Enabling the data driven organisation

TFMA 2015

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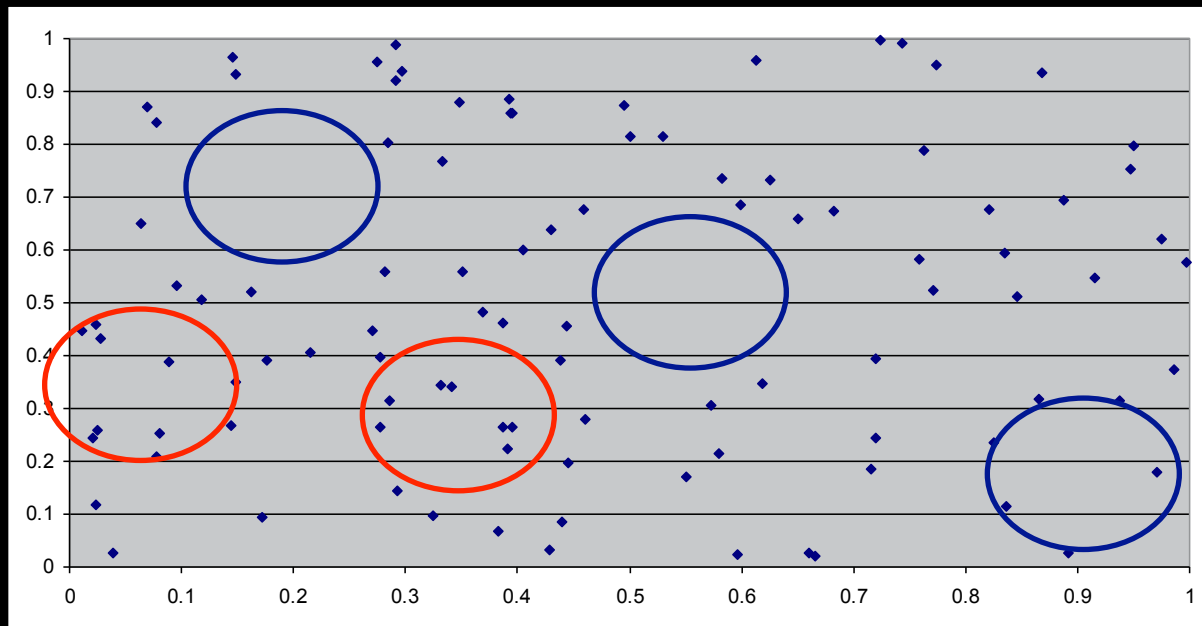Golden Orb

What is a data-driven organisation?

"Where everyone who has to take a decision as part of their job has access to the data and tools to enable them to make the best possible choice"

