



Breaking the Excel Habit

Driving new practices and initiatives to support the culture of data.

“This session will look at what it takes to be a truly data-driven organisation, from changing old practices to cultivating new ones.”

Conor O'Neill, Head of Data Science, Compare The Market
CDAO Brisbane, March 2023

TRULY DATA- DRIVEN ORGANISATION



1. Improved decision-making

2. Increased agility and adaptability

3. Better customer experiences

4. Increased operational efficiency

5. Innovation

6. Risk management



BENEFITS



CHALLENGES



1. Limited insights

2. Inability to adapt

3. Poor customer experiences

4. Inefficient processes

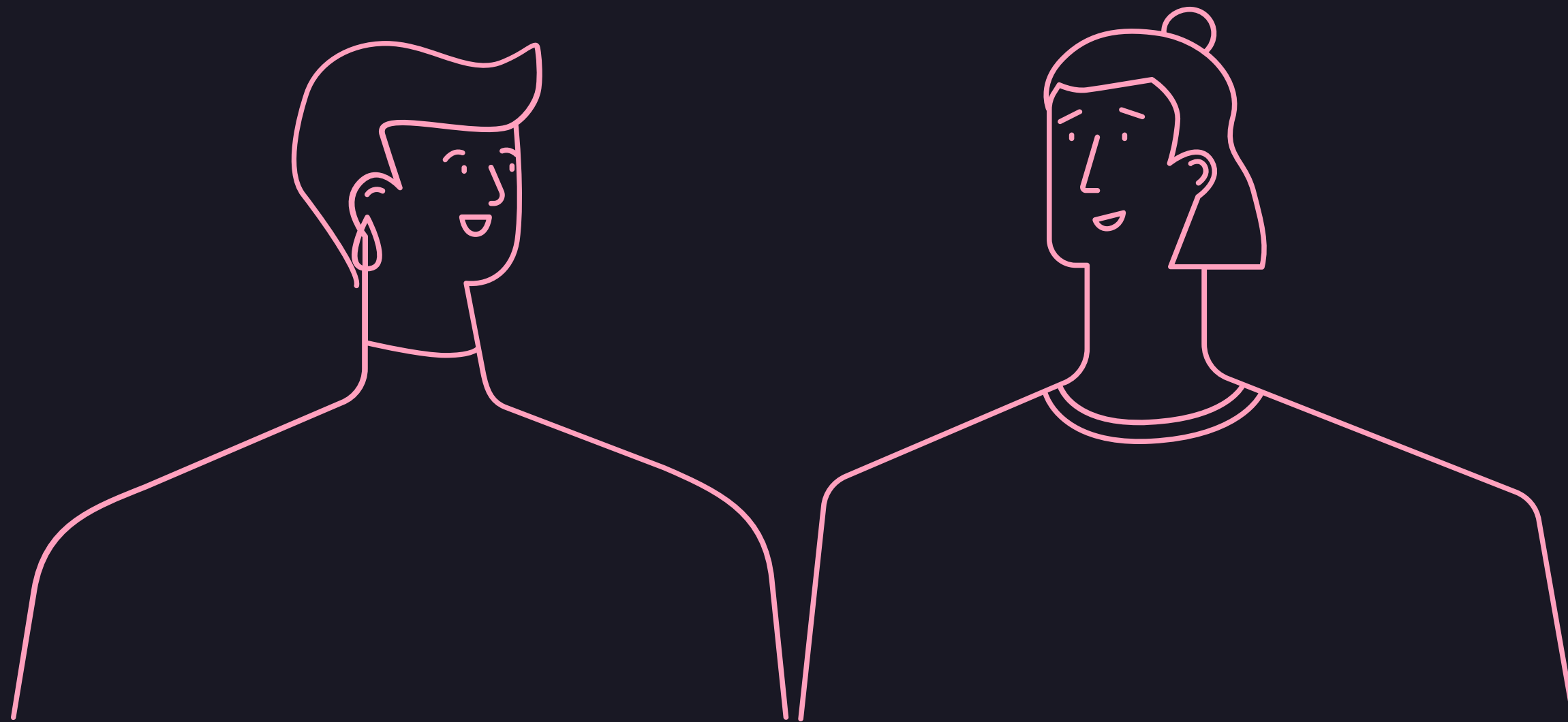
5. Limited innovation

6. Increased risk



1. IDENTIFY KEY STAKEHOLDERS

Start by identifying key stakeholders in the organization who can help drive the change towards a data-driven culture. This may include executives, managers, IT staff, and data analysts.



