

Your Organization's Guide to Data Maturity

99% of organizations report investments in data and analytics, yet only 24% claim to be data-driven. *

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Becoming data-driven

Completing a data transformation requires

Infrastructure



Creating a data infrastructure that ensures data is collected, discoverable, reliable, understood, compliant, and actionable throughout the organization.

People



Forging a data culture where everyone understands the value of data and the importance of continuous learning, as well as ensuring that everyone has the skills to work effectively with data.

Tools



The tools data practitioners across all skill levels use, as well as the development of frameworks that enable easier work with data throughout the organization.

Organization



How data talent is organized, and adopting organizational models that promote scalable data science.

Processes



Workflows that data experts and teams adopt to make their work more predictable and collaborative, and to ensure alignment with business objectives.

The Most Important Lever to grow is People

92%

of organizations report that Data Culture is their biggest obstacle to becoming data-driven. *

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“Building a data culture is not just an option, it is business-critical. Literally, 100% of data and analytics investments depend on having a data culture.”

Sudaman Thoppan Mohanchandralal,
Regional Chief Data and Analytics Officer
at Allianz Benelux

Data Maturity is a Spectrum

There are four stages of data maturity an organization goes through. You can think of data maturity as a spectrum, ranging from data reactive to data fluent.

Data Reactive

No one accesses or uses data in their daily work. An organization rarely reports or presents data.

Data Scaling

Very few people in an organization have the skills and access they need to analyze, report, and confident present data insights

Data Progressive

Every team has at least one data practitioner who can analyze, report, and present their data regardless of their role.

Data Fluent

Everyone knows how to access the data they need to do their job and make data-driven decisions (and that doesn't mean everyone needs to code).

Learn More

What is your organization's data maturity? Dive deeper and learn actionable steps you can take to go from one maturity stage to another in our latest white paper.

[Get the White Paper](#) →