

How to develop a data strategy

Tips and tools

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What is data maturity?

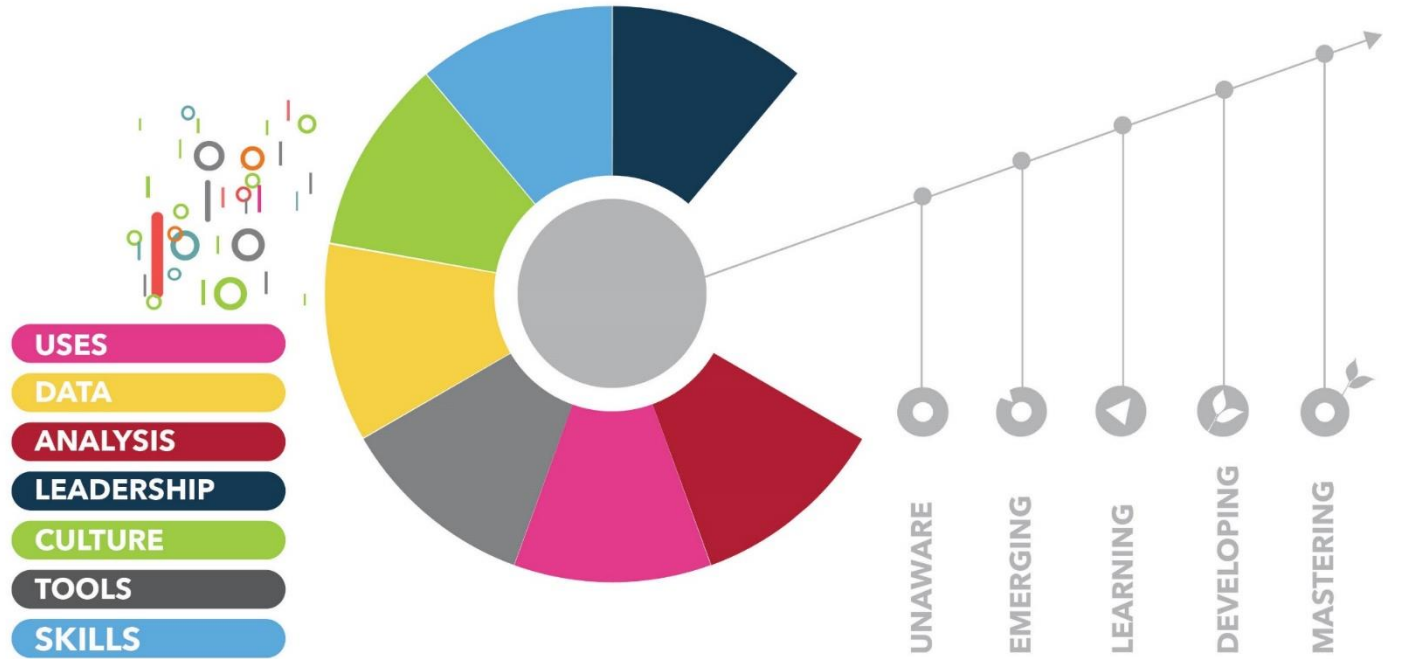
An organisation's journey towards improvement and increased capability in using data



What do we mean by data?



The data maturity framework



7 KEY THEMES

5 STAGE JOURNEY

Data strategy



Photo by [NEOM](#) on [Unsplash](#)

Know where the organisation is now



The seven data maturity themes



USES

- Purposes for collecting and analysing
- Benefits and rewards

DATA

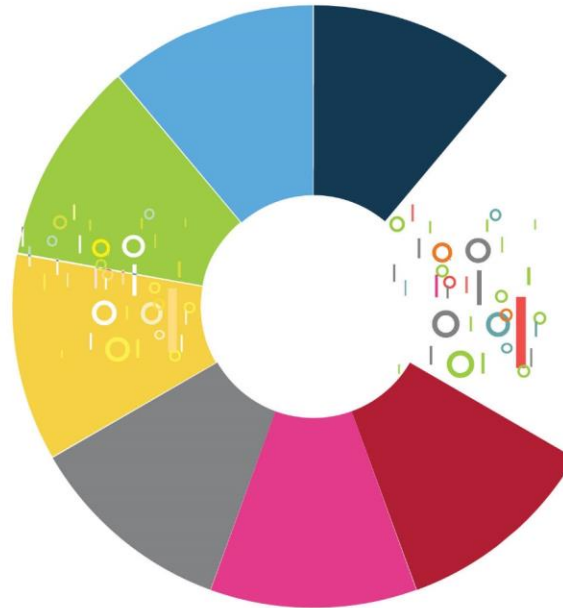
- Collection
- Quality
- Sources
- Assets

ANALYSIS

- Type
- Technique
- Joining
- Presenting

LEADERSHIP

- Attitudes
- Plans
- Capability
- Investment



CULTURE

- Team approach
- Self-questioning
- Openness
- Protection

TOOLS

- Collection
- Storage
- Organising and managing
- Analysis and reporting
- Integration and architecture

