

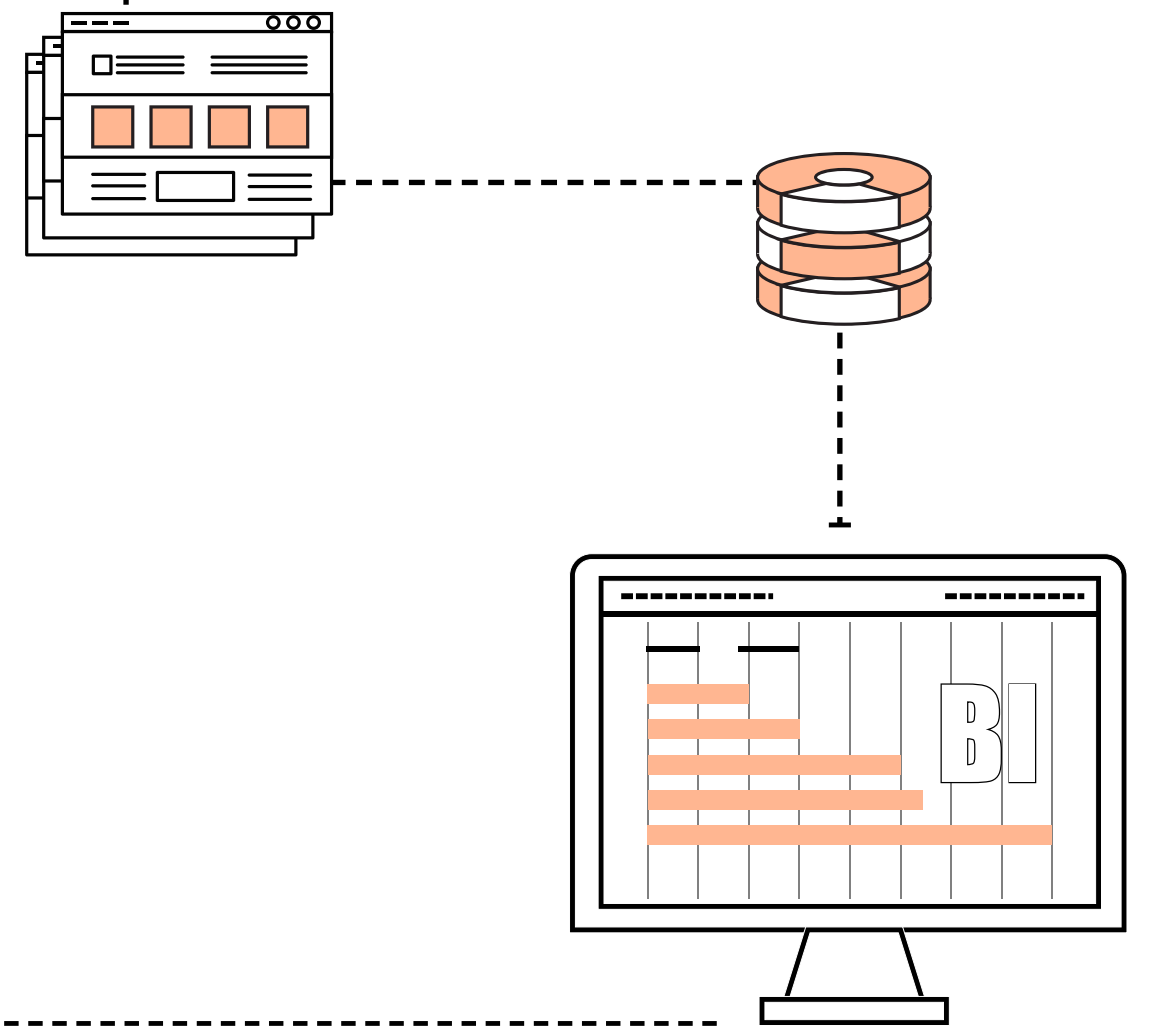


BI, Data & Analytics

Data & Analytics Strategy

Get the Most Out of Your Data <<

- Use data in your business
- Become a DDO – Data Driven Organization
- Make decisions based on the relevant data
- Know your customers - understand what customers think and feel
- Uncover the latest trends relevant to your business
- Deliver smarter services and innovative products
- Be more efficient - Improve internal operations
- Monetize data
- Stay compliant with data protection regulations

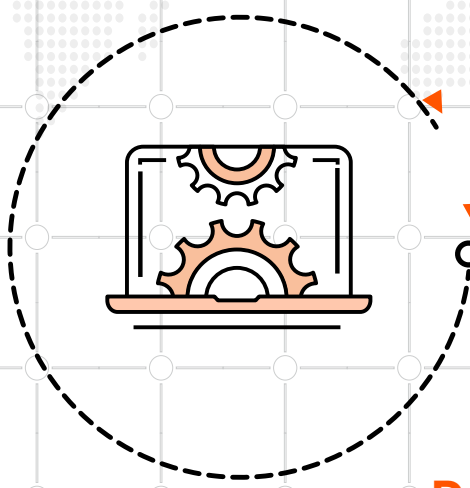


Data & Analytics Strategy <<

Utilising the PwC Data Strategy Framework we typically follow a standard six-stage approach to the development of any data & analytics strategy and in most cases make sure the key foundational elements are included.