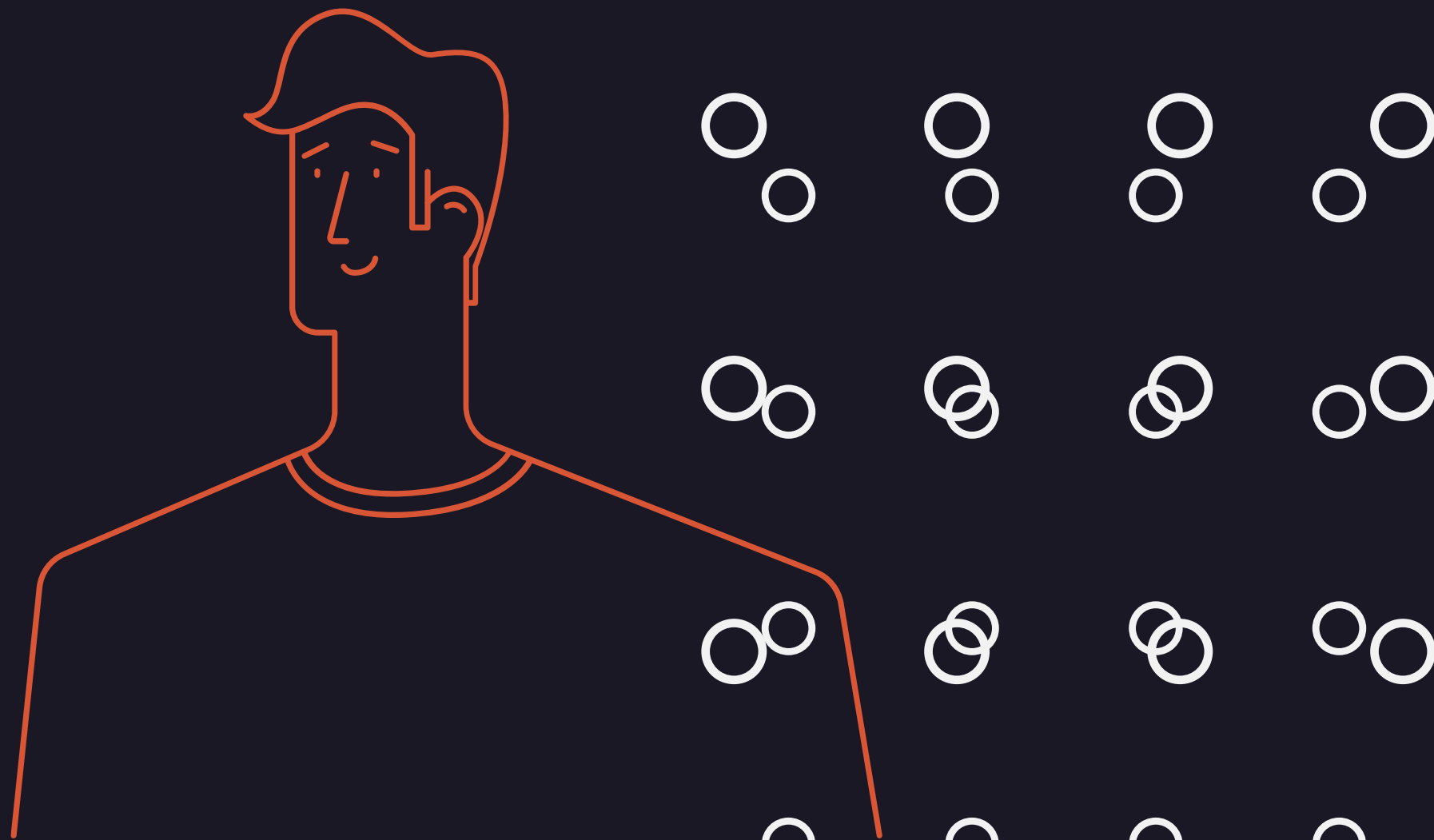
2. ASSESS DATA MATURITY

Assess the organization's current data maturity level, including data governance, data quality, data integration, and analytics capabilities. This will help identify gaps and areas for improvement.



3. CREATE A DATA STRATEGY

Develop a clear data strategy that outlines the organization's goals, priorities, and roadmap for achieving a data-driven culture. The strategy should address the data maturity assessment and organizational structure.



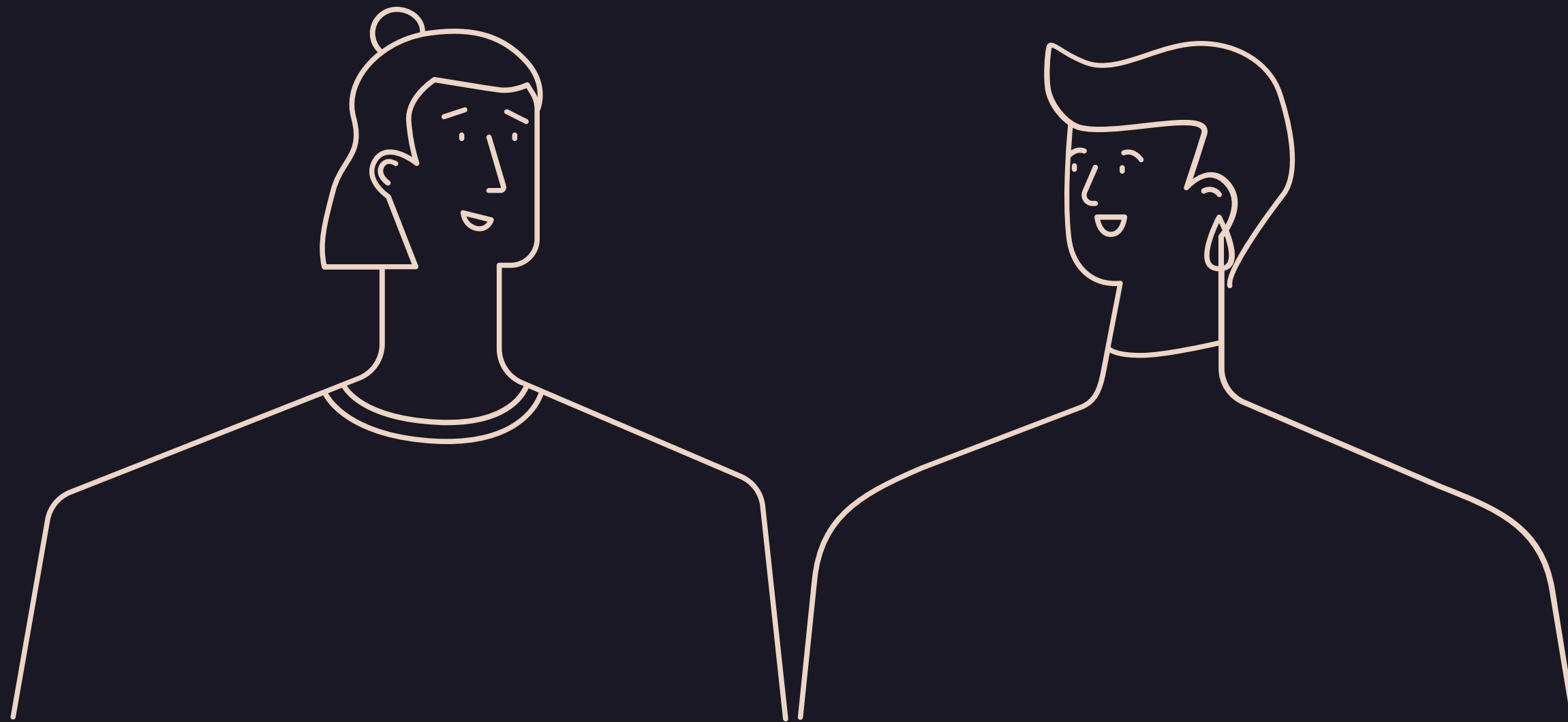
4. INVEST IN TECHNOLOGY AND INFRASTRUCTURE

Invest in the right technology and infrastructure to support the organization's data strategy, including data management platforms, data integration tools, and analytics tools.