Impediments to impartial decision making

Clustering illusion

GoldenOrb.
Helping business to profit through technology

Impediments to impartial decision making

Confirmation bias

Impediments to impartial decision making

Groupthink – the Bandwagon effect

Nasdaq Points chart, 1995–2010. Source: Bloomberg

Impediments to impartial decision making

Recency bias

Ratio of house prices to average earnings
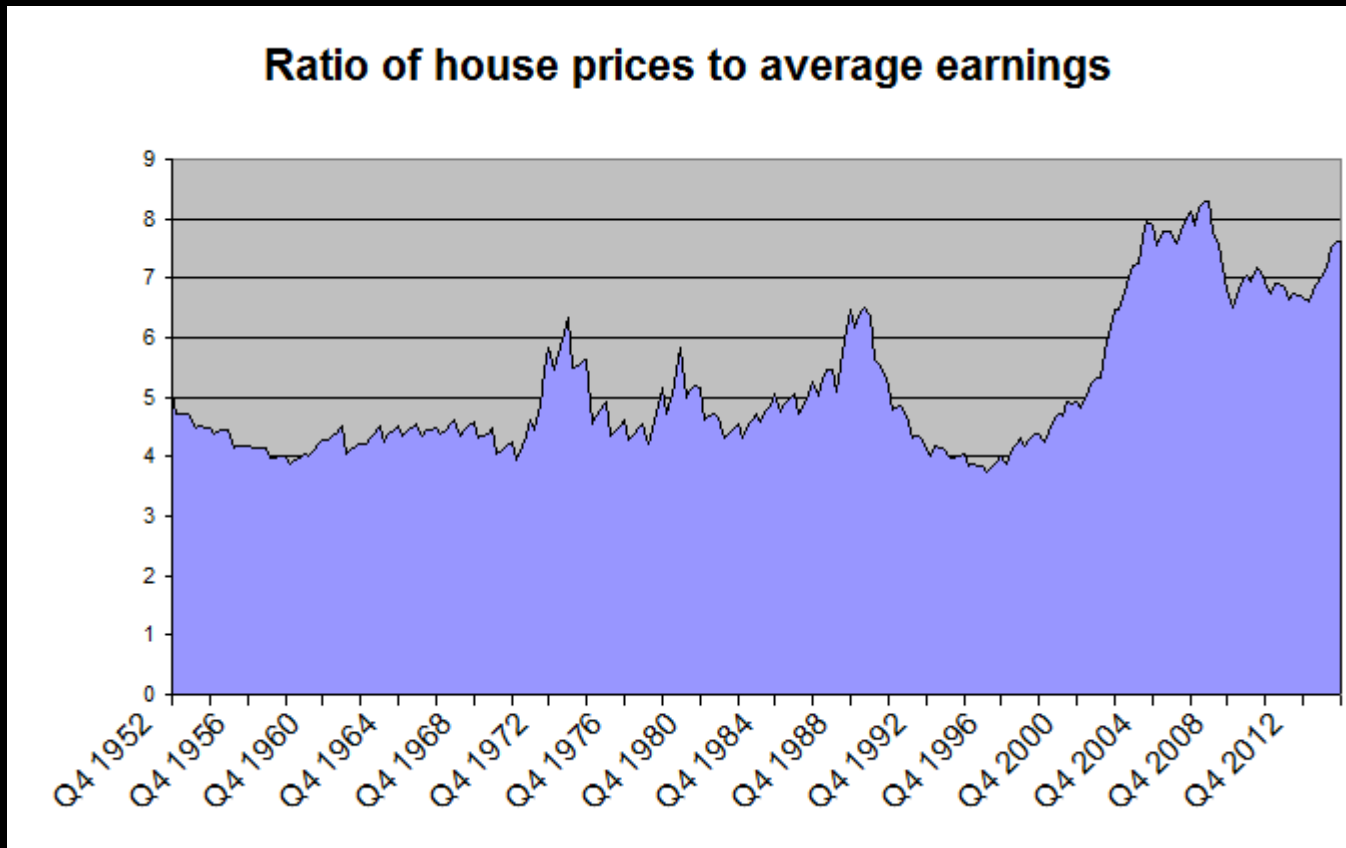
Impediments to impartial decision making

