

DATA STRATEGY ASSESSMENT

USE CASE | Utility

Data Strategy Assessment

Keller Schroeder's Data Strategy Group offers a current state assessment as part of their Data Strategy Framework. This assessment is typically an early step in the development of your Data Strategy.

The current state assessment, developed and adapted from Keller Schroeder's trusted partner group, is scalable to your organization's needs.

The assessment performed at a regional Fortune 500 company was enterprise-wide and yielded significant findings. An introductory letter was developed with some background on the organization's efforts to develop a Data Strategy, some research materials, and a specific request for the individual's participation in an interview style assessment to help shape the organization's direction with the Data Strategy.

Key excerpts from assessments findings and recommendations that were presented to Executives are listed below:

Findings:

- Live interviews were conducted with 136 people from 31 functional areas.
- 63 discrete 'analytical use cases' uncovered.
- 90 discrete problem statements identified.
- Recurring themes included:
 - Data is silo'd in transactional systems and not readily accessible without IT assistance.
 - Data is incomplete, limiting our ability to apply advanced analytics.
 - Significant time is spent sourcing data and making "fit for use".
 - There is no formal method to govern and manage data as a critical asset.

Conclusions:

Data is not well documented or understood in terms of business context, quality, lineage, and transformations.

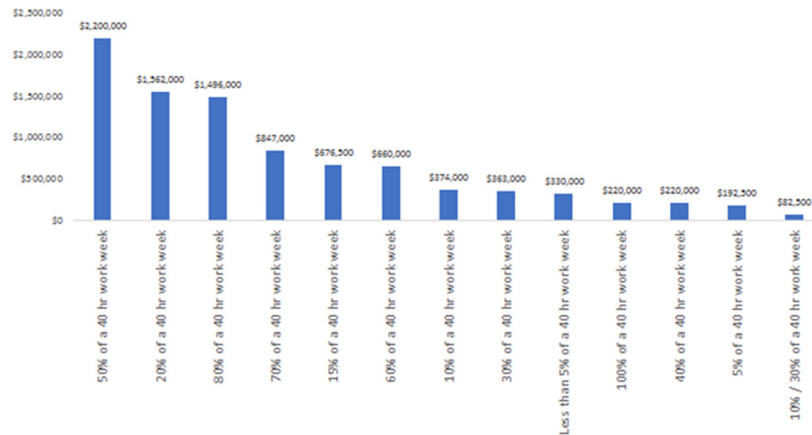
Advanced analytics technology is readily available, however, the lack of data management and control is a significant barrier to apply it in a cost effective way.

The Top 10 Problem Statements were summarized in the chart below:

Problem Statement	ID	Count	Cumm. %
Reliance on Excel spreadsheets erodes enterprise visibility and accessibility of data.	2	31	8%
Lack of self-service data discovery.	18	30	15%
Lack of self-service data preparation.	15	27	22%
Reliance on Excel spreadsheets impedes analytic-readiness of data.	3	27	29%
Siloed data inhibits effective analysis.	22	22	35%
Manual compiling and wrangling data is inefficient and time-intensive.	8	21	40%
Lack of self-service data analysis.	16	20	45%
Reliance on Access database impedes enterprise data search and availability.	24	12	48%
Data lineage is unknown or unclear leading to mistrust or misunderstanding of data.	43	9	50%

A recognized problem with doing analytics is that over 80% of the time spent on Use Cases is directly related to the accessing, cleansing, and preparing data that is fit for use.

The survey asked a question regarding how much time individuals were spending performing analytics Use Cases. With that data it was easy to monetize the value of improved data quality, as the chart below shows. Just by improving the data curation process for analytics by 30%, it yields a potential annual labor savings of over \$3 million.



Estimated amount of time wasted due to data prep, manipulation, rework and quality	Count of People	Estimated Time	Total Hours	Hourly Rate	Total Annual Spend
50% of a 40 hr work week	40	50%	40000	\$ 55	\$ 2,200,000
20% of a 40 hr work week	71	20%	28400	\$ 55	\$ 1,562,000
80% of a 40 hr work week	17	80%	27200	\$ 55	\$ 1,496,000
70% of a 40 hr work week	11	70%	15400	\$ 55	\$ 847,000
15% of a 40 hr work week	41	15%	12300	\$ 55	\$ 676,500
60% of a 40 hr work week	10	60%	12000	\$ 55	\$ 660,000
10% of a 40 hr work week	34	10%	6800	\$ 55	\$ 374,000
30% of a 40 hr work week	11	30%	6600	\$ 55	\$ 363,000
Less than 5% of a 40 hr work week	60	5%	6000	\$ 55	\$ 330,000
100% of a 40 hr work week	2	100%	4000	\$ 55	\$ 220,000
40% of a 40 hr work week	5	40%	4000	\$ 55	\$ 220,000
5% of a 40 hr work week	35	5%	3500	\$ 55	\$ 192,500
10% / 30% of a 40 hr work week	5	15%	1500	\$ 55	\$ 82,500
Total Spend					\$ 9,223,500
Total Annual Savings Opportunity (33%)					\$ 3,043,755
3-yr Savings Opportunity					\$ 9,131,265

Summary Key Points:

- Engaging your organization in a current state assessment helps shape your Data Strategy and surfaces pain points and opportunities.
- Assessment findings indicate that data is perceived as silo'd, inaccessible and often incomplete
- Data quality is not well understood within an organization.
- 80% of the time required for analytics is spent accessing, cleansing and preparing the data to make it fit for use.
- Conclusion? Collecting an organizational perspective on Data Strategy is an effective way to begin your Data Strategy journey.

Keller Schroeder's Data Strategy Group

At Keller Schroeder, we absolutely subscribe to the idea that Data Science, Machine Learning, and Artificial Intelligence are skills that every organization should have, and, in a connected, social media, *Internet of Everything* world, are vital to your company's future. **We think it is that simple - not easy, but simple.**

Keller Schroeder's **Data Strategy Framework** is a comprehensive implementation framework developed to help your organization establish the data lifecycle management practices necessary to successfully apply advanced analytics for your business benefit.

DATA STRATEGY
FRAMEWORK



Contact Us For Your
Complimentary
Data Strategy Framework

manage data. do science. get better

Data Strategy Consulting Services are available to help guide you through the Framework and Technical resources to assist you with the data lifecycle management activities, on an ongoing basis or until you are comfortable.

Keller Schroeder's Data Strategy Group also has access to a Trusted Partner network that can provide the platform, tools, and skills you will need if don't already have them. For larger organizations, we also have partnerships with data lifecycle management practitioners and can scale resources to meet your needs.

Prepared By

Tom Vargo
Director, Data Strategy Group
812-492-7341
tvargo@kellerschroeder.com

USE OF THIS INFORMATION: Keller Schroeder hereby authorizes you to view and distribute materials available on KellerSchroeder.com provided that the materials are used for internal informational purposes only. Any other unauthorized copying, alteration, distribution, transmission, performance, display, or other use of this material is strictly prohibited. Copyright © 2019 Keller Schroeder