5. HIRE THE RIGHT PEOPLE

Hire and/or train data professionals who can help build and maintain the organization's data capabilities, including data engineers, analysts, scientists, and architects.



6. BUILD A DATA-DRIVEN CULTURE

Foster a culture that values data as a strategic asset and encourages data-driven decision-making. This may include providing training and resources to help employees improve their data literacy and encouraging cross-functional collaboration.



7. MONITOR AND EVALUATE PROGRESS

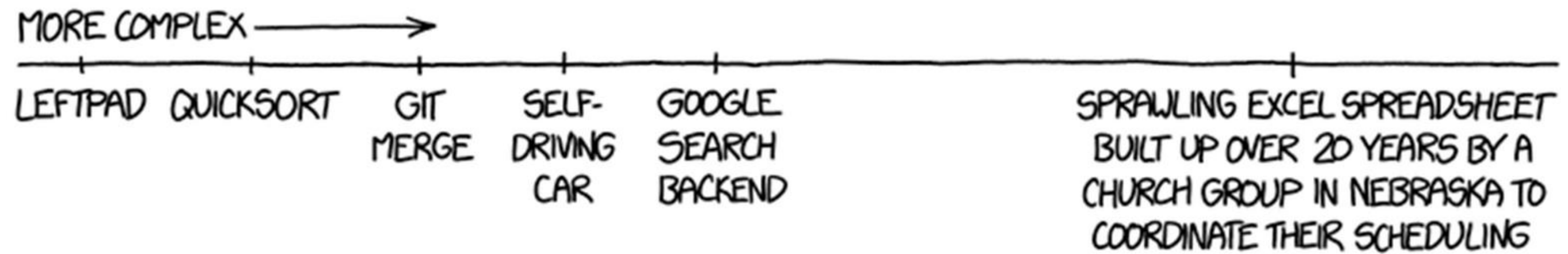
Continuously monitor and evaluate progress towards achieving the organization's data strategy, and make adjustments as needed to ensure that the organization stays on track.



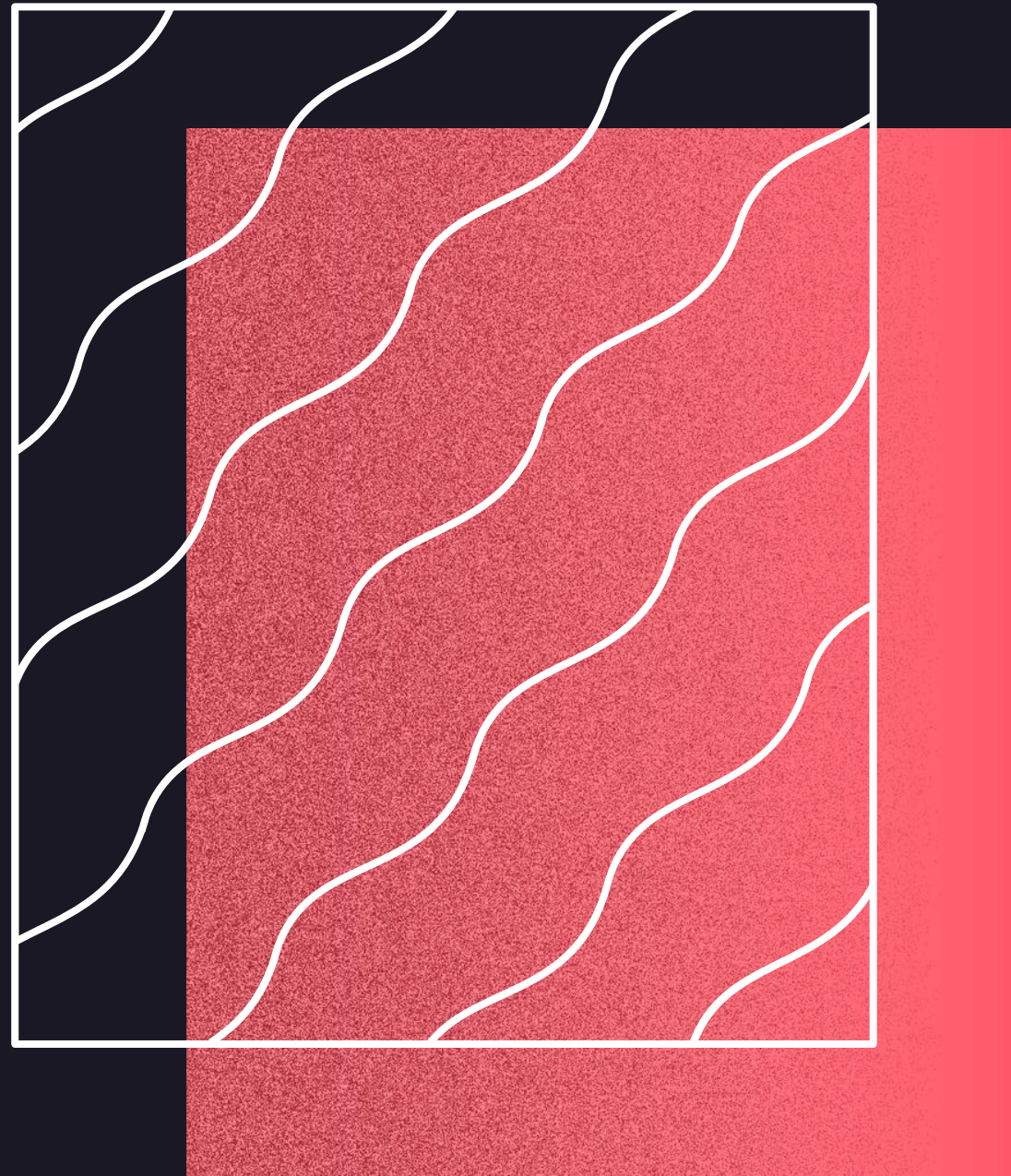
OVERCOMING CHALLENGES

- | | | | | |
|--------------------------------|-------|-----------------------------|-------|--|
| 1. Identify key stakeholders | ~~~~~ | Identifying right people | ~~~~~ | Decision makers, beneficiaries, influencers |
| 2. Assess data maturity | ~~~~~ | Complex, resource intensive | ~~~~~ | Limit scope, outsource |
| 3. Create a data strategy | ~~~~~ | Alignment | ~~~~~ | Collaborate, roadmap, milestones |
| 4. Invest in tech & infra | ~~~~~ | Expensive | ~~~~~ | Prioritise, cloud, PAYG |
| 5. Hire the right people | ~~~~~ | High demand, low supply | ~~~~~ | Partnerships, train, outsource |
| 6. Build data-driven culture | ~~~~~ | Resistance | ~~~~~ | Vision, comms, training, cross-collab, celebrate success |
| 7. Monitor & evaluate progress | ~~~~~ | Lack of metrics | ~~~~~ | Define, track, comms, review, adjust |

