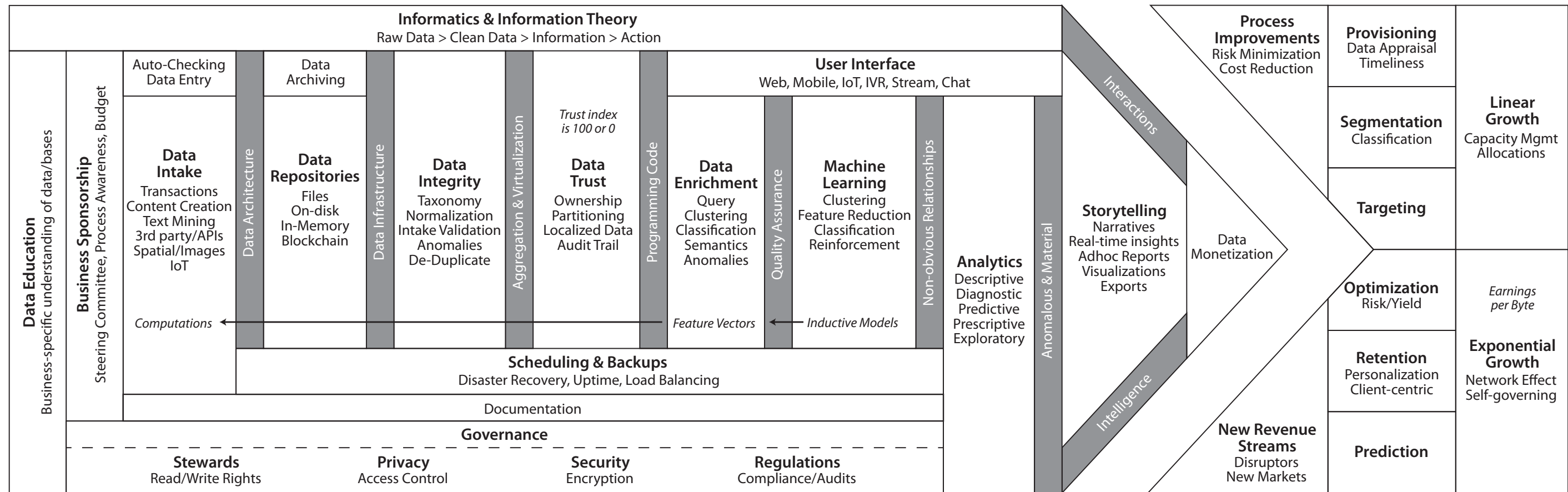


DATA VALUE CHAIN



Data Education

Business is betting company on data and needs to understand how things work under the hood -- which will lead to better IT/Business interactions.

Business Sponsorship

Data architects, developers and administrators need a single-point-of-contact (business owner) for every project, instead of working for the overall business entity.

Informatics

Data should be thought of in terms of "engineering" where one size does not fit all, but there are shared best practices.

Governance

Data secure? Who can change data? Who should have access to what data? Are we in compliance with governments/regulators?

Documentation

Restrictive models lock out innovation, vendors can lock out feature growth and flexibility, and enrichment needs in-line versus stand-alone documentation.

Scheduling/Backups

Which data is must-have versus nice-to-have and if disaster strikes, how long will it take data to come back online.

Data Intake

Each dataset needs a business leader who can sponsor the data and support decisions about the intake process.

Data Repositories

Do not centralize data as it disincent content creators to be stakeholders. Create a timely process to delete stale data and one-off table creates.

Data Integrity

Skewed numbers create bad outputs. Label variations means missing data in final outputs. This is the #1 spot where the entire value chain fails.

Data Trust

Each user only needs a select set of databases and will want to incorporate private data (local drives) into the overall analysis.

Data Enrichment

This is a major breakdown in Business/IT relationship. Both sides need to meet on 50 yard line to better prepare data for rest of value chain.

Machine Learning

This is the only area of the chain that can work from right to left, becoming new intakes. Business users need a way to understand/audit ML outputs.

Analytics

If any part of the value chain breaks, analytics break and cause the business users to throw out the entire value chain as untrustworthy.

User Interface

If left to IT, these will always(!) be too complex. There is an "unconscious bias" that users have the same familiarity/background as IT users.

Storytelling

Business users want narratives and daily "doses" of analysis, so they don't have to go hunting for insights. Push materiality and anomalies without being waiting to be asked for them.