

# ANDRES KUKK

## BUILDING A DATA & ANALYTICS ROADMAP WITH MATURITY-DRIVEN APPROACH



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Mövenpick Hotel, Tallinn



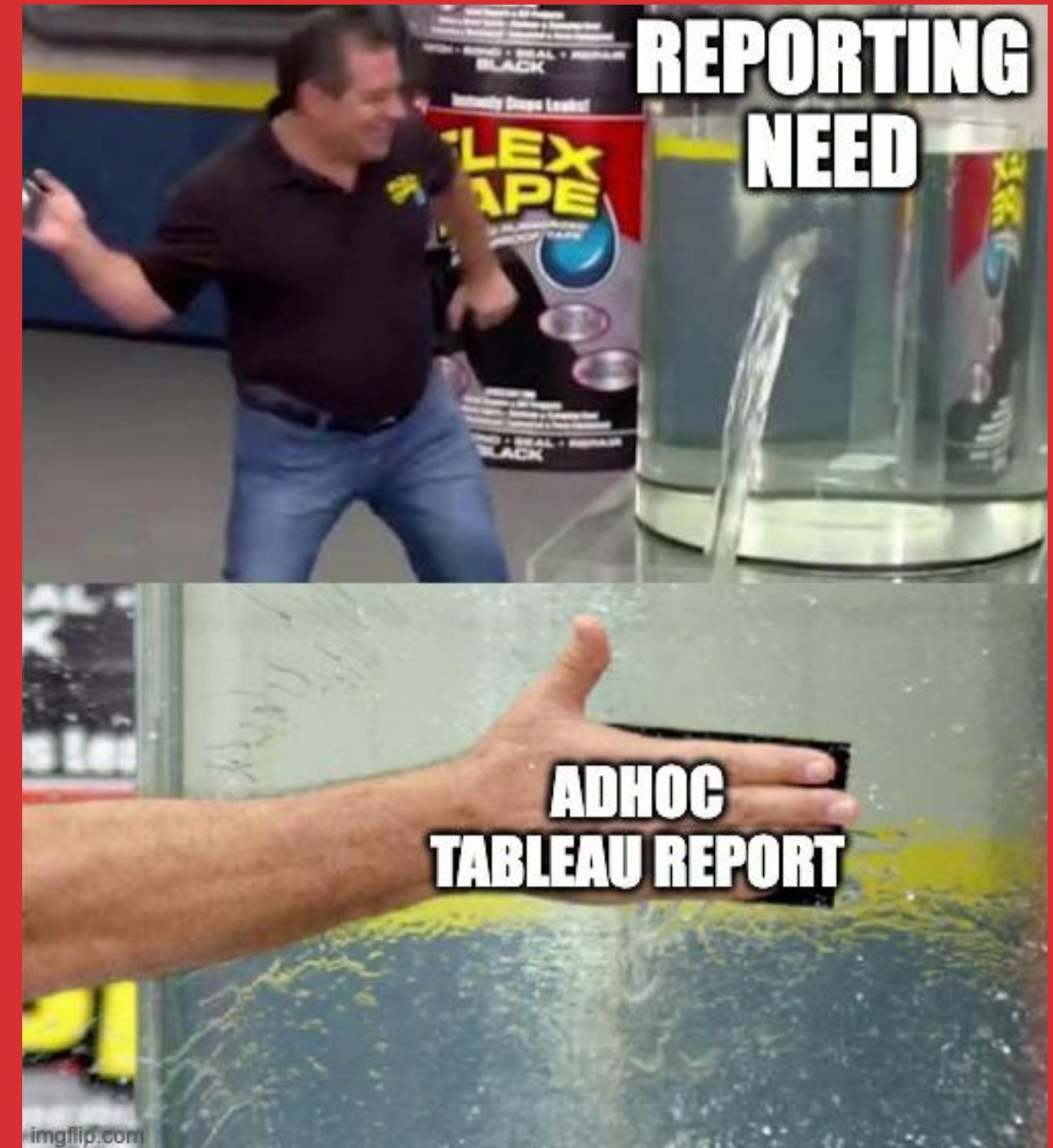
# BUILDING A DATA & ANALYTICS ROADMAP

A Maturity-Driven Approach



# Why analytics projects fail

