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BUILDING A DATA & ANALYTICS ROADMAP WITH MATURITY-DRIVEN APPROACH



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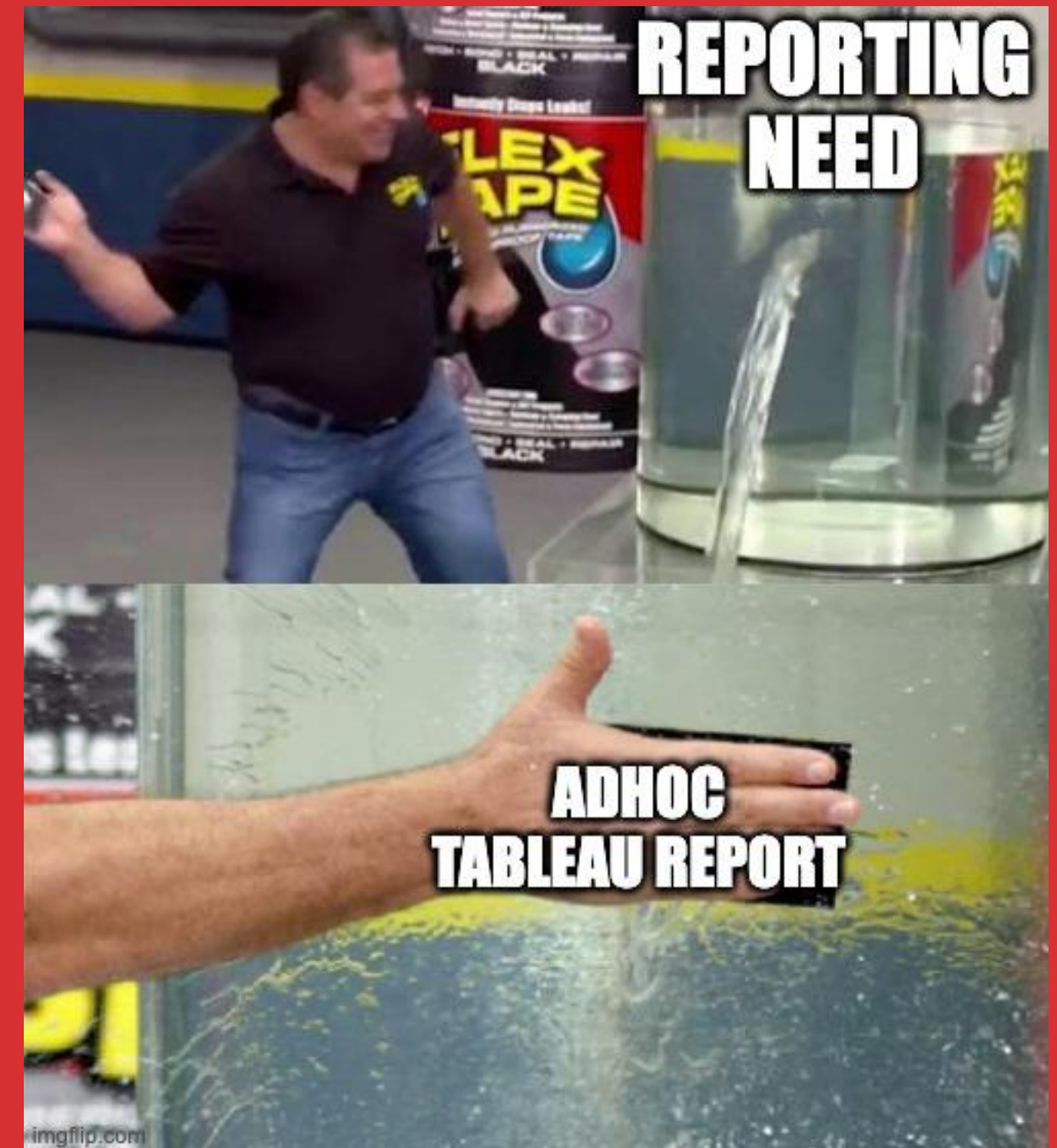
BUILDING A DATA & ANALYTICS ROADMAP