ALGORITHMS BY COMPLEXITY



<https://xkcd.com/1667/>



EXCEL EXAMPLE

Excel deeply embedded

CMO Goals

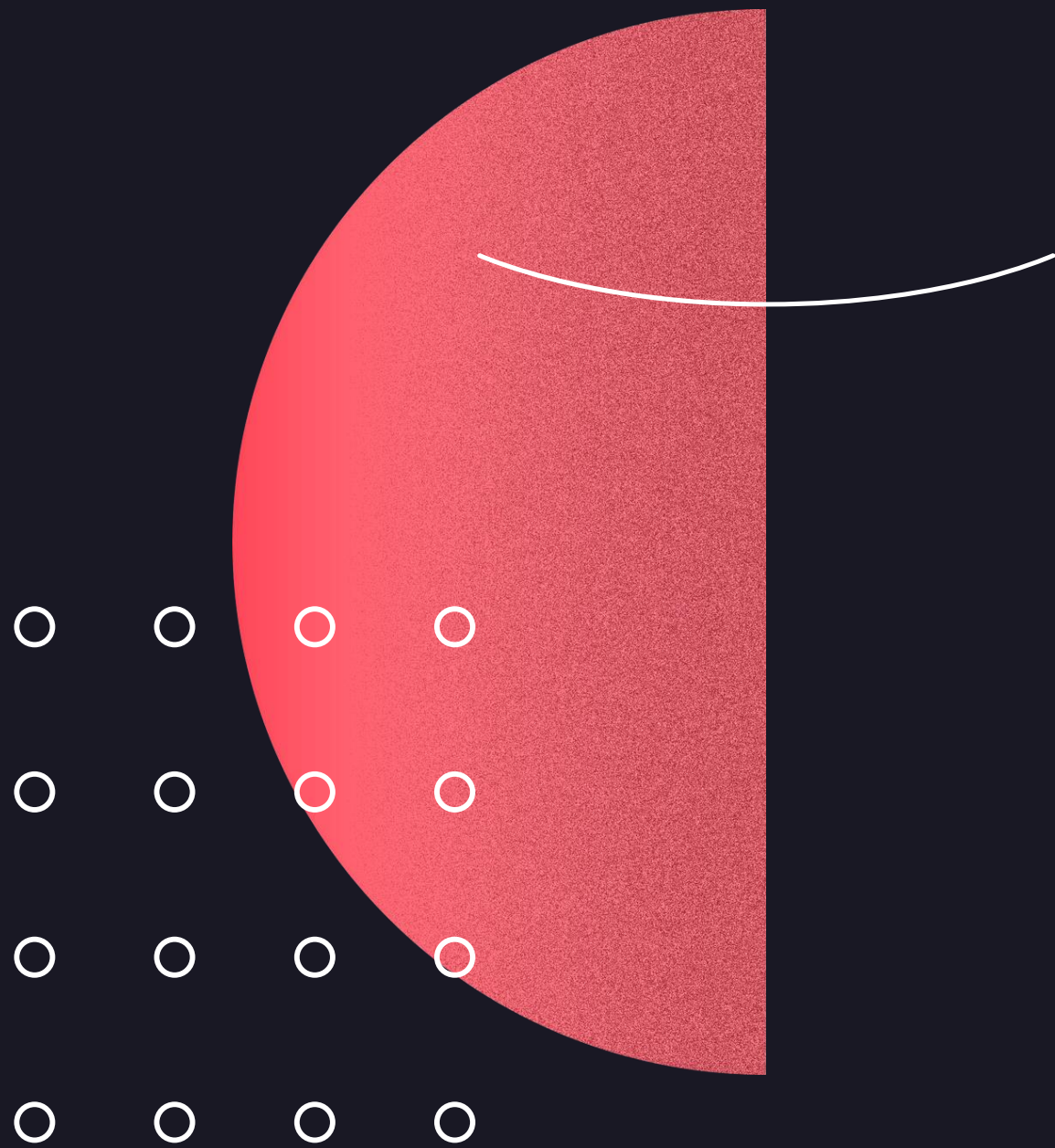
- Customer behaviour & value
- Improve personalisation, retention, targeting

Pains

- Hard to trust data, quality inconsistent, differing numbers, can't combine data, spreadsheets slow to load
- Time consuming manual campaign creation
- Delays from data team, manual checks, filtering
- CX call wrong people, manual data entry errors

