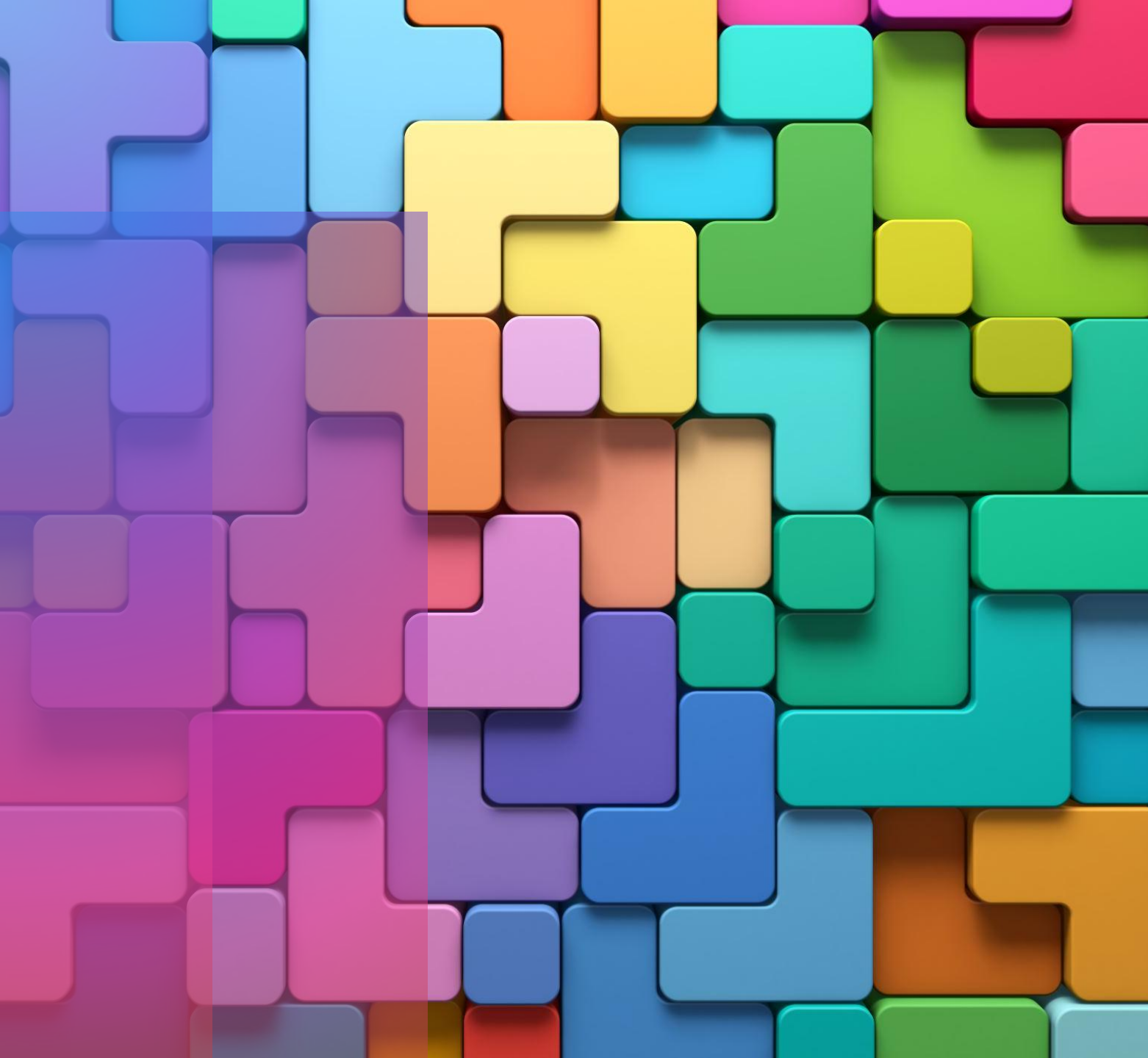




# Linking Data Strategy to Business Strategy

Prioritizing Data Projects for Impact and Value

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# Why Data Strategy Matters

- Data is a strategic asset for revenue, efficiency, and compliance.
- 80% of business strategies fail without a data plan.
- Alignment ensures measurable outcomes and sustainable ROI

# The Business–Data Alignment Model

Corporate Goals →

Business Strategy →

Data & Analytics Strategy →

Execution & Measurement

# Linking Data Projects to Business Objectives

| Business Objective     | Data Initiative                            | Outcome / KPI           |
|------------------------|--------------------------------------------|-------------------------|
| Revenue Growth         | Customer 360 Platform                      | Cross-sell ↑10%         |
| Risk Reduction         | Data Quality & Governance Program          | Audit findings ↓40%     |
| Operational Efficiency | Automated Regulatory & Financial Reporting | Cycle time ↓60%         |
| Innovation             | AI/ML Segmentation & Personalization       | New product uptake ↑20% |

# Prioritization Framework

Evaluate projects via  $\text{Impact} \times \text{Effort}$  or  $\text{Value} \times \text{Risk}$ .

Consider:

- Strategic Alignment
- Data Quality
- ROI & Time to Value
- Regulatory Drivers

# Generating Revenue from Data



## **Data Products & APIs**

Curated, governed datasets exposed securely via APIs for reuse or monetization



## **Insights as a Service**

Deliver analytics-driven insights, dashboards, and benchmarking



## **Data-Driven Innovation**

Use analytics to develop new services and improve offerings



## **Embedded Analytics Platforms**

Integrate intelligence directly into client platforms and experiences

# Building a Modern Data Infrastructure

- ☁️ **Cloud Lake / Warehouse** – Centralized, scalable storage for structured and unstructured data
- 🕒 **Governance & Lineage** – Framework ensuring data trust, quality, and compliance
- 🔗 **APIs & Microservices** – Modular services enabling flexibility, integration, and reuse
- 🤖 **ML Ops** – Operationalization of machine learning for intelligent automation
- ⚡ **Real-Time Streaming** – Continuous data ingestion and event-driven analytics

# Enabling Technologies

 Data Catalog

 Data Quality

 ML Platform

 Visualization

 Privacy Tech

 Automation



# Fostering a Data-Driven Culture



## People – Upskill & Empower

Invest in **data literacy and analytical confidence** across all levels.

Empower employees to use insights in decision-making, not just technical teams.

Recognize and celebrate data-driven behaviors.

**Message:** “Everyone is