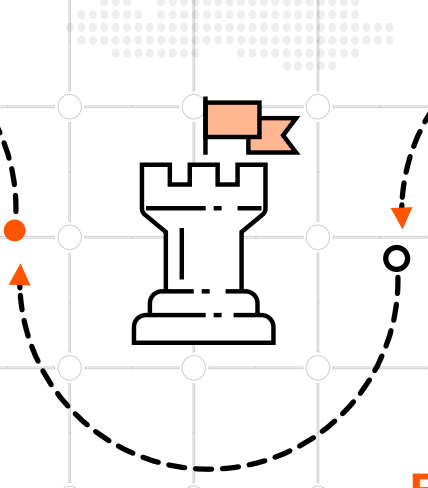
Business priorities

Start with a good understanding of the environment and the business priorities.



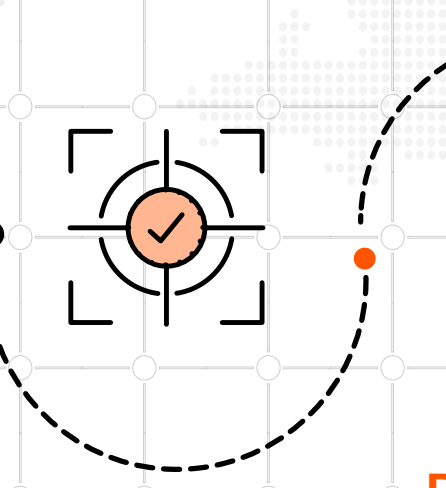
Data Strategy Impact

Compare the current state with the desired state. Set the high level agenda and scope.



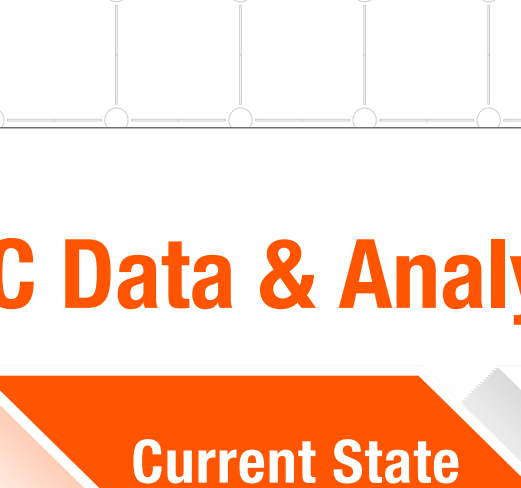
Objectives

List the data strategy objectives and describe how they will change the organisation.



Data Strategy Vision

Set the vision. How will the data strategy support the business priorities? Describe the desired state covering architecture.



Business Case

Present a case for a change. Articulate the benefits, organisational impact and show how the investment in data strategy will pay off. Including use cases for the business

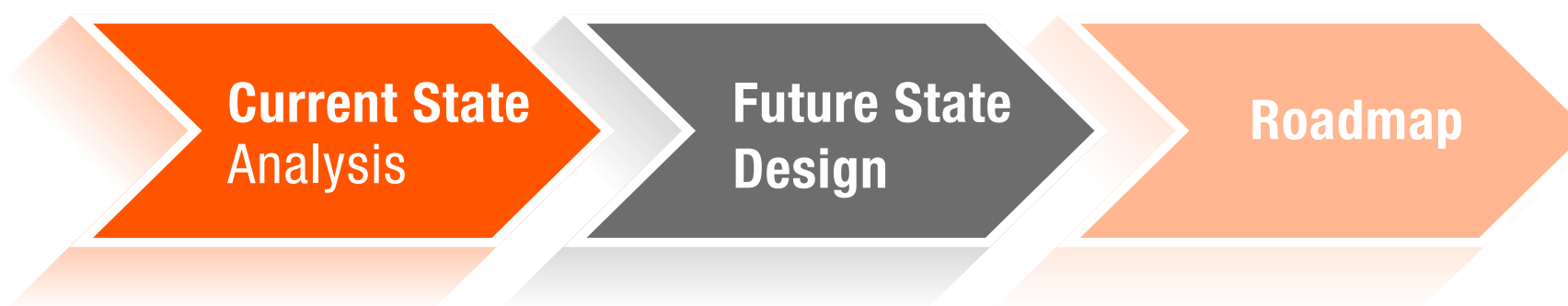


Plan

Lay out a plan for the strategy and the objectives including new operating model. Also consider governance and the measurement approach.



PwC Data & Analytics Strategy – What You Get



PwC Data & Analytics Strategy – 3 Main Components



Data management

encourages all team members to think of data as a business asset, rather than a byproduct of business operations.



Business Strategy

Your data strategy should be aligned and support your overall business strategy



Data architecture

Your data architecture consists of the tools and processes that allow you to work with and analyze data.



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