A Maturity-Driven Approach



Why analytics projects fail

REPORT-FIRST -> short-term fix



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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

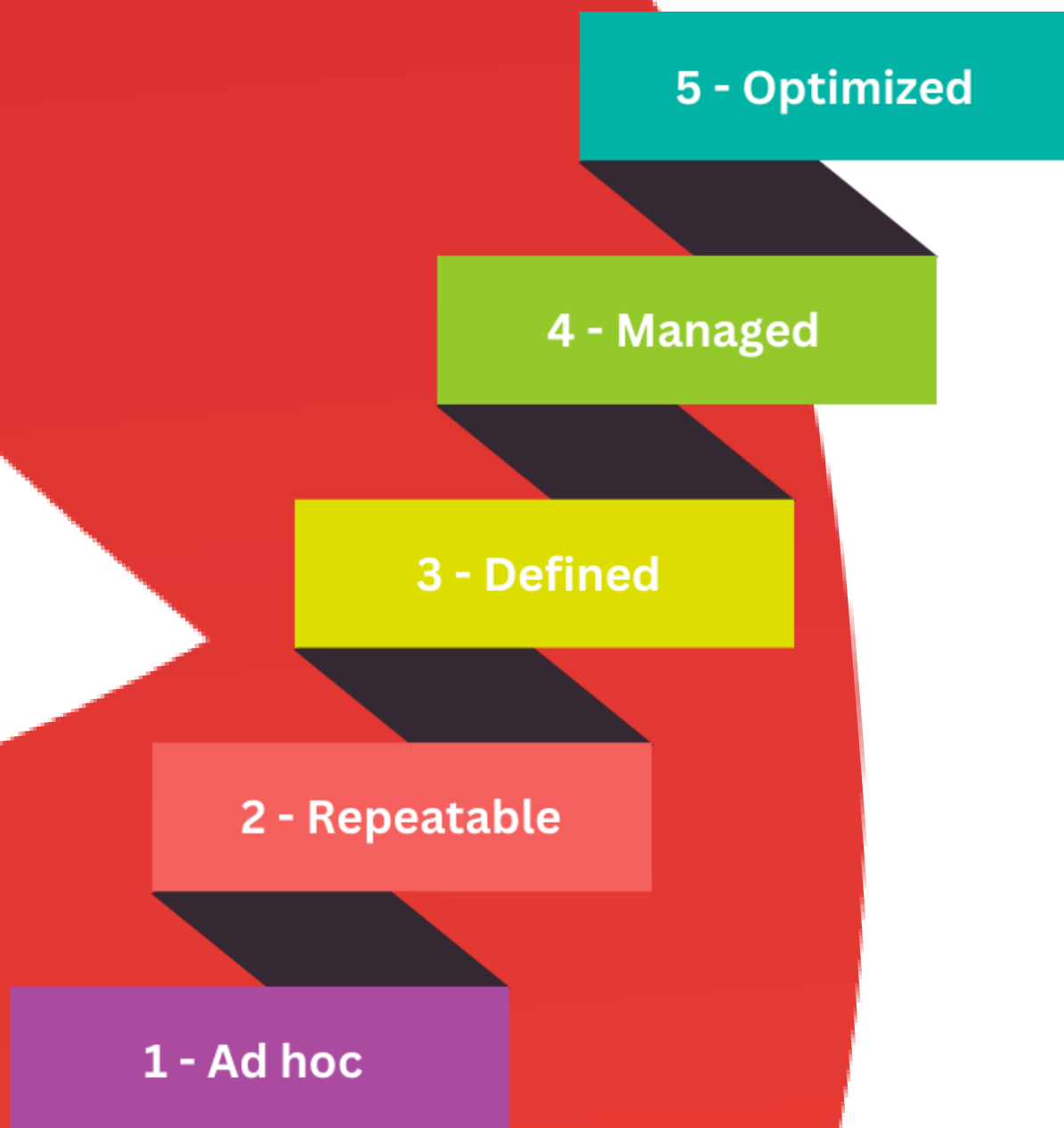
- Describes level of maturity
- Provides common language & structure

Different models with different approaches

Best models -> balanced and practical roadmap.