DATA MATURITY

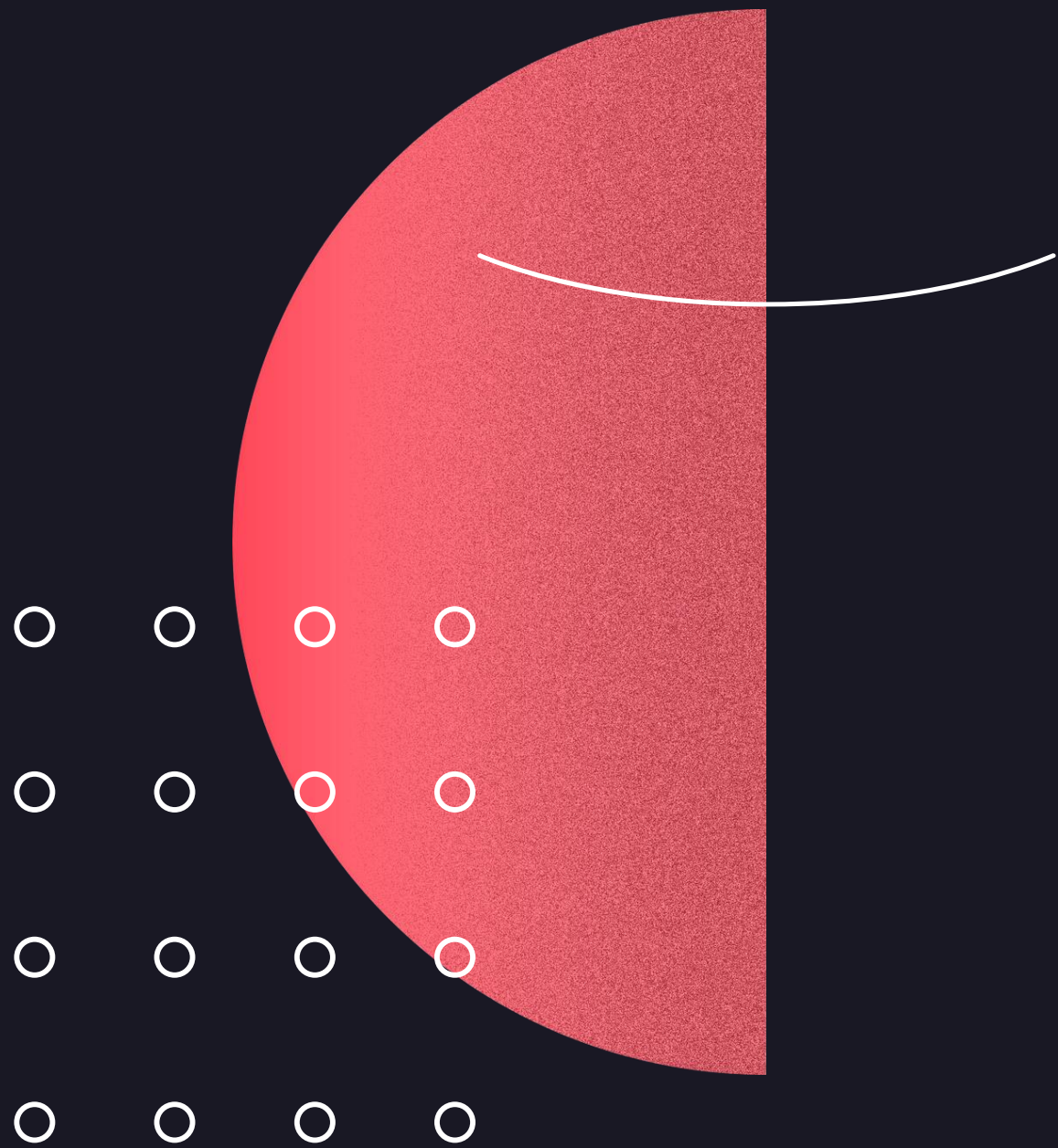
1. Data Quality and Consistency



DATA MATURITY

1. Data Quality and Consistency

2. Data Accessibility

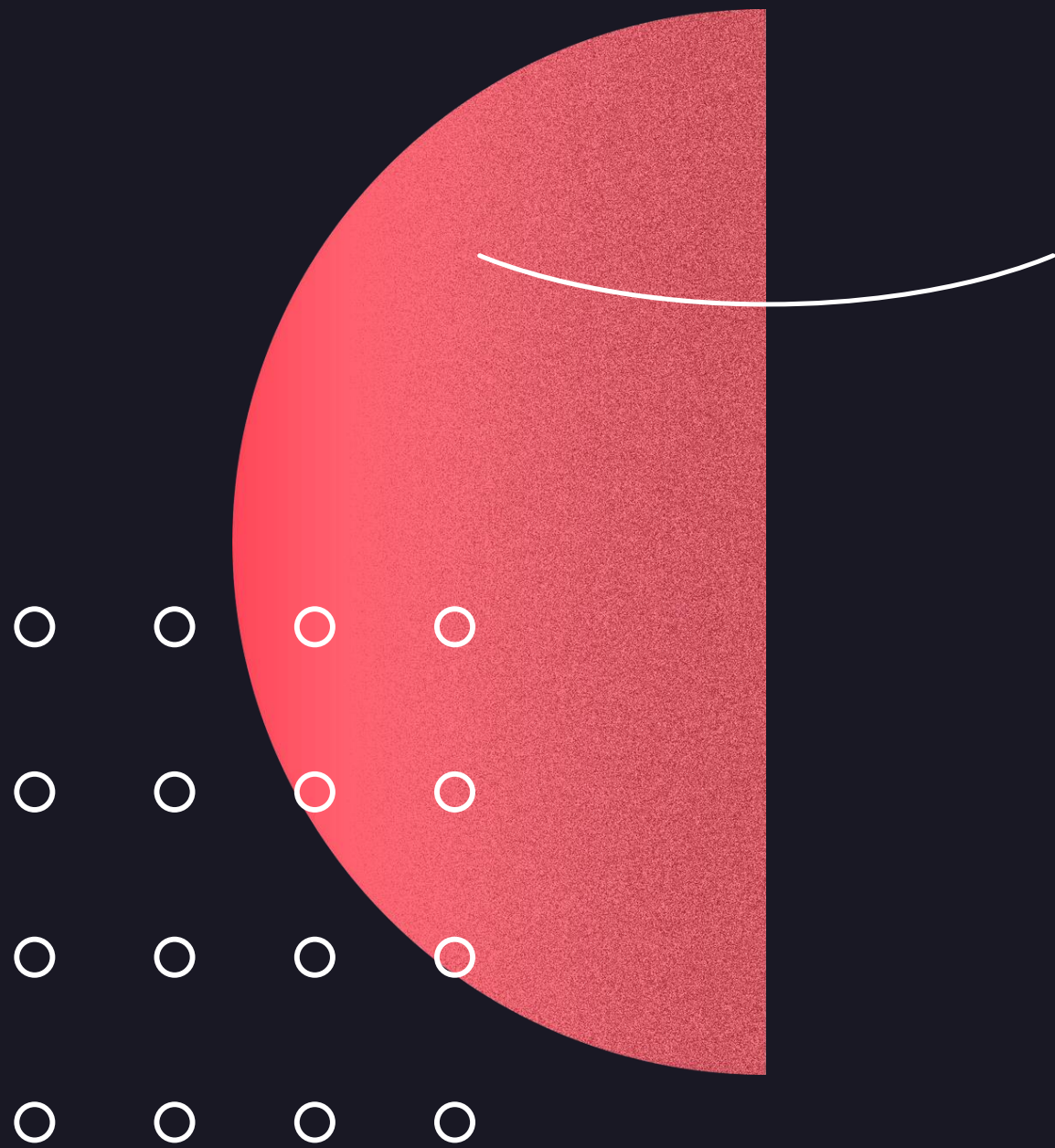


DATA MATURITY

1. Data Quality and Consistency