Sampling bias
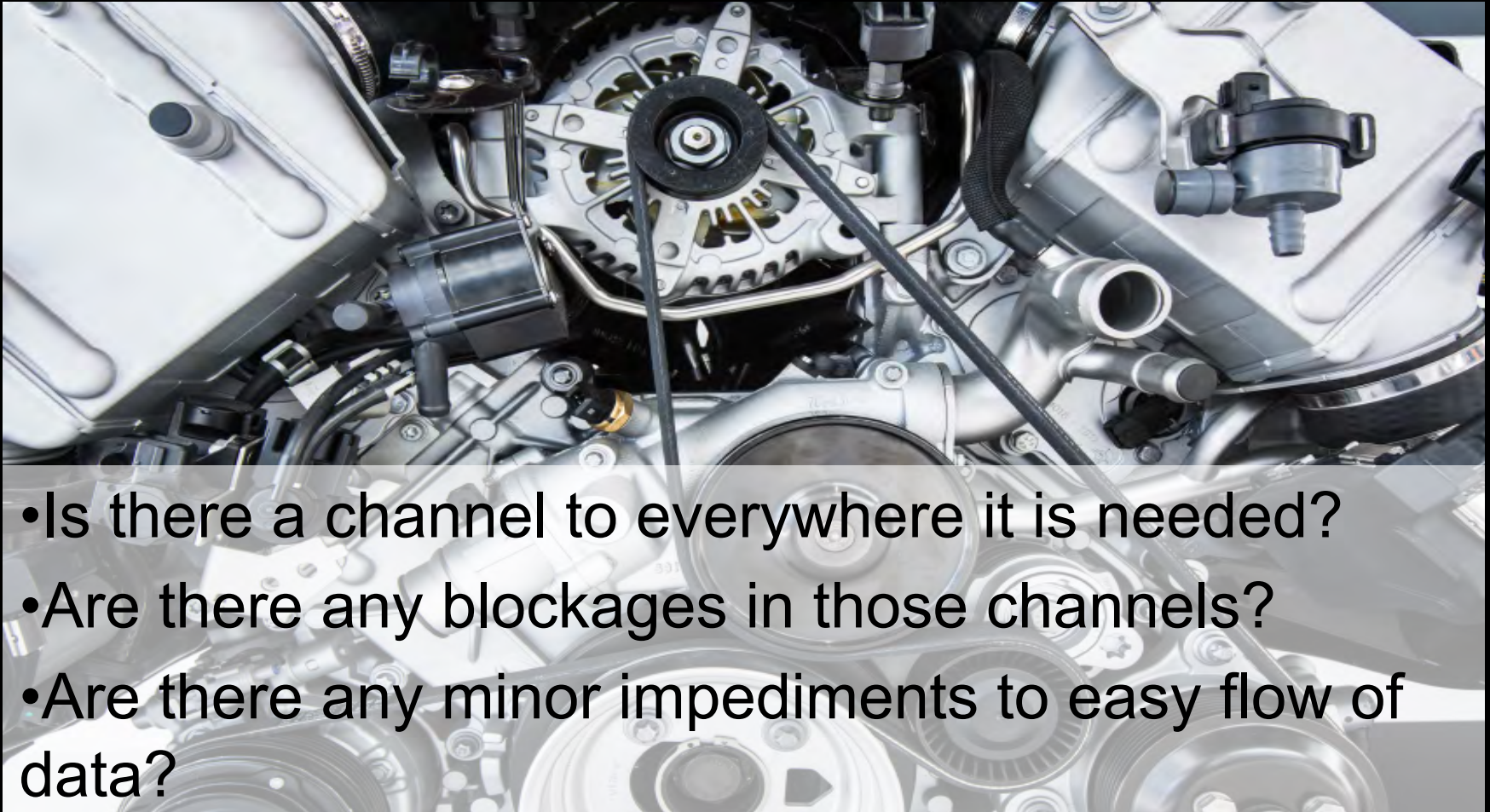
What is the **business benefit**?

- Challenge received wisdom
- Spotting emerging trends quickly
- Greater control over inventory, cash flow…
- Because your competitors are

