



How to build, run, and expand your Data Culture

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A man in a blue shirt is pointing his right hand towards a computer monitor in a modern office. A woman with blonde hair is sitting at the desk, looking at the monitor. The desk has a keyboard, a mouse, and a tablet. The background shows a large window with a view of a city.

Every company is a data company

Every organization needs to be data-driven

41%

A horizontal bar chart with a white bar representing 41% of the total length, followed by a thin light blue line extending to the right.

41% greater improvement in
production time to market
compared to data-aware entities.

89%

A horizontal bar chart with a white bar representing 89% of the total length, followed by a thin light blue line extending to the right.

89% improvements to customer
retention and acquisition compared
to data-adopting entities.

45%

A horizontal bar chart with a white bar representing 45% of the total length, followed by a thin light blue line extending to the right.

45% greater improvement in
employee retention compared to
data-aware entities.



92% failing to scale analytics

Source: McKinsey Analytics, 2018

A photograph of a modern glass skyscraper at dusk. The building's facade is composed of large glass panels and light-colored concrete or metal panels. The interior lights are on, and the sky is a deep blue. On one of the upper floors, the letters 'D', a red heart symbol, 'T', and 'A' are visible through the glass, suggesting a 'Data Culture' theme.

D ❤️ T A

The answer lies in building a Data Culture



72% of survey participants reported that they have yet to forge a Data Culture.



53% stated that they are not yet treating data as a business asset.



52% admit that they are not competing on data and analytics.



Fosters
Trust



Develops
Talent



Seeks
Commitment



Supports
Sharing



Changes
Mindset



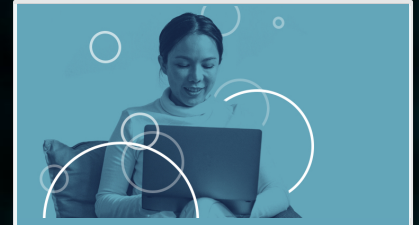
Align
leadership
metrics to
business
opportunities



Build data
sources to
address critical
decision points



Grow
value with
specific use
cases



Promote
widespread
data discovery





1

Align leadership metrics to
business opportunities

Abercrombie & Fitch



Address critical decision points

Building

- Create a data leadership committee
- Assess and prioritize the highest-value business problems
- Define a set of key guiding metrics

Running

- Develop data to support guiding metrics
- Analyze metrics against historical performance
- Track metrics on a regular cadence

Expanding

- Redeploy and focus data resources
- Assign executive sponsors to monitor metrics
- Expand visibility into metrics

2

Build data sources
to address critical
decision points





Address critical decision points

Building

- Identify a few key business processes
- Recruit a tiger team
- Audit data use at the project level,

Running

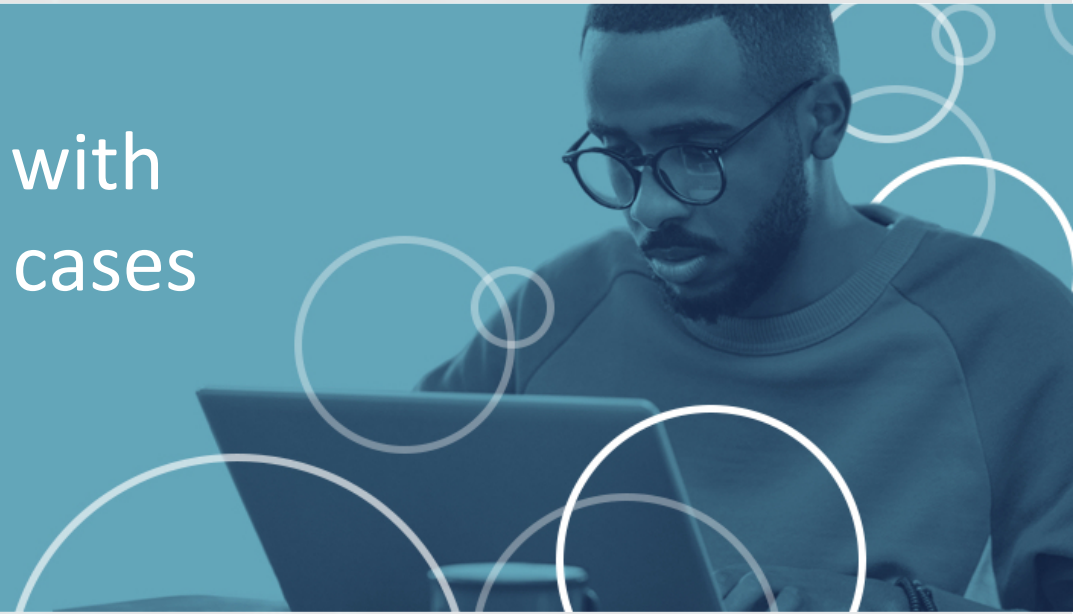
- Identify or build a few key data sources
- Prioritize and execute experiments
- Identify drivers of better performance

Expanding

- Measure the ROI of business improvements
- Share your successes and learnings
- Document learnings and opportunities for new data

3

Grow value with
specific use cases





Grow value with specific use cases

Building

- Identify subject matter experts in each department
- Identify use cases where teams could benefit
- Outline requirements for data assets

Running

- Create purpose-built data assets
- Bring data assets into important meetings
- Launch programmatic efforts and assign champions

Expanding

- Incorporate data assets into employees' existing workflows
- Search for and incorporate new data
- Support development of data knowledge

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Promote
widespread
data discovery



JPMorganChase

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Promote widespread data discovery

Building

- Prioritize collaboration in department-level goals
- Expand data exploration
- Start innovation and problem-solving initiatives

Running

- Focus on enabling rather than creating content
- Institute community-building programs
- Invest in robust data lineage

Expanding

- Formulate a method and a repository to capture learnings
- Document leading practices for data discovery
- Publicly identify and celebrate data champions

The Data Culture Playbook

A guide to building business resilience with data.

- [Introduction: Measuring the business impact of Data Culture →](#)
- [How to use this playbook →](#)
- [Download the PDF →](#)

- Chapter 1:**
Align leadership metrics to business opportunities

- Chapter 2:**
Build data sources to address critical decision points

- Chapter 3:**
Grow value with specific use cases

- Chapter 4:**
Promote widespread data discovery

Data is no longer just a competitive advantage. It is critical to the health—and often the survival—of an organization. This playbook is intended for executives and data leaders who want to build resilience with data, starting with their workforce. Fostering a Data Culture equips every individual in your organization with the insights they need to tackle your most complex business challenges.