CMM – Capability Maturity Model



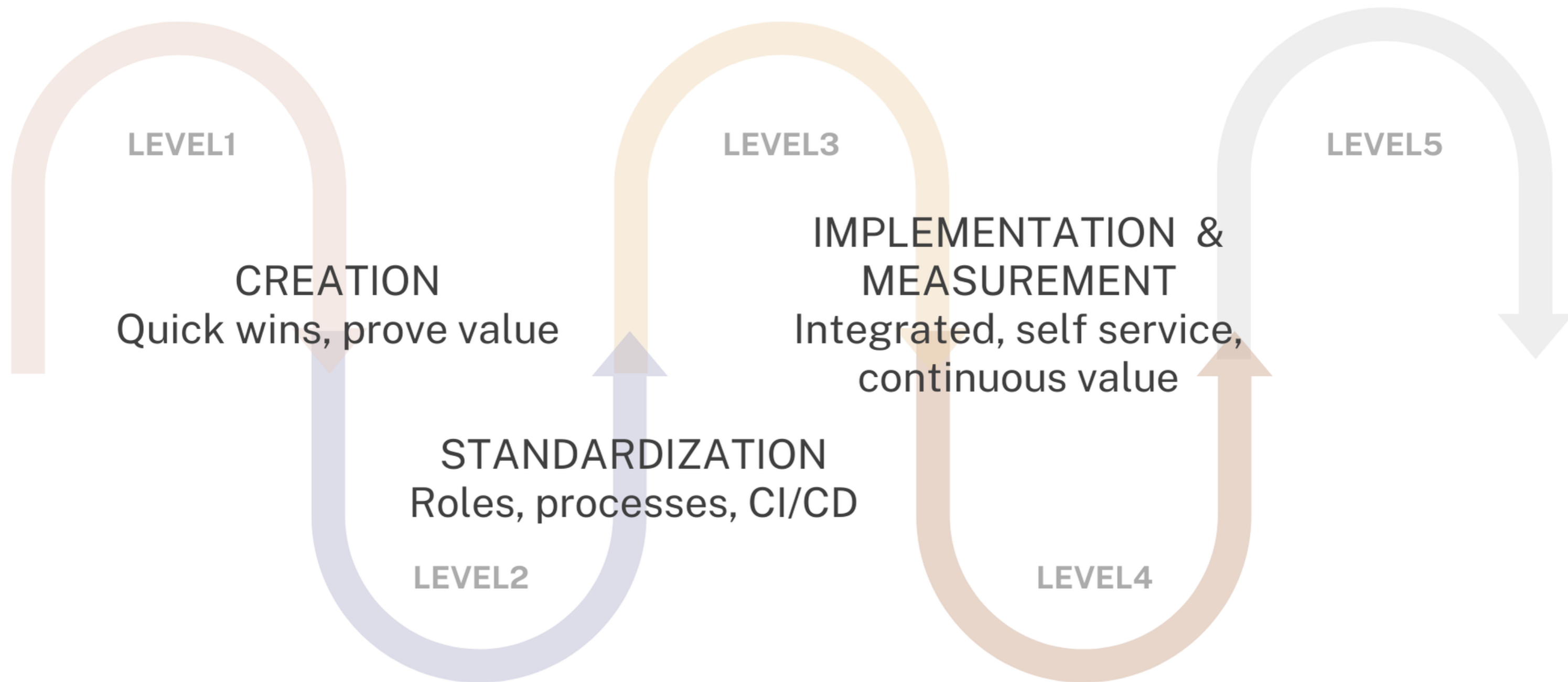
5 levels

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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