

**BUILDING A HIGH-IMPACT DATA
FUNCTION TO DRIVE VALUE IN
RETAIL AND CPG**



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Global Data Products Lead at Kenvue

Experienced Technology and Data executive with 20 years in healthcare and CPG industries.

Specialized in product management and commercial business support, successfully implementing CRM, SFA, and Data & Analytics solutions.

Expertise in leveraging data as a strategic asset to build scalable products and execute analytics and AI for actionable insights in the Consumer Health sector.

Agenda

1

Data as Business Goals enabler

2

Organized and Scalable Data Products

3

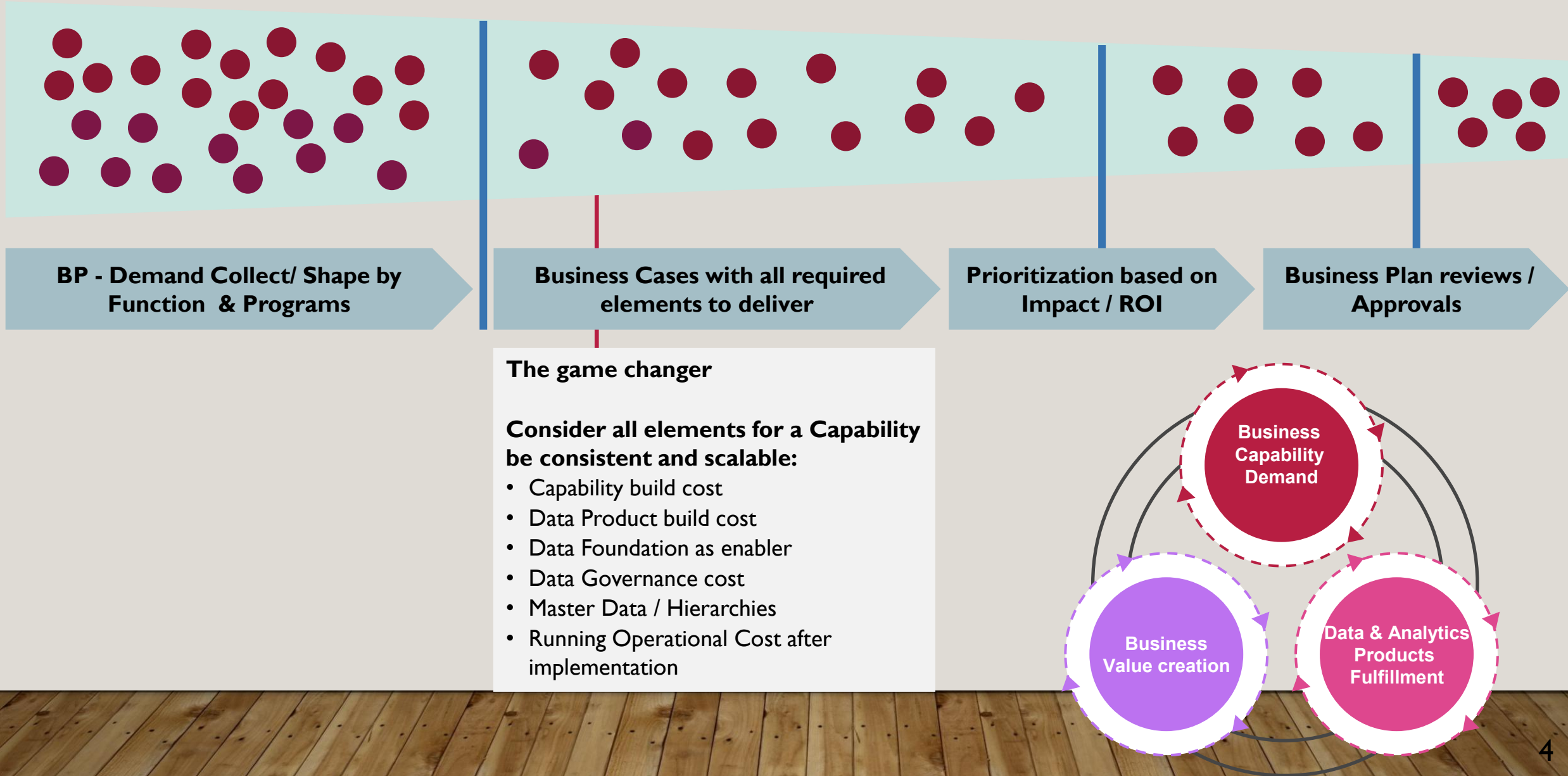
Culture of Data Driven

4

Data Marketplace



DATA AS A BUSINESS GROWTH ENABLER

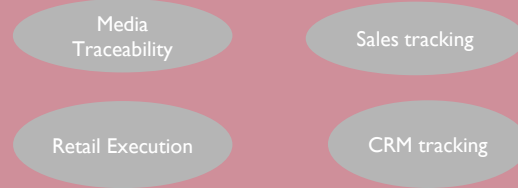


ORGANIZED AND SCALABLE DATA PRODUCTS

Foundational Data Products

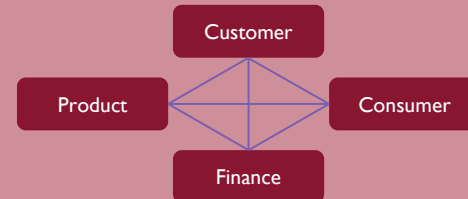
Curated Data Enterprise Level

Data assets that are curated by **domains** and form **the source of truth**



Integrated Data Enterprise Level

Data assets that are **cross functional** and **cross domain**, and serve multiple business use-cases



