

BUILDING A DATA DRIVEN CULTURE

A PARADIGM SHIFT IN MINDSET

August 2025



DISCLAIMER

The views I express here today are my own and do not reflect those of my employer.

(2006)

“Data
is the
new Oil”

Clive Humby
(British Mathematician)



(2022 - 2023)

A global study of

‘Architecting the Future Enterprise’

by WNS and Corinium Intelligence reveals that

75%+ C-suite execs have *data*

in their top 5 list of considerations

McKinsey report says ***data-driven organizations demonstrates EBITA***

increase of ***upto 25%***

Ref: McKinsey Report ‘Insights to impact 2022’

Since the last 2 decades, executives and researchers are talking about data being one of the key aspects of an organization

(Today...)

57%

Of the companies struggle to be 'data driven organization'

1/10

Of the growth opportunities we discover in data is captured and utilized

90%

of cross-industry CEO's believe that their companies are not using the full potential of the data

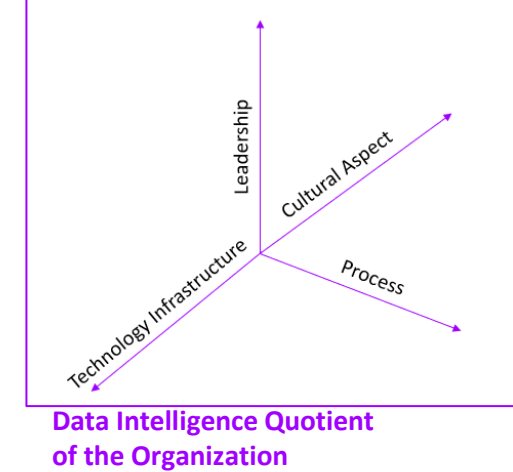
Ref: MIT Review Insights 2024

WHY?



ASSESSMENT FRAMEWORK: DI QUOTIENT OF THE ORG.

Measuring 4-dimensional aspect or the organization



- 1. How aware are your leaders on the available data?*
- 2. How comfortable are your leaders to derive insights from data?*
- 3. How collaborative is your work culture for people to exchange data and come together to dig deeper into data to derive insights and make decisions?*
- 4. Is data embedded in every decision, interaction and process?*
- 5. How easily can your data be accessible?*
- 6. Is data processed and delivered in Real Time?*
- 7. Do you have flexible data stores enabled integrated, ready to use data?*
(Infrastructure)

