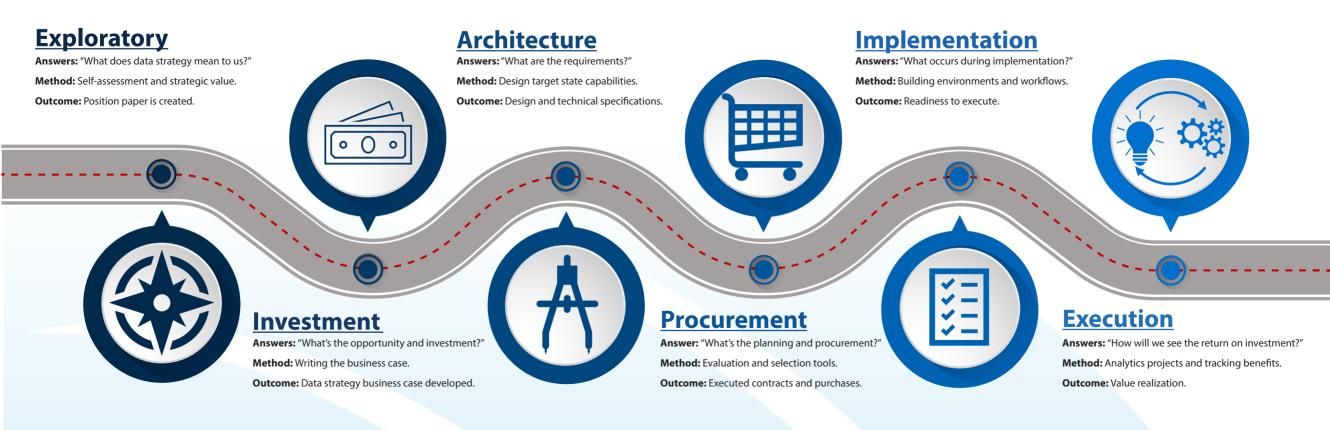
## The Path to Your Data Strategy

Keller Schroeder's Data Strategy Framework is built on practical data management and analytics experience.



## **Did You Know?**

- "63% of chief executives don't believe their companies make good use of their analytics."
- "60% of business & IT leaders say more than half of their data is 'dark', i.e. goes unused or can't even be found." 2
- "Only 13% of organizations are delivering on their data strategy." 3



manage data. do science. get better

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