SKILLS

- Capacity
- Skills
- Training
- Access to knowledge and expertise

A data maturity assessment



Know where the organisation wants to go



Imagine the future in terms of data



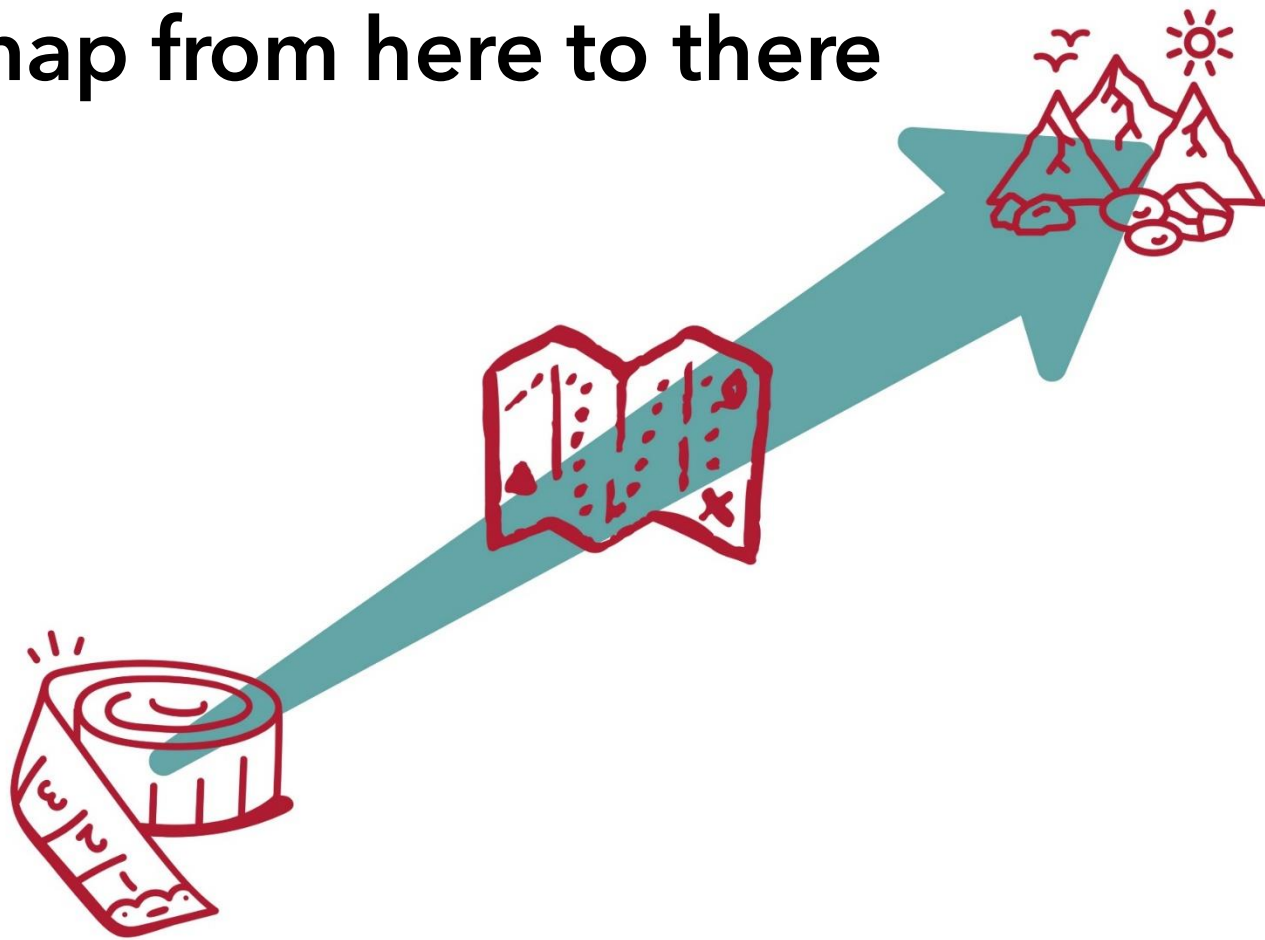
Decide what you will say no to



Don't overplan



The roadmap from here to there



An aerial photograph of Cappadocia, Turkey, during sunrise or sunset. The sky is filled with numerous hot air balloons of various colors and patterns, including stripes and solid colors. The landscape below is a vast valley with unique rock formations, including the famous 'fairy chimneys'. In the foreground, a small town with white buildings and a red-tiled roof is visible. The overall scene is peaceful and scenic.

Exploring where you are now

Exercise:

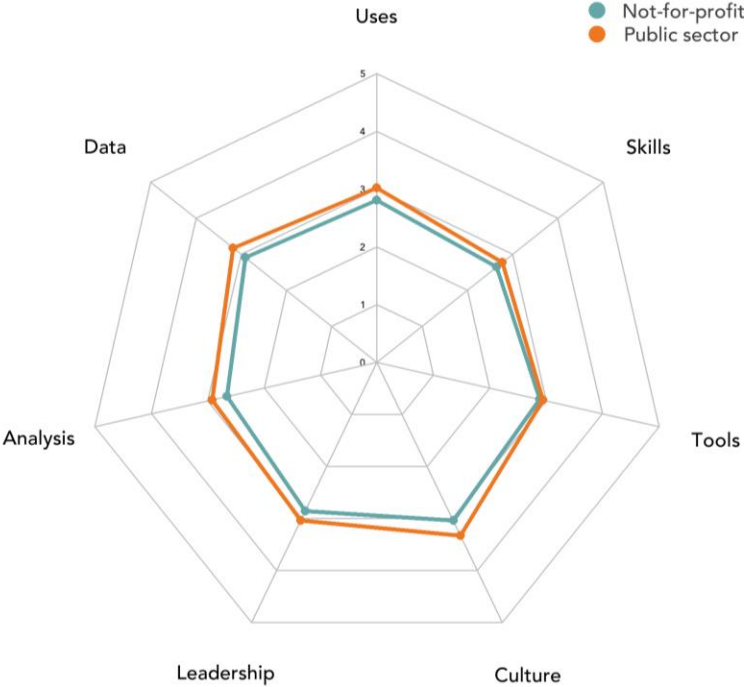
On your own

Plot where you are using the data maturity framework

Together

Take it turns to plot your web on the spider chart!

Sectors and organisations have different strengths and weaknesses



dataorchard.org.uk/data-strategy



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