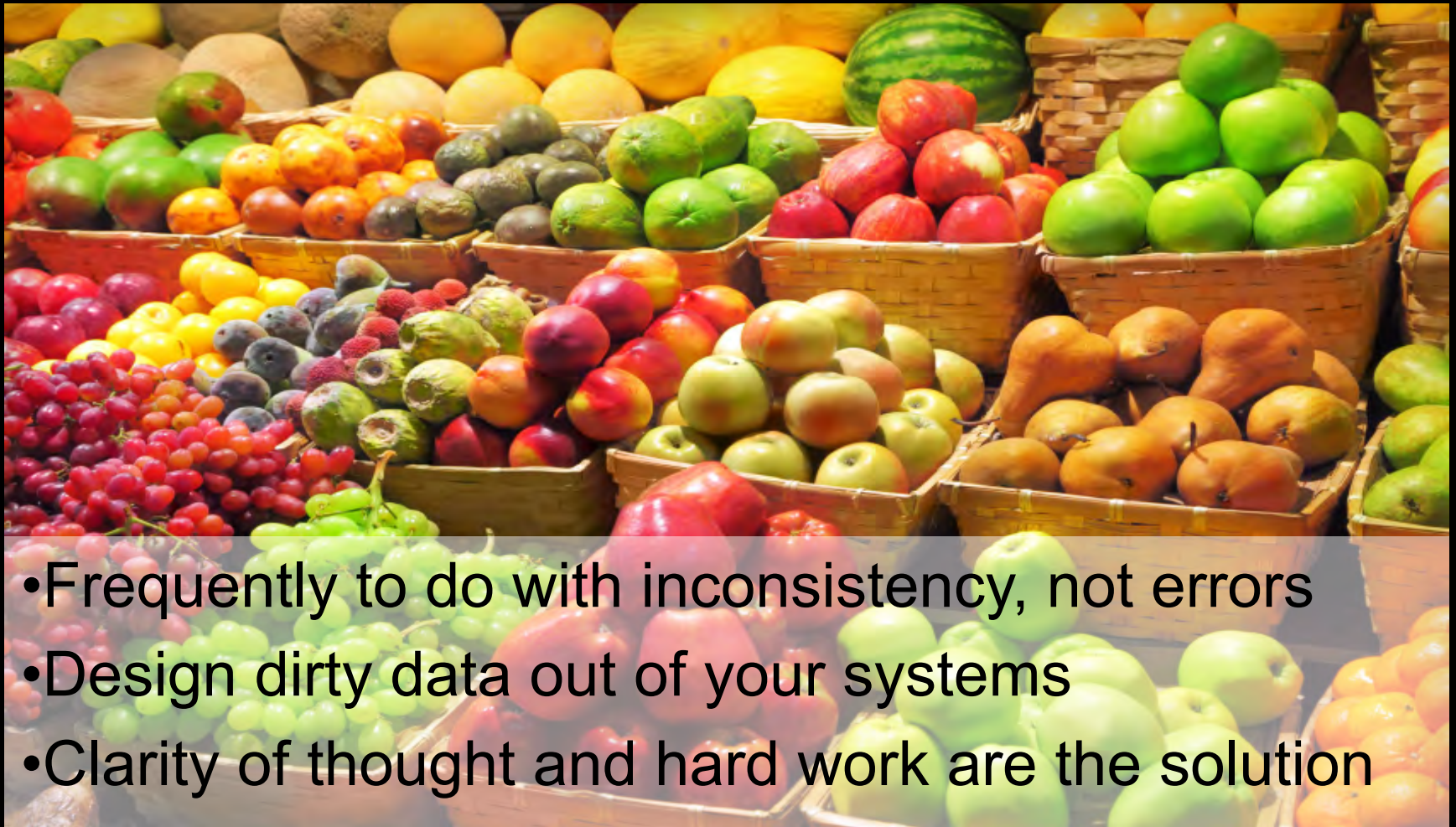# **Prerequisites** of a data-driven organisation

