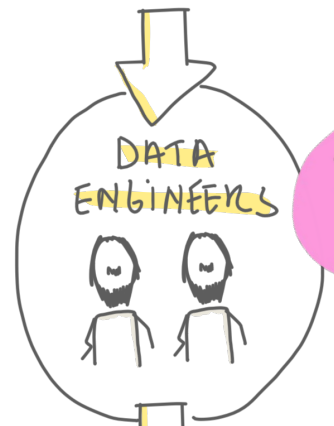
GOVERNED DATA



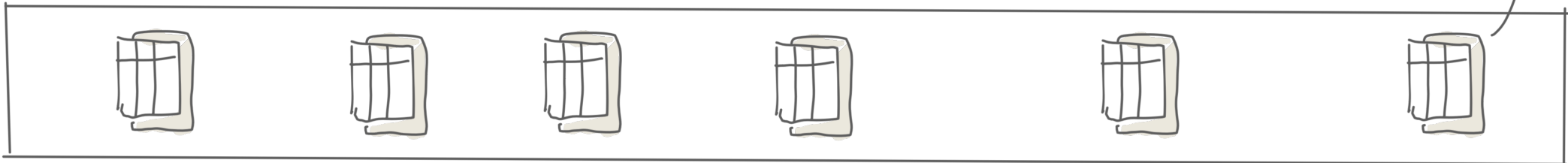
REPORTING



AI ASSISTANT

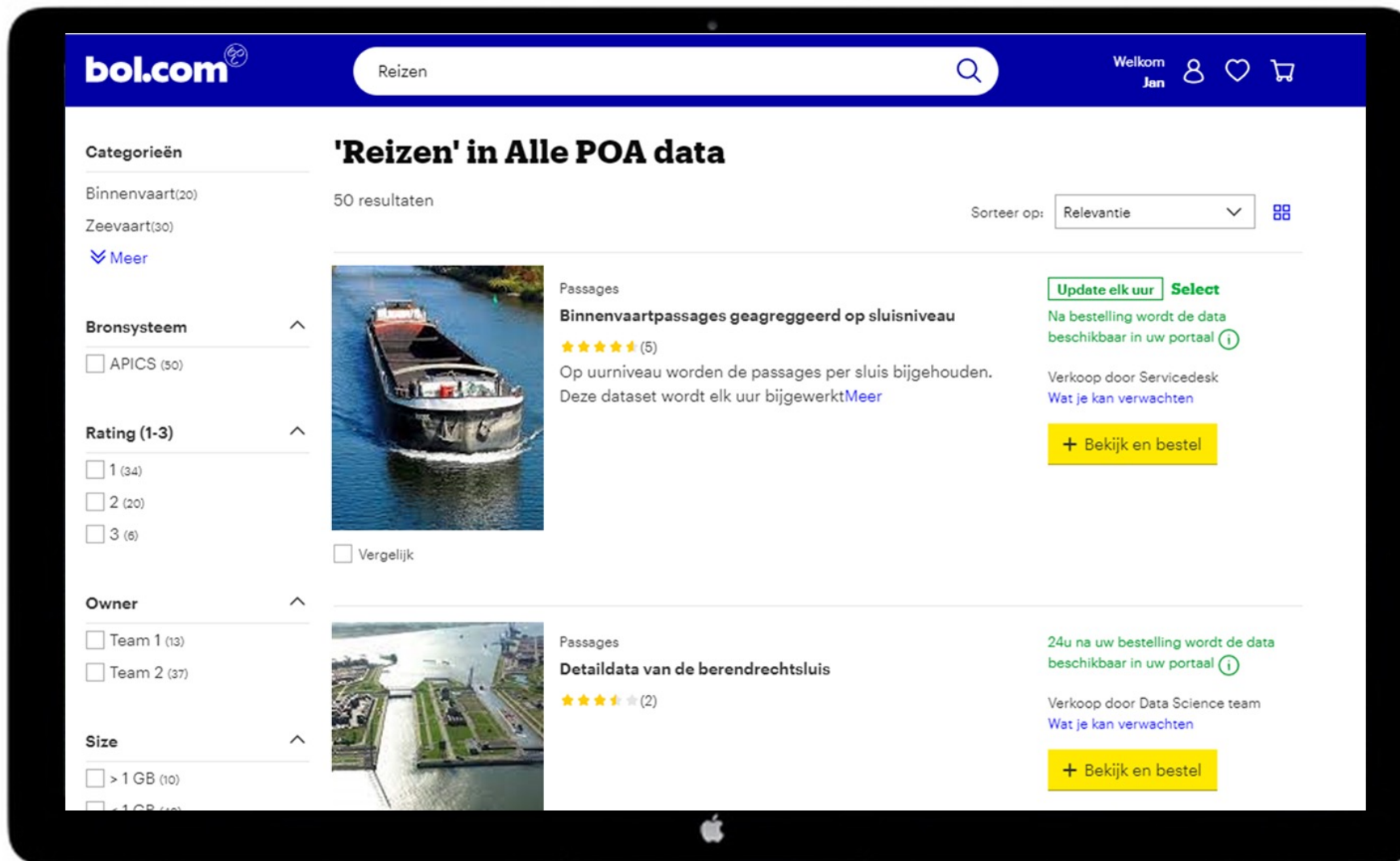


DATA PRODUCT



DATA PLATFORM





**Ambitie:**

Het dataplatform wordt **POA's Bol.Com shop voor data!**

## OUR DATA MISSION

We will...

...define centrally governed **data handling standards**

