# Building a Data-Driven Culture: Creating a Community of Practice

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# A community of practice, starts with **engagement**.

**Ask**

There is no one answer. Everyone in this room has ideas and insights.

# Who is your audience?

How many executives would classify your company as data driven?

# Data

# Value

# Recipe for Success

Data teams should start their journey and maintain an assessment

➜ **Topics**
What are the areas to assess?

➜ **Effort**
What can be done seamlessly?
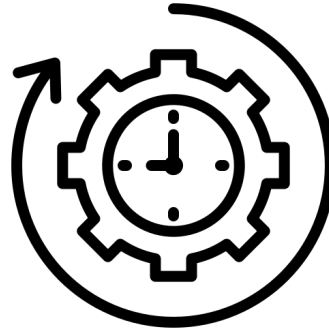
# Areas to Assess Across the Community

**Access**   **Technical Skill**   **Effort**   **Impact**



## Data teams can't achieve the future on their own

# Areas to Assess Across the Community

| Access | Technical Skill | Effort | Impact |
|--------|----------------|--------|--------|

**Today**

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Required biz data not captured

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**Future**

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Data expansion via ongoing process

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|---|---|---|---|---|
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| **Future** | End user access to data (with reasonable oversight)<br><br>Data expansion via ongoing process | Self-service available thru point and click<br><br>Training and videos available for support | | |

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Adapted from Establish an Analytics Practice

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| **Today** | Limited data controlled by centralized team<br><br>Required biz data not captured | Programming required to access data (even SQL is challenging!)<br><br>Hard to navigate and understand data | Overloaded request queue for BI analysts to answer tickets. | Limited value as teams are strained to assess impact across business |
| **Future** | End user access to data (with reasonable oversight)<br><br>Data expansion via ongoing process | Self-service available thru point and click<br><br>Training and videos available for support | Biz users with 24.7 self-service | Analyses across business that amplify the data team investment |

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**Key to Success**

Align the community of proactive **focus** on core business KRs or pain points.

# Community of Practice

Why?

What are the steps to getting a community of practice started?

# 5 Step Plan to Building a Community of Practice

| Pick Champions | Identify Use Cases | Launch | Govern Expand Empower | Evangelize |

# Use Case: Mixbook

**Core Reports**

| Exec Dashboard | Operations Report | Funnel Report | Daily Finance | Real Time Reports |

**Product Funnel**     **Operations**     **Marketing**     **Finance**     **Experimentation**     **Merchandising**

**Reports and Key Analysis Frameworks based on actual company use cases**

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|---|---|---|---|---|

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Each report has Biz Champion & Analytics Partner (with execs for Summary Reports)

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**Product Funnel**   **Operations**   **Marketing**   **Finance**   **Experimentation**   **Merchandising**

**Champions are responsible for keeping company KB up to date (everything has a link!)**

What have you seen in the journey to create a **community**?

# Find me on LinkedIn.



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