- Data availability
- Data quality
- Quality of tools
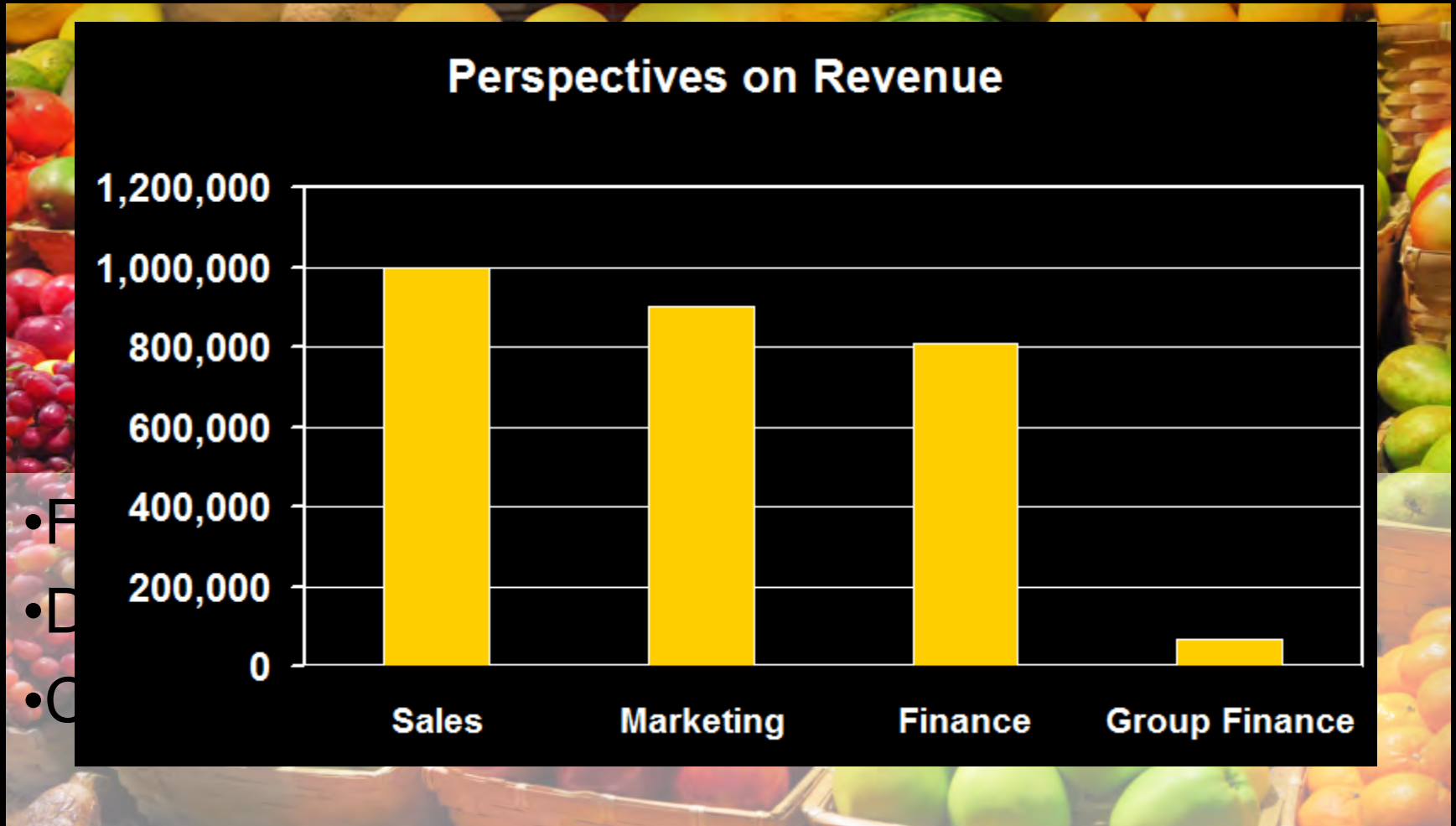- User buy-in

Issue #1: Data availability

- Is there a channel to everywhere it is needed?
- Are there any blockages in those channels?
- Are there any minor impediments to easy flow of data?

Issue #2: Data quality

- Frequently to do with inconsistency, not errors
- Design dirty data out of your systems
- Clarity of thought and hard work are the solution

Issue #2: Data quality

Issue #3: Quality of tools

- Flexible interrogation or canned reporting?
- Visualisation
- Customised or off the shelf?
- Modelling and statistical tools

Issue #4: User buy-in

Six common barriers
to the data-driven organisation

Barrier #1: The silo problem

Barrier #2: The gatekeeper problem

Barrier #3: The Excel Problem

Barrier #4: The IT problem

Barrier #5: The parallel universe problem

Barrier #6: The Promised Land Problem

Seven tips to achieve the truly data-driven organisation

- Top management involvement
- Principle of openness
- High level ownership
- A business, not an IT resource
- Excel is a spreadsheet not a database
- It's really not about computers
- Keep at it!

Thank You

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