...introduce cross-functional **MDM**, based on a **single source of truth**

...ensure good **Data Quality** through measurement and improvement initiatives

...work with **business people** to turn data into information

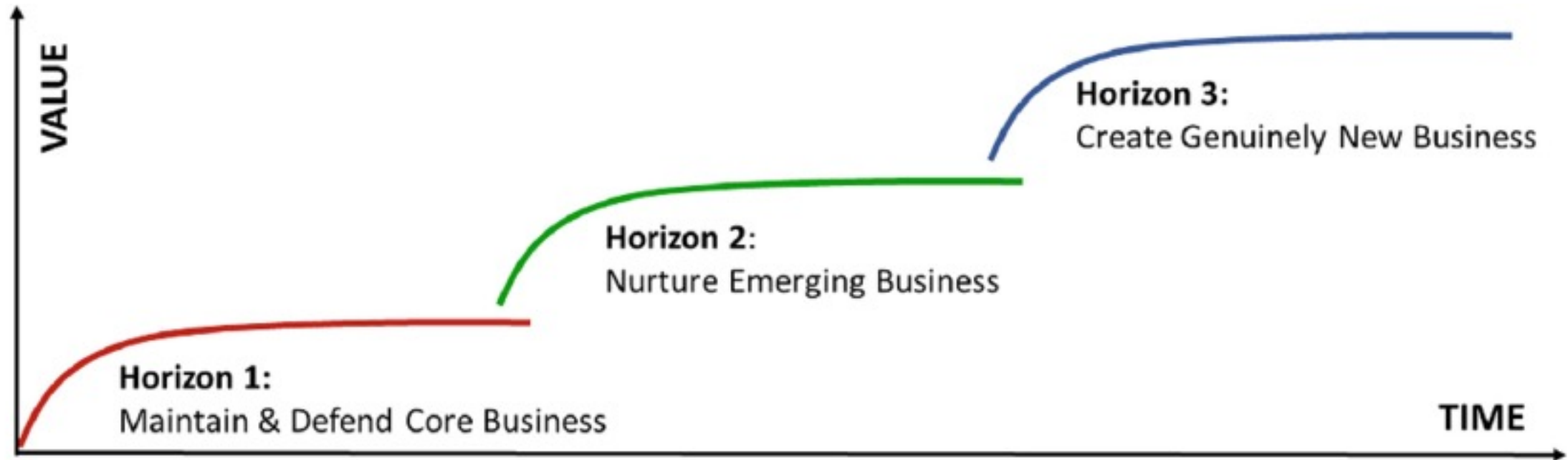
...have all of this supported by the right **toolset**

