

Measuring Your Big Data Maturity



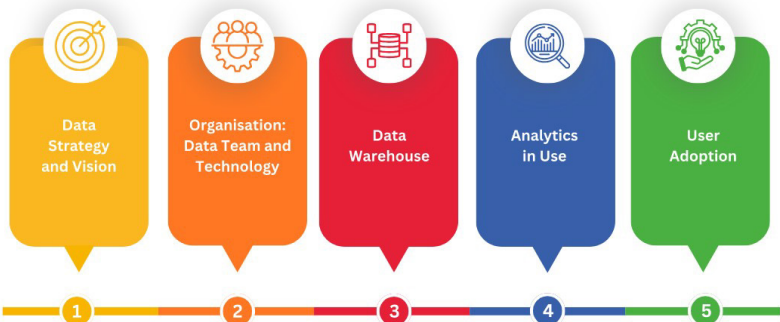
WHAT IS DATA MATURITY

Data maturity refers to how well an organization leverages its data resources to make informed decisions and achieve its goals. It's essentially a measurement of how advanced a company's data analysis capabilities are.

Think of it as a journey of increasing effectiveness in using data. Here are some key points about data maturity:

- **Stages of Maturity:** There are different frameworks to measure data maturity, but most involve stages like "unaware," "emerging," "developing," and "mastering."
- **Focus on Insights:** Data maturity goes beyond just collecting data. It's about turning that data into actionable insights that can inform better decision-making across all levels of the organization.
- **Cultural Shift:** A data-mature organization fosters a data-driven culture where everyone values data and uses it to improve processes and performance.
- **Benefits:** There are many benefits to achieving high data maturity, including improved efficiency, better customer targeting, and a competitive advantage.

5 Pillars of Data Maturity



WHAT IS DATA OF AN ORGANIZATION

Data of an organization refers to all the information the organization collects, stores, and uses. This data can be structured (organized in a clear format) or unstructured (less organized, like text documents). Here's a breakdown of the different types of data an organization might have:

Internal Data: This is information generated within the organization itself. Examples include:

- Customer data (names, addresses, purchase history)
- Financial data (sales figures, expenses, budgets)
- Employee data (performance reviews, salaries, skills)
- Operational data (machine logs, production output)

External Data: This information comes from outside sources and can be used to supplement internal data. Examples include:

- Market research data (industry trends, competitor analysis)
- Social media data (customer sentiment, brand mentions)
- Public data (government statistics, demographic information)

The type of data an organization prioritizes depends on its industry and goals. For instance, an e-commerce company will focus heavily on customer data to personalize marketing campaigns, while a research institution might place more weight on scientific data and public datasets.



Data Maturity Stages



THE CHALLENGE OF USING DATA MATURITY FOR BUSINESS ANALYTICS

There are several challenges associated with assessing data maturity and breaking down silos to build unified dashboards.

Here's a breakdown of these issues:

Data Maturity Assessment Challenges:

Standardization: There's no one-size-fits-all approach to measuring data maturity. Different frameworks have varying criteria, making comparisons between organizations difficult.

Subjectivity: Assessing data maturity often involves evaluating cultural aspects like how receptive an organization is to data-driven decision making. These evaluations can be subjective and influenced by individual biases.

Data Availability: Getting an accurate picture of data maturity requires access to various data sources across the organization. However, data silos and limited visibility can make it challenging to gather this information.

Challenges of Building Unified Dashboards:

Data Silos: Data silos are isolated pockets of information controlled by different departments or teams. These silos make it difficult to consolidate data into a unified view for dashboards.

Data Integration Complexity: Even if data isn't siloed, integrating information from different sources can be complex due to variations in format, standards, and definitions.

Data Quality Issues: Inconsistent or inaccurate data across different systems can lead to unreliable results reflected in the dashboards. Cleaning and reconciling data can be a significant hurdle.

Resistance to Change: Unifying data and building dashboards can disrupt existing workflows and require user adoption of new tools. Overcoming resistance to change from various stakeholders can be a challenge.

These are just some of the roadblock's organizations face in achieving data maturity and creating unified dashboards. Overcoming these challenges requires a well-defined strategy, investment in data governance, and a cultural shift towards embracing data-driven decision making across the organization.

WHERE DOES DATA MATURITY FIT INTO YOUR ORGANIZATION?