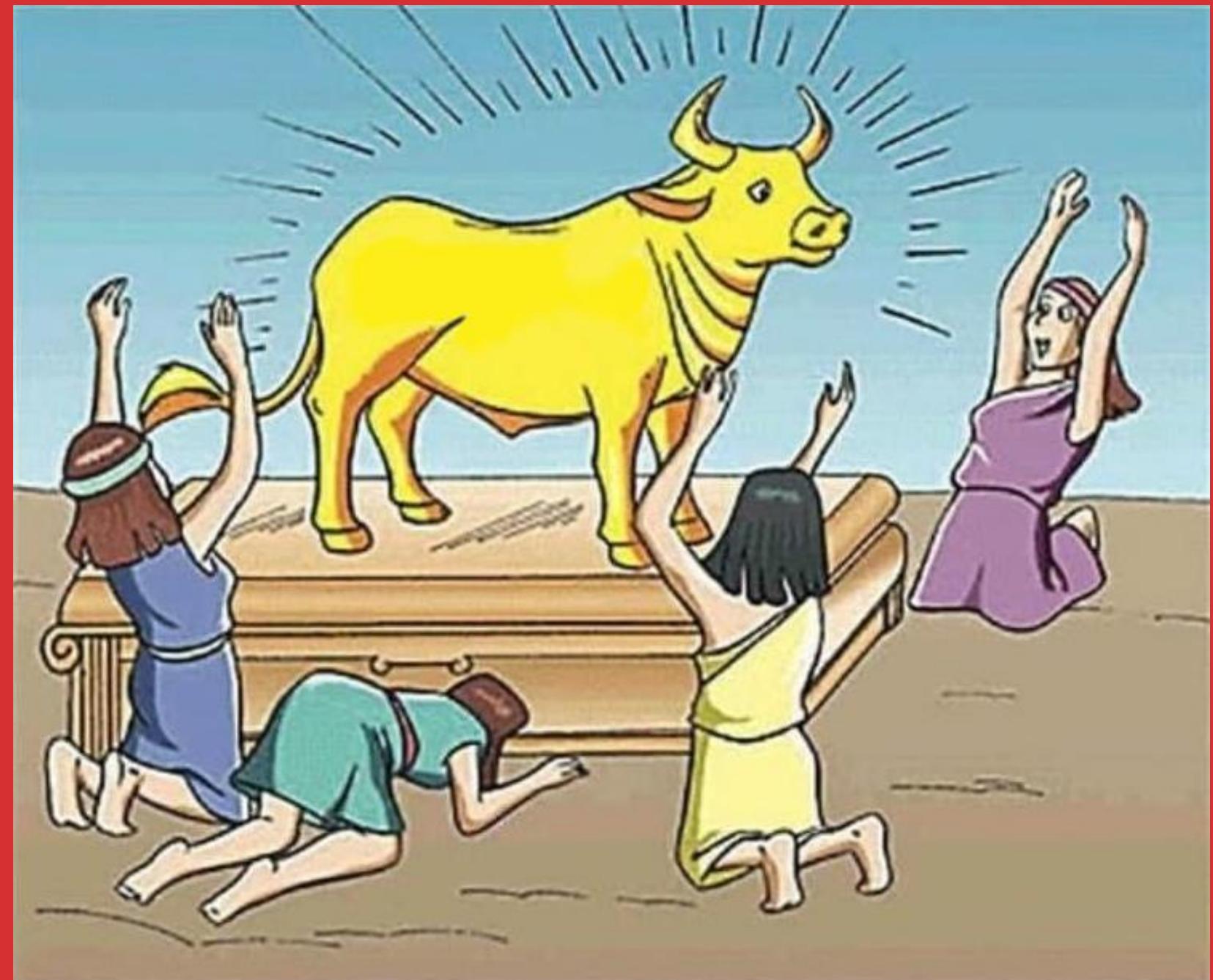
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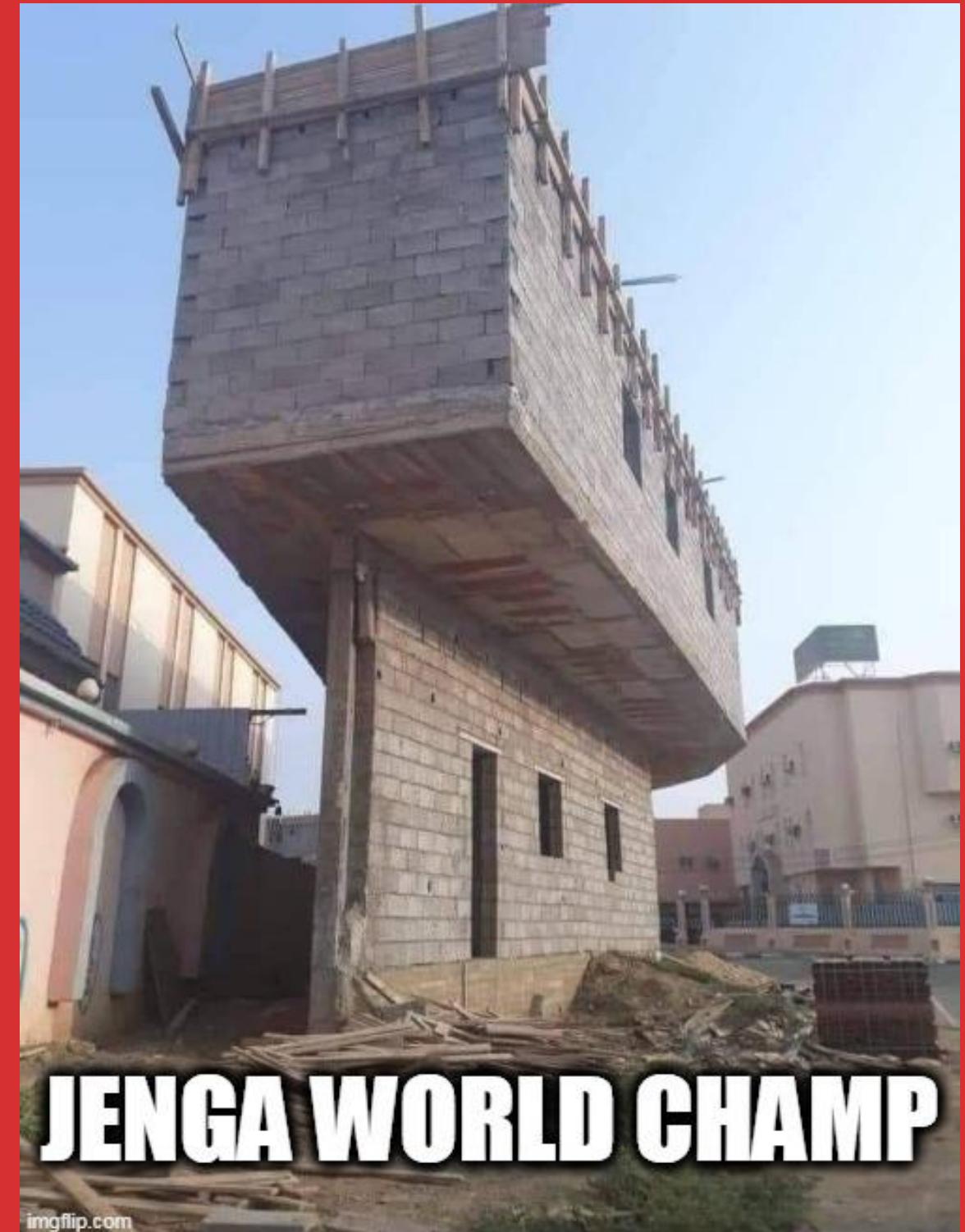
# Why analytics projects fail