2. Data Accessibility

3. Data Security



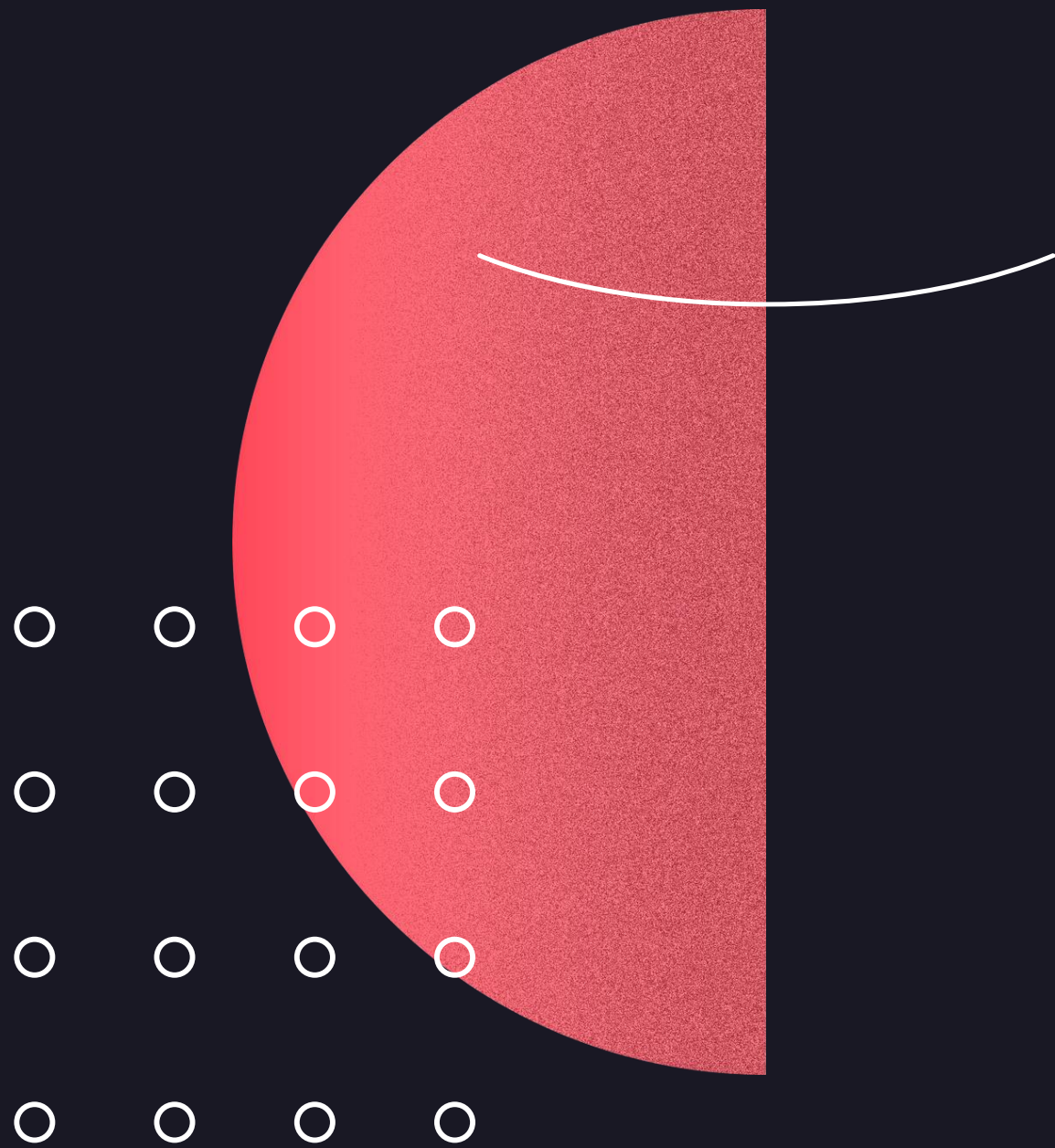
DATA MATURITY

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4. Data Integration



DATA MATURITY

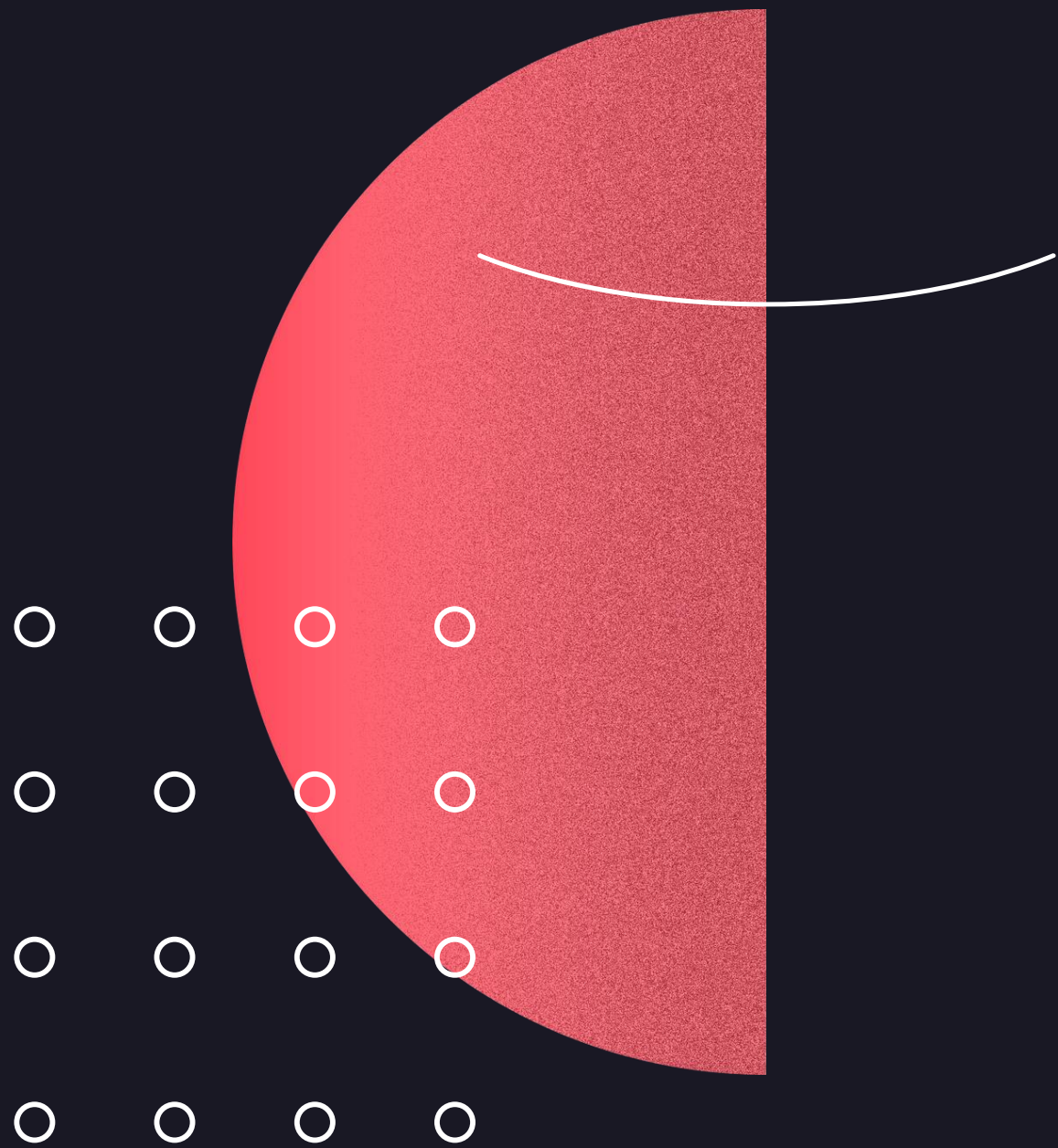