...implement adequate **ethical standards** in dealing with data

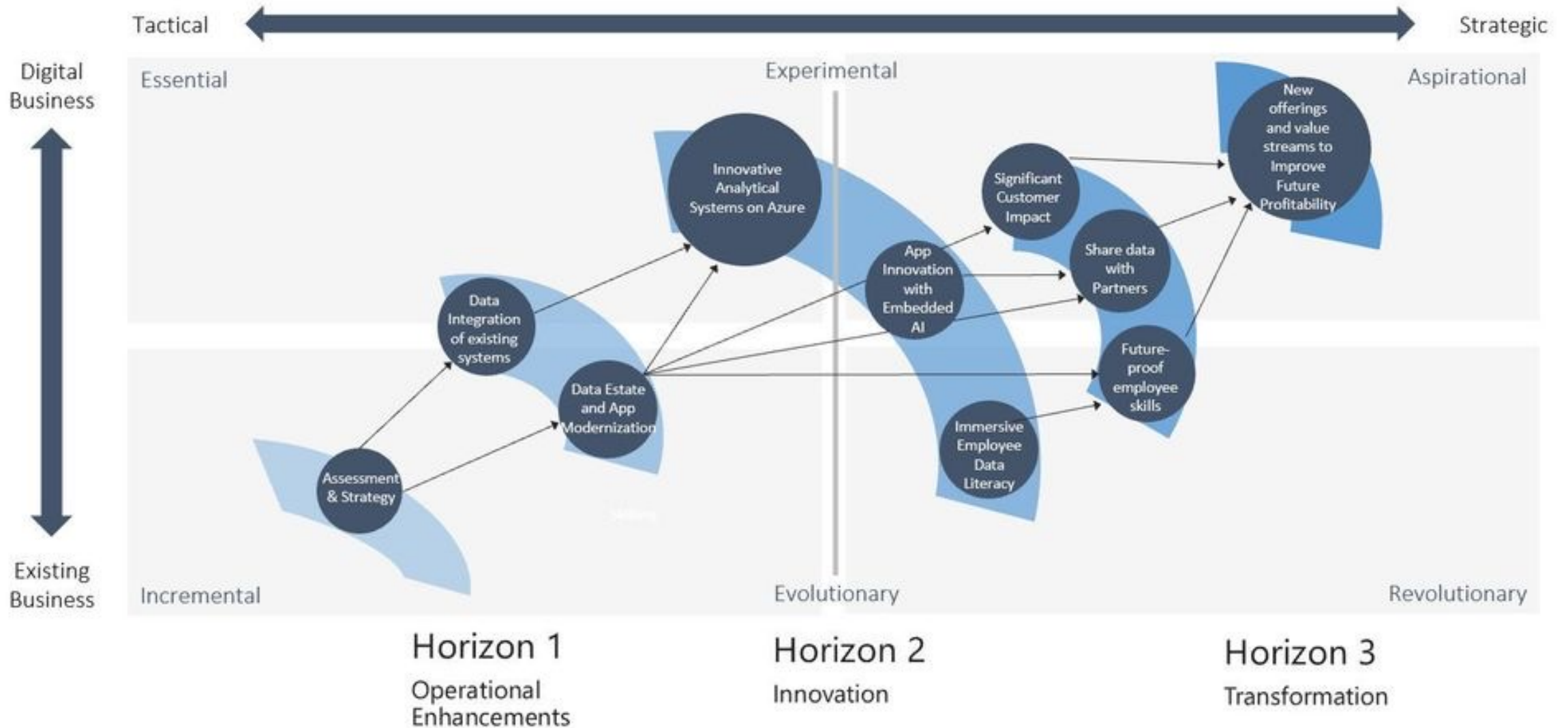
...**train** and **connect** all entities in data matters