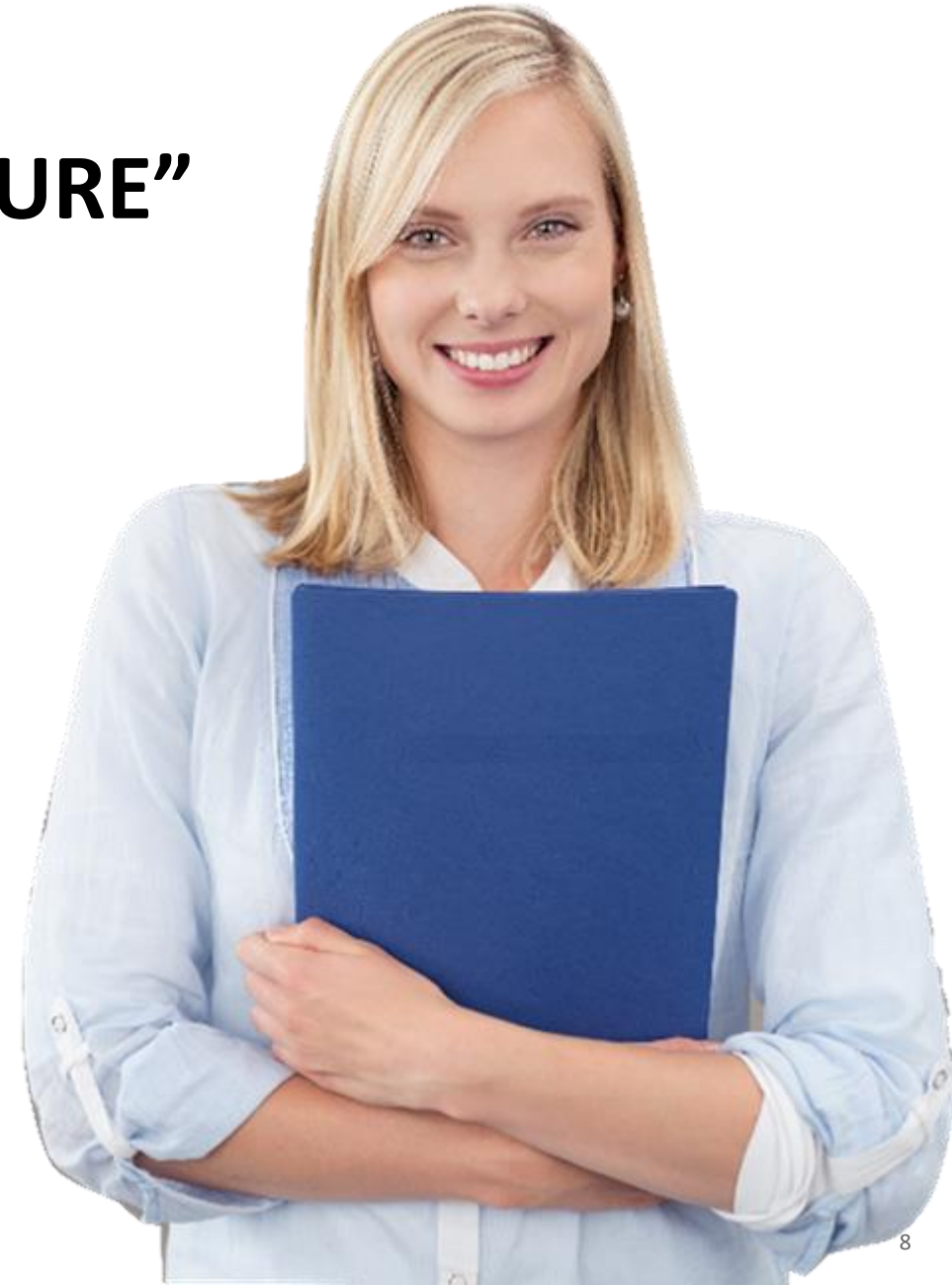
1. DI Score or the Overall Organization

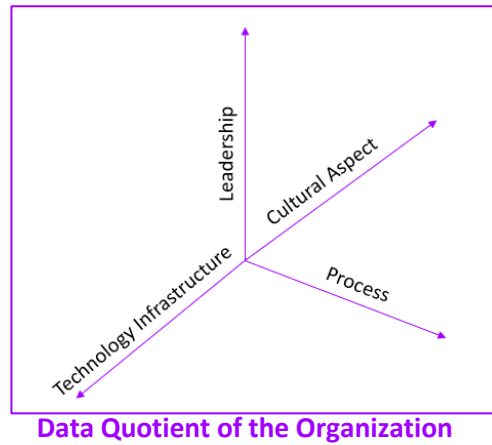
2. Individual Area scores – to determine focus areas

DEFINE:

“DATA DRIVEN ORGANIZATION/ CULTURE”

- ~ Cultivating a mindset that everytime the org makes a decision, the decision making individuals rely on data/ facts to make those decisions.*
- It is a behavioral change*





STEPS TO BUILD - A DATA DRIVEN CULTURE



1

LEADERSHIP DRIVEN

- Leadership driving from top - decisions based on data
- Encourage people to come up w/ data evidence behind their decision rationale
- Bring in data/ fact based discussions in business reviews, strategic meetings. Define metrics to track



2.1

DATA DEMOCRATIZATION

2.2

DATA LITERACY



3

GOVERNANCE

Defining the governance structure on the data is critical



DATA GOVERNANCE FRAMEWORK

Focus on the foundations..

- Base objectives on business value and business indicators.
- Establish decision rights and accountability.
- Support trust by tracking the lineage and curation of information assets.
- Set digital ethics and clear operating procedures.
- Evaluate risk and security when considering value.
- Educate stakeholders about governance.
- Improve the information culture by encouraging collaboration



4

TECHNOLOGY ENABLEMENT

- Build Data Platform for enterprise - from fragmented to centralized data for enterprise
- A unified data ecosystem



5

VALUE DRIVEN DATA STRATEGY

- Every investment in data provides returns
- Data as an asset



6

EXPAND THE CDAO ROLE



QUESTIONS/ THOUGHTS