REPORT-FIRST -> short-term fix

TECH-FIRST -> expensive, underused

DEPARTMENT-FIRST -> silos, duplication

BUDGET-FIRST -> one-off, unsustainable



# CONSEQUENCES

TRUST in data collapses

ADOPTION is low

COSTS rise

SHADOW IT emerges

DECISIONS don't improve





# A ROADMAP?

## WITHOUT

Chaotic

Hype

Loudest voices

## WITH

Structured

Predictable

Expectations managed

Priorities clear

# THE ROLE OF MATURITY ASSESSMENT



Understand current state

Set realistic goals

Compare across departments

Align business & IT

# MATURITY MODEL

- Describes level of maturity
- Provides common language & structure

Different models with different approaches

Best models -> balanced and practical roadmap.



# CMM – Capability Maturity Model



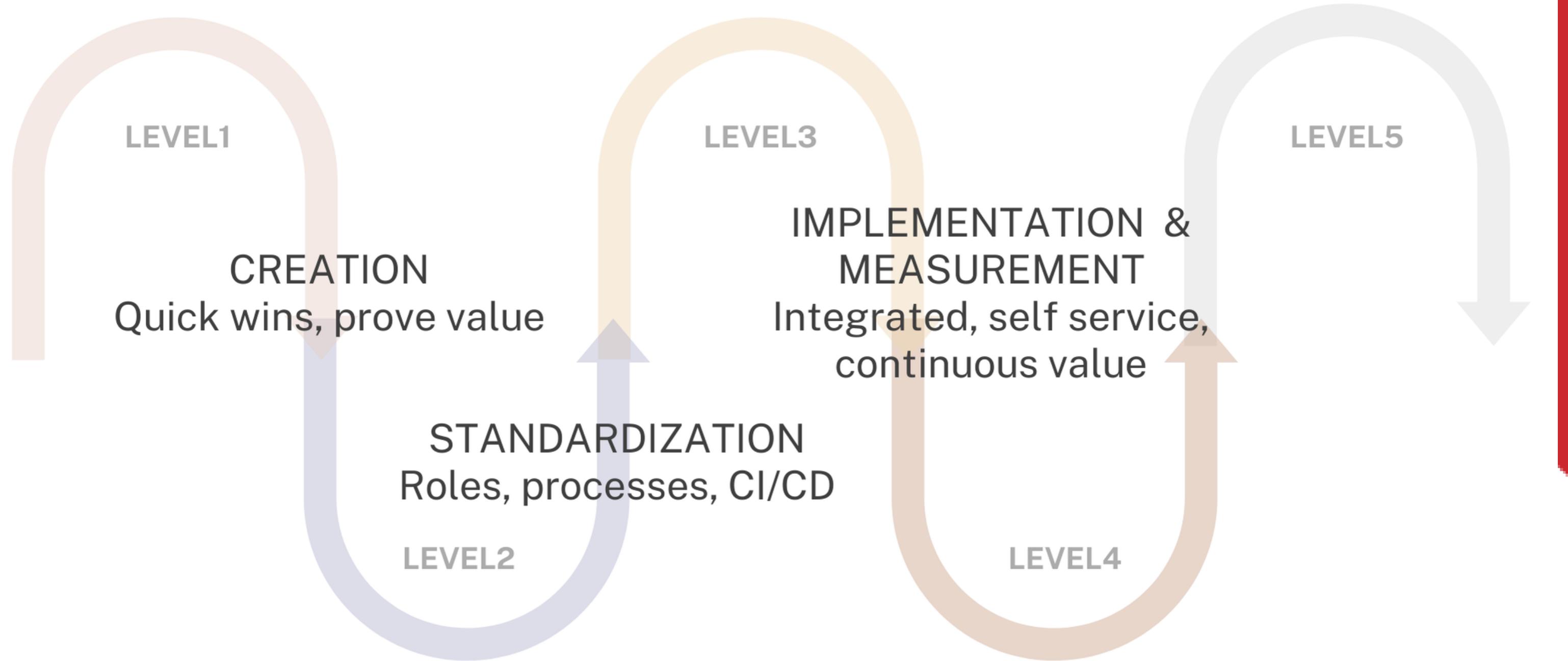
5 levels

Shows place and direction

Balances tech, processes, people,  
culture

Simple & practical for a roadmap

# ROADMAP PHASES



# FOCUS AREAS

- Data processing & documentation
- Roles & responsibilities
- Data literacy & training
- Technical architecture
- Reporting & repeatability
- Data security & accountability
- Organization & community



# KEY POSTULATES

Tech alone != success

Maturity model = shared language

Roadmap prevents chaos

Step-by-step wins build trust

# CONCLUSION

- Tech, people, culture, processes -> all must work together
- Success needs strategy, not just tools
- Roadmap links vision to execution

# THANK YOU!



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