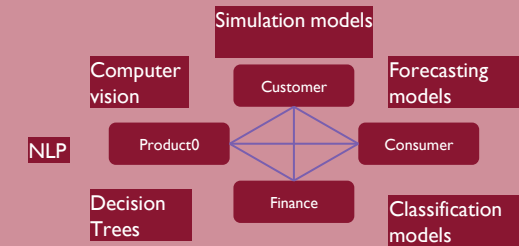
Illustrative Use Cases Analytical Data Products



Smart Data Products

Enriched Data Domain and Use Case Specific

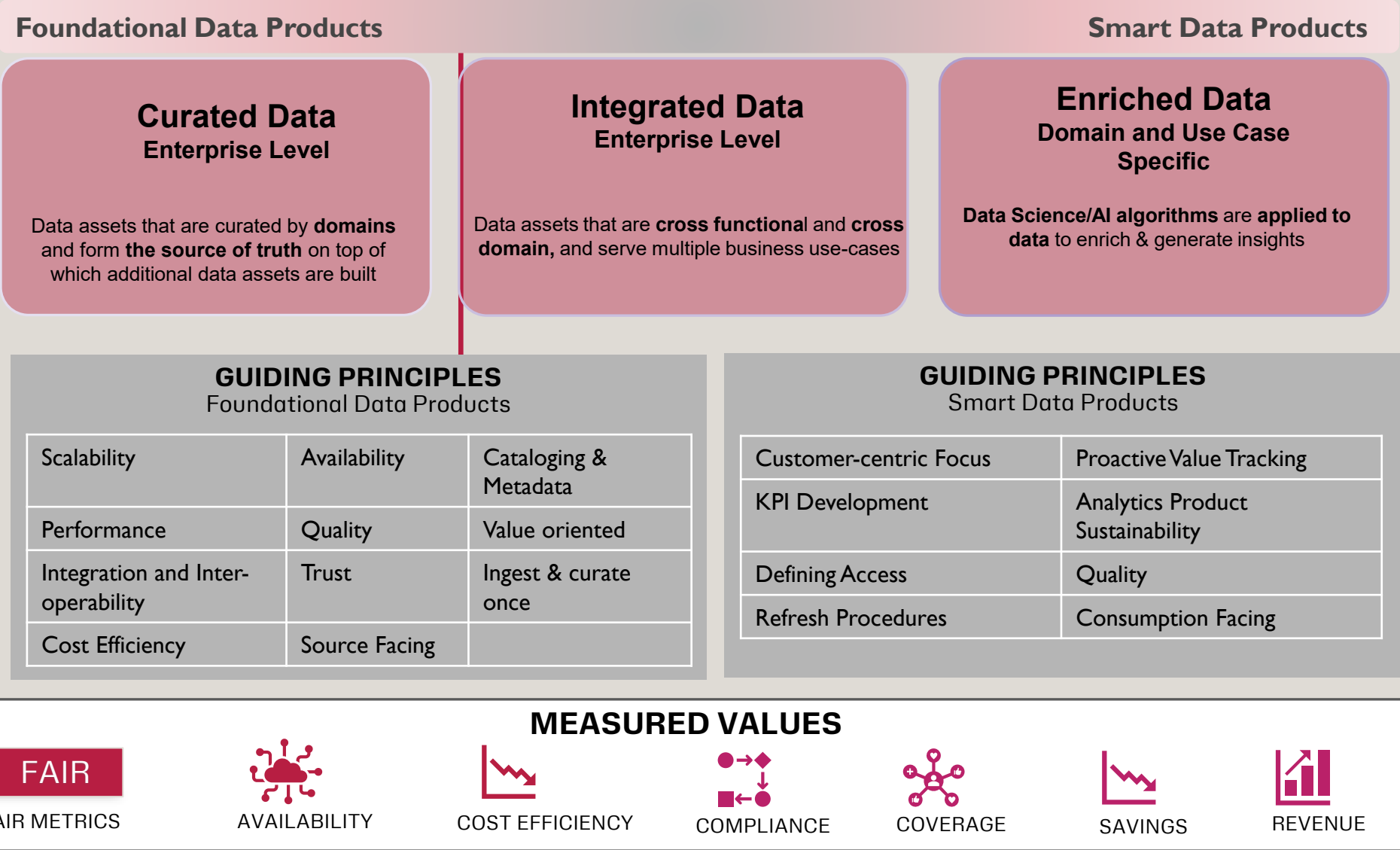
Data Science/AI algorithms are applied to **data** to enrich & generate insights



Data Product Marketplace
(Discover, Access, Self-Service, Publish)

Agile Hub & Spoke operating model across data products, domains & regions

DATA PRODUCTS PRINCIPLES AND MEASUREMENT



CULTURE OF DATA DRIVEN

Governance Capabilities:

Increase Confidence in Data

- **Embedded** governance standards
- **Measurable** data quality
- **Defined** taxonomy and schemas
- **Data Culture** adoption & improvement
- **Tracked** lineage
- **Proactive** health check & monitoring

Data Literacy

Increase knowledge in Data

Communicate: Open the black box of data - agenda with different communication channels and different levels / granularity

Senior leadership commitment/ embed in the company culture

Data Marketplace

- Discover
- Access
- Self-Service
- Publish

Gartner defines data literacy as: The ability to read, write and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use-case application and resulting value.

— Gartner IT Glossary