1. Data Quality and Consistency

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5. Data Scalability



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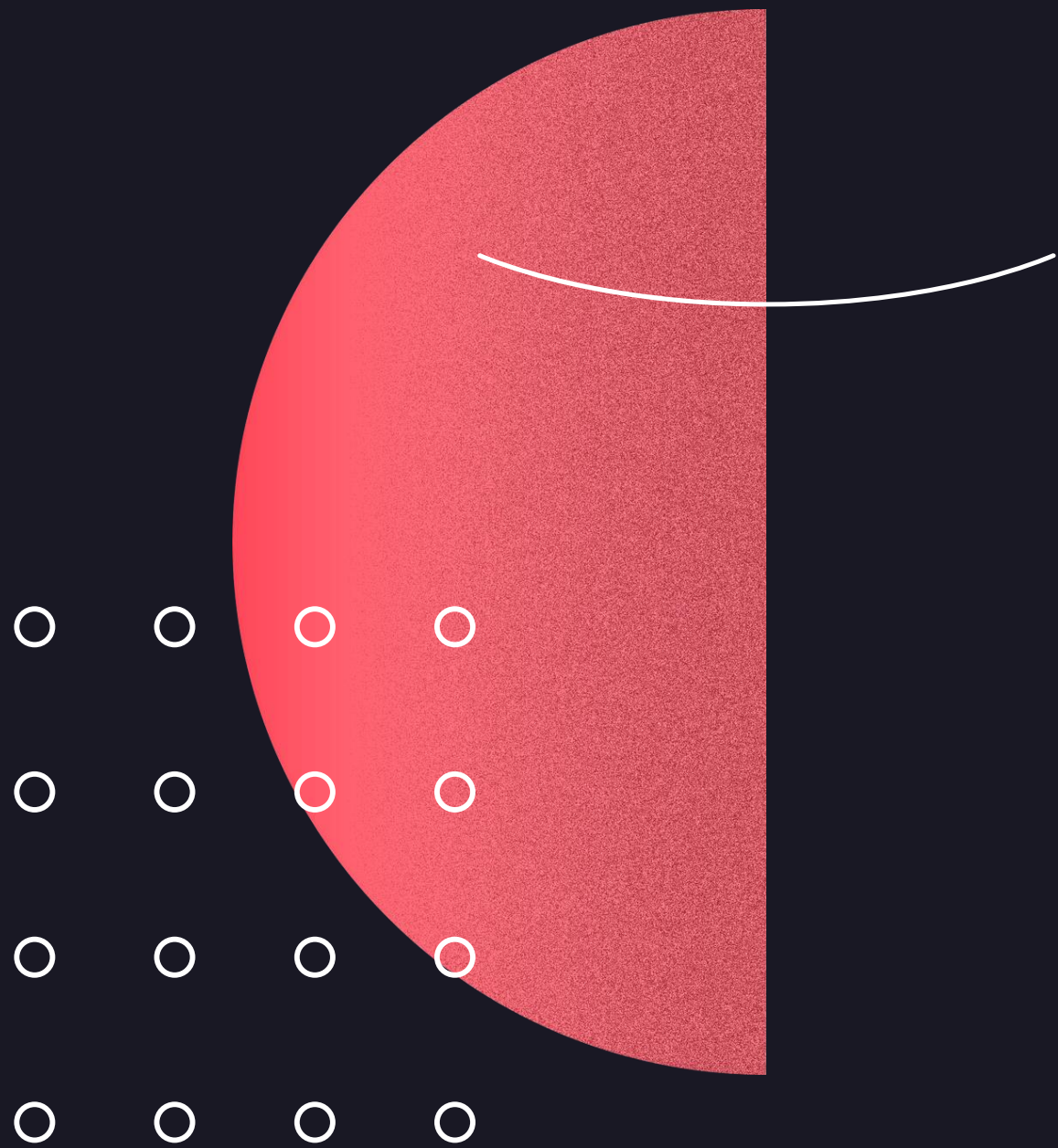
2. Data Accessibility