# Three Horizons Framework



# Horizons of Transformation with Azure Data & AI



Creating a resilient data landscape, supported  
and embraced by all employees,  
to meet evolving business goals

**Data Driven  
Mindset**

**Usable Data**

**One-Stop Data  
Shop**

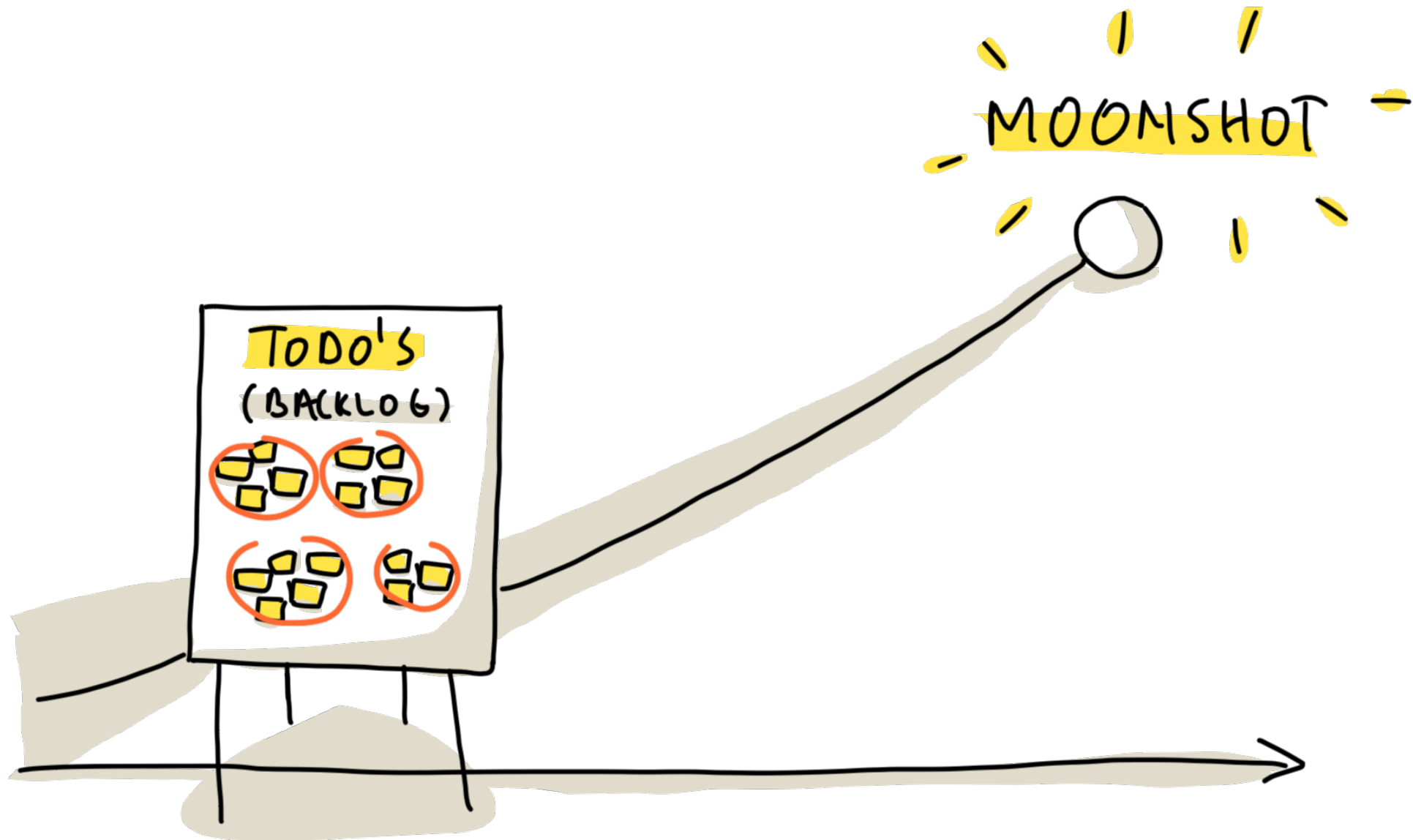
**Agile Delivery**

**Meta-Data Management**

**Transversal Organization**



# EXERCISE: CAN YOU TRY TO MAKE A "MOONSHOT"?

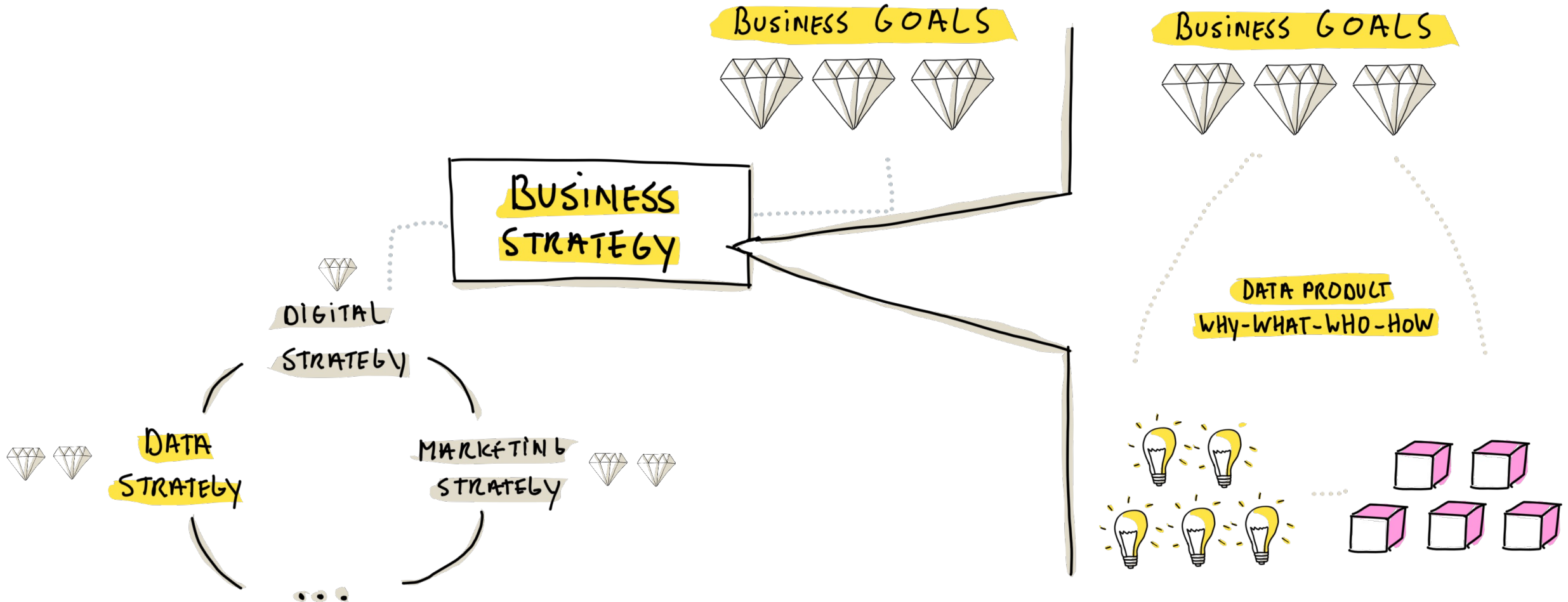


11.