Data maturity fits into an organization's data picture by measuring how effectively they use the data they collect. It's not enough to have a vast amount of customer information or market research reports. Data maturity is about how well you can turn that raw data into valuable insights that drive results.

Here's how data maturity connects to an organization's data:

Data Management: A mature organization has systems and processes in place to ensure their data is accurate, secure, and accessible. This is crucial for trusting the insights derived from the data.

Data Analysis Capabilities: Data maturity looks at the skills and tools available to analyze the data. Do you have the expertise and technology to uncover hidden patterns and trends within your data sets?

Data-Driven Decisions: The ultimate goal is to leverage data insights for informed decision-making at all levels. A mature organization uses data to not only solve problems but also proactively identify opportunities.

So, data maturity acts as a bridge between the raw data an organization has and the value they can extract from it. It's about going beyond just collecting data to truly harnessing its power to make better decisions and achieve strategic goals.





HOW WILL UNTANGLE BI HELP WITH YOUR DATA MANAGEMENT MATURITY ASSESSMENT?

While Untangle BI itself wouldn't directly conduct a data maturity assessment, it can be a helpful tool in the process for a few reasons:

Data Visualization: Untangle BI, using Power BI, can create visualizations of your existing data landscape. These visualizations can help identify areas where data might be siloed or inconsistent, highlighting potential weaknesses in your data management practices.

Data Accessibility: By creating dashboards and reports, Untangle BI can make it easier to access and explore data from various sources within the organization. This improved accessibility can aid in understanding how well your data is currently being managed.

Data Governance Insights: The process of setting up dashboards and reports with Untangle BI can reveal areas where data governance is lacking. For instance, you might discover inconsistencies in how data is defined or formatted across departments.

In short, Untangle BI wouldn't provide a direct assessment score, but the tools and visualizations it creates can be valuable assets in understanding your current data management practices and pinpointing areas for improvement on the path to higher data maturity.

Here are some additional ways Untangle BI might indirectly contribute to a data maturity assessment:

Identifying Data Quality Issues: Dashboards can expose data quality problems like missing values or outliers.

Encouraging Data Collaboration: Shared dashboards can foster communication and collaboration around data between departments, a key aspect of a data-driven culture.

By working with Untangle BI to improve data visualization and accessibility, you can gain valuable insights that will help you identify strengths and weaknesses in your data management practices, ultimately contributing to a more comprehensive data maturity assessment.

WHY SHOULD YOUR ORGANIZATION SELECT UNTANGLE BI FOR HANDLING THE DATA MATURITY?

Here's why Untangle BI, based on the information you've provided, can be a strong partner in improving your organization's data maturity:

Expertise in Data Visualization and Microsoft BI:

Untangle BI's team consists of certified Microsoft Power BI consultants with experience in the Microsoft Data Tools Suite. This expertise translates to building powerful dashboards and reports that can help you understand your current data landscape and identify areas for improvement.

Focus on Data Accessibility and Collaboration:

Their BI solutions can improve data accessibility across your organization, fostering collaboration and communication around data, a key factor in building a data-driven culture.

Partnerships and Innovation:

As a Microsoft Silver consulting partner, Untangle BI stays at the forefront of the industry, ensuring you benefit from the latest advancements in Microsoft BI and cloud technologies.

Experience and Service:

Untangle BI is a division of Gateway ICT, a Melbourne-based Managed Cloud Service Provider with a proven track record since 2007. This heritage indicates experience and stability in handling data and cloud solutions.

Focus on Value and Service:

Their mission statement positions them as a partner in redefining business success, suggesting a focus on exceeding client expectations and delivering exceptional value.

Data Maturity Improvement:

While Untangle BI won't directly provide a data maturity assessment score, the tools and visualizations they create can be valuable assets in understanding your current data management practices and pinpointing areas for improvement on the path to higher data maturity.

In summary, Untangle BI offers a combination of technical expertise, data accessibility solutions, and a commitment to exceeding client expectations. These qualities make them a strong partner for organizations looking to improve their data maturity through better data visualization, collaboration, and leveraging the latest advancements in Microsoft BI technologies.



Untangle BI can be a valuable partner in your data maturity journey by offering data visualization tools, fostering data exploration, and potentially revealing data quality issues. Their focus on business success and digital transformation aligns with the goals of data maturity. However, explore their data maturity assessment methodology, industry experience, and cost options to ensure they are the right fit for your organization's specific needs.

 **Untangle BI**
Analytics for the era of AI

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