3. Data Security

4. Data Integration

5. Data Scalability

6. Data Governance



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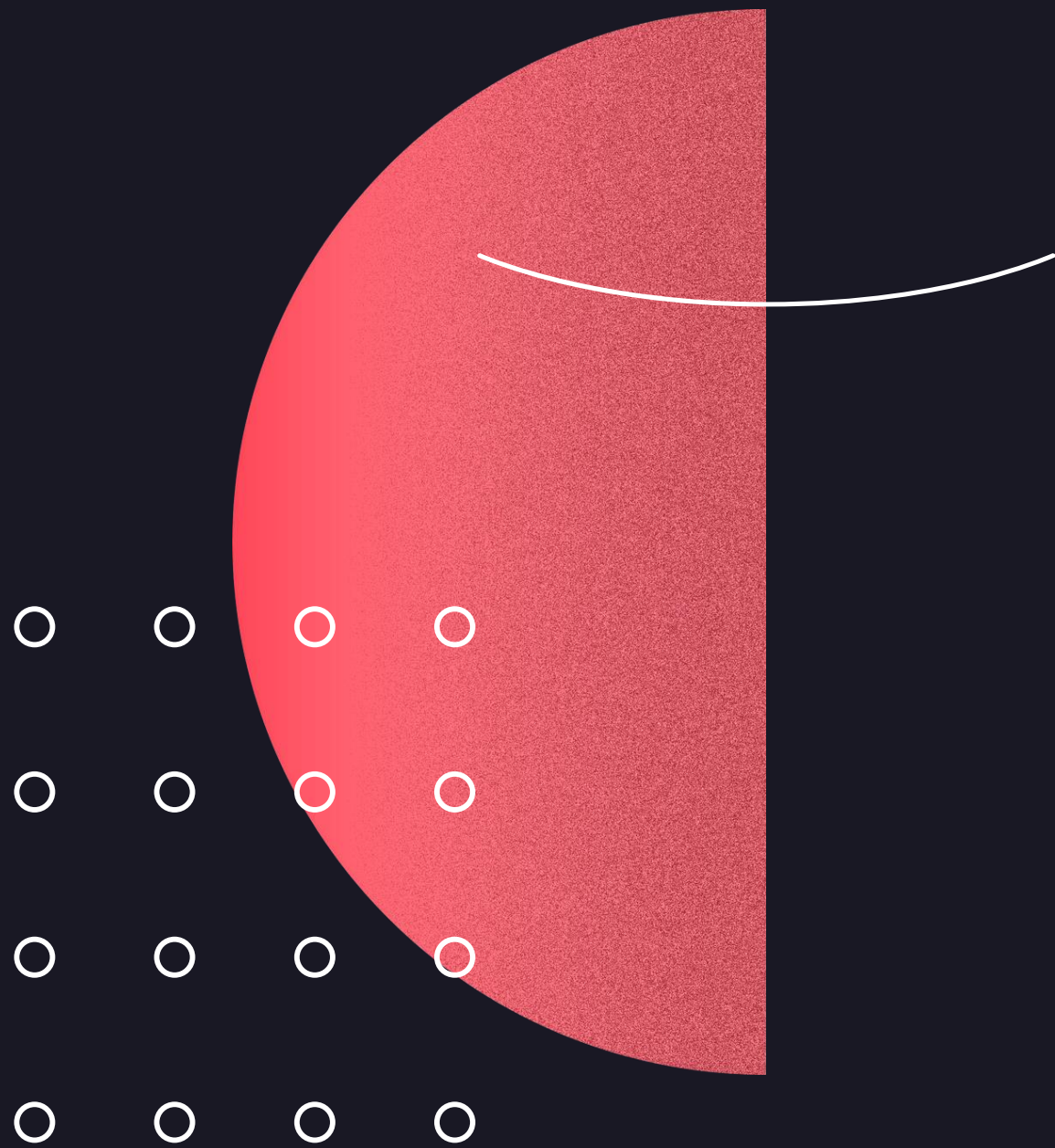
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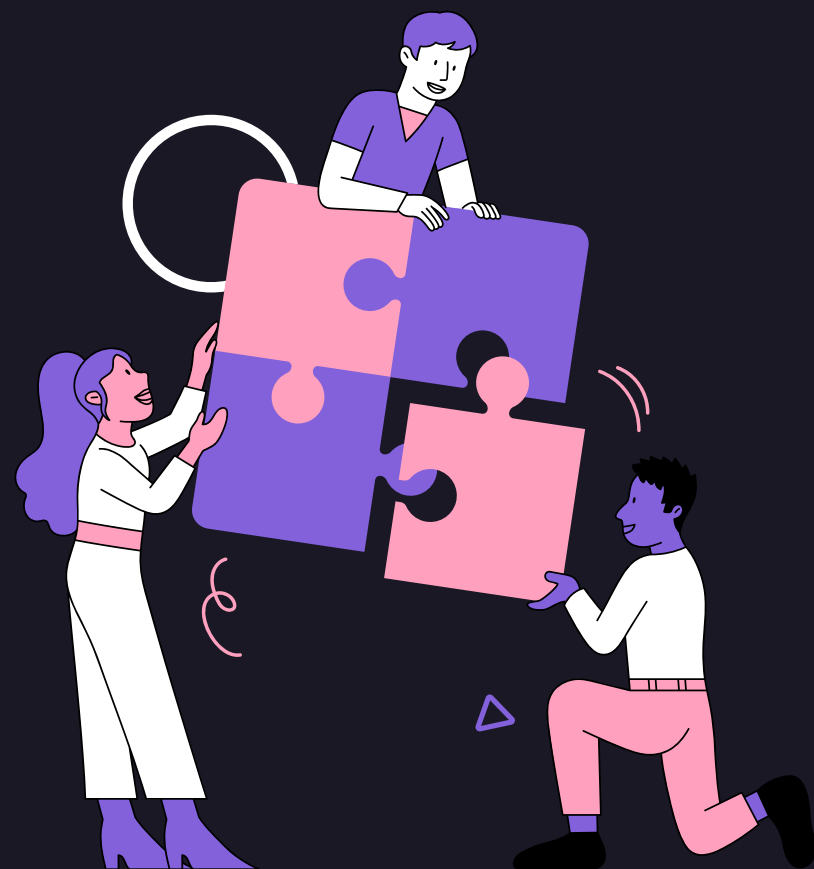
7. Data Analysis





NEXT STEPS

3. Create a data strategy
4. Invest in technology and infrastructure
5. Hire the right people
6. Build a data-driven culture
7. Monitor and evaluate progress



THANK YOU

**HOW MANY EXCEL USERS DOES IT
TAKE TO SCREW IN A LIGHT BULB?**



SUNDAY JANUARY 01, 1900