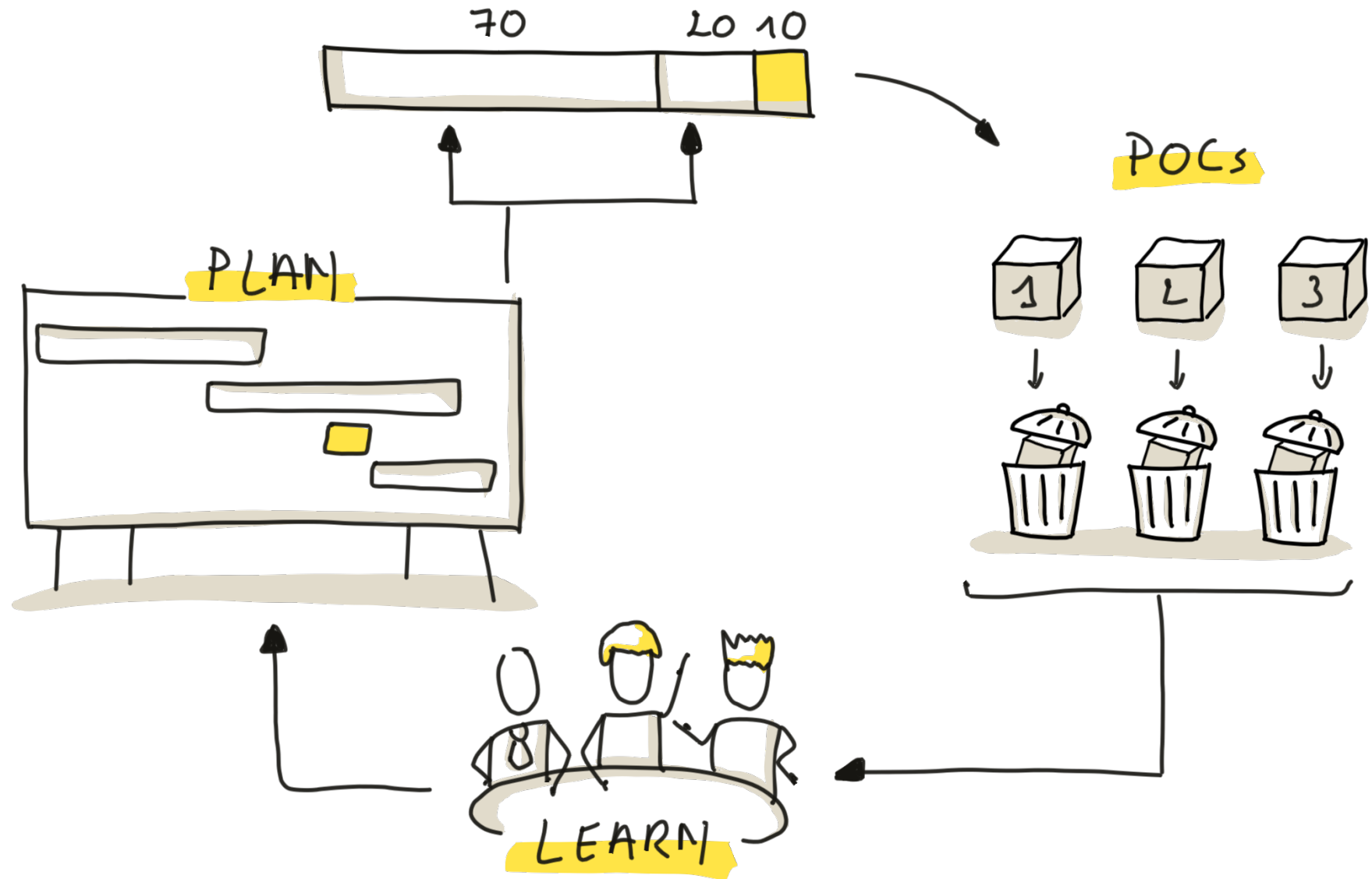
FINAL ADVICE



# Prioritize Pragmatism over Bureaucracy



# Create Room for Innovation



# Eat Your Own Dogfood



"LAUNCH A NEW PRODUCT  
WITH 100 CUSTOMERS"



kpi



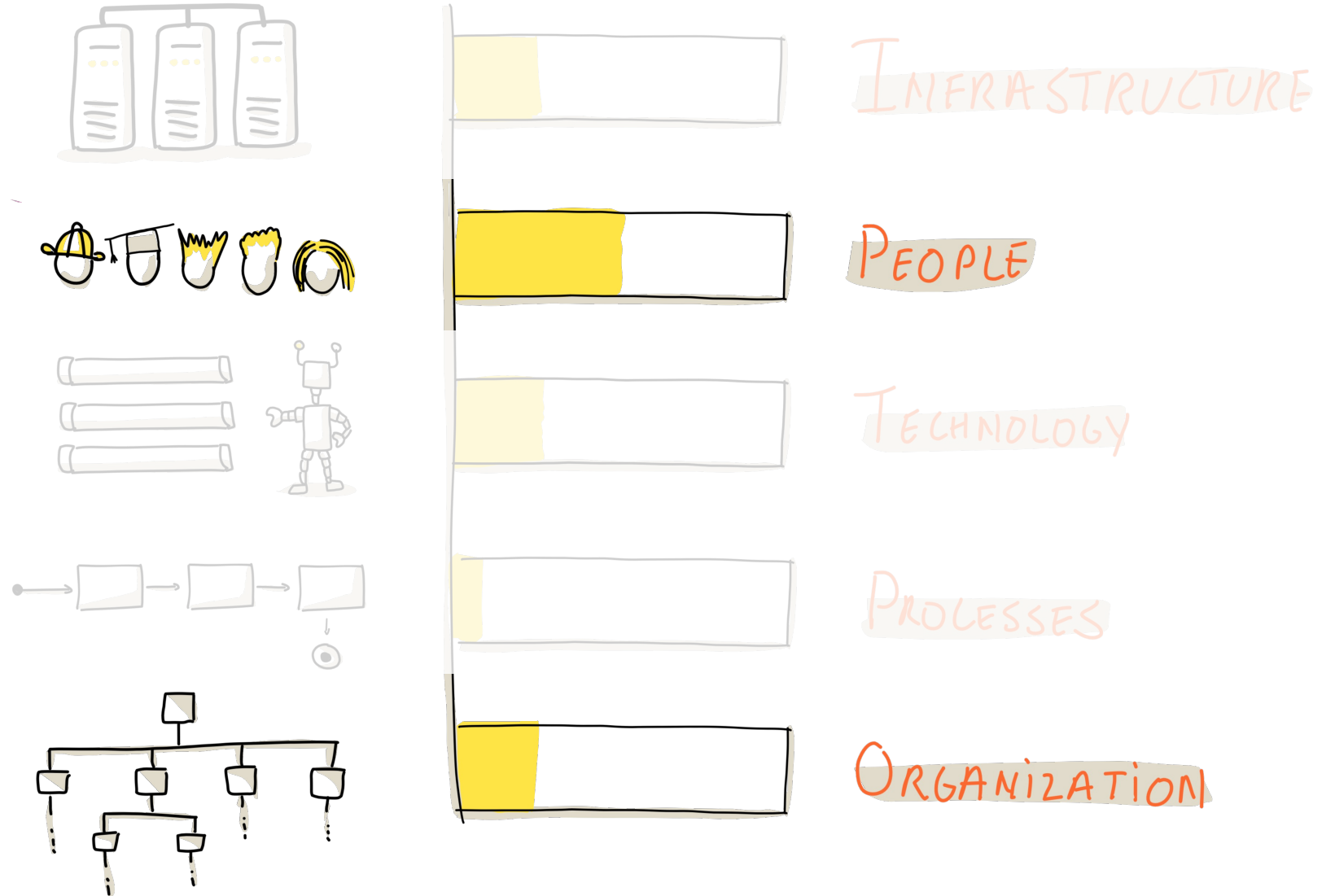
"REDUCE CUSTOMER  
CHURN  $\leq 5\%$ "



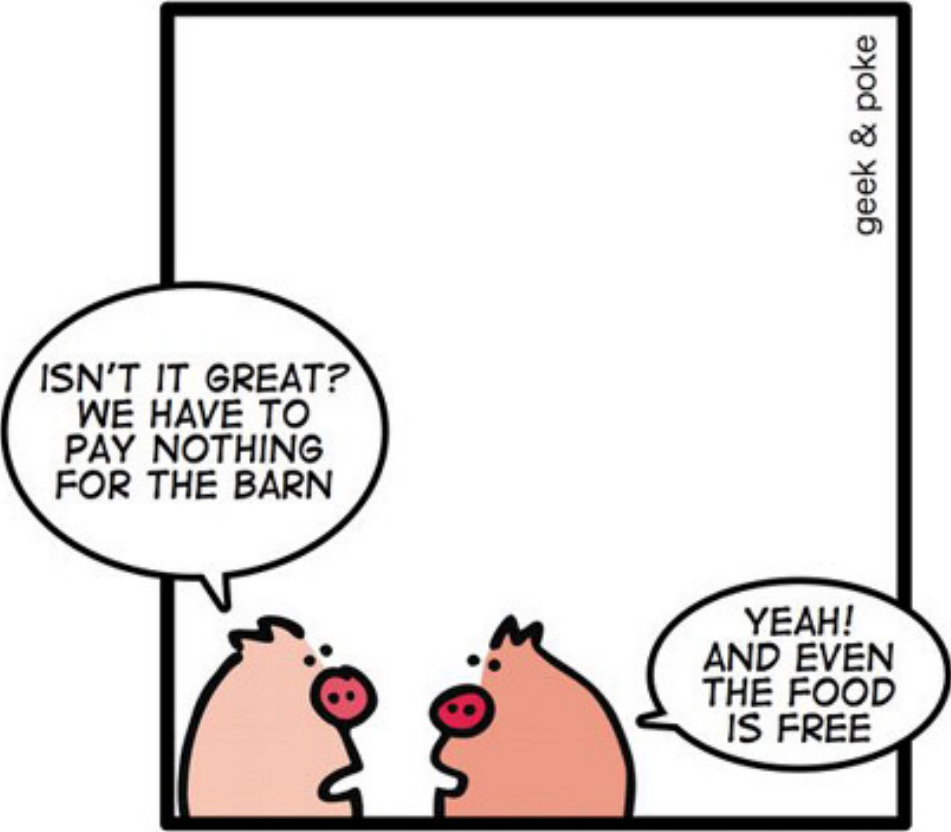
kpi



# Culture eats Strategy for Breakfast



# Be Sceptical about Data Maturity Models



*PIGS TALKING ABOUT THE "FREE" MODEL*



SEE YOU IN THE  
COACHING SESSION!



# TRAINING OVERVIEW

① **INTAKE**  
1-2-1  
SESSION

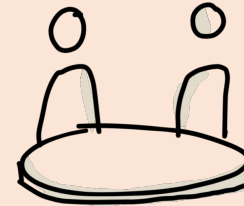


② **1,5 DAY**  
CLASSICAL  
SESSIONS

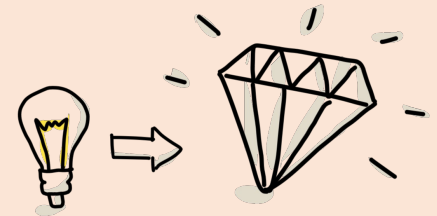


③

**COACHING**



**VALUE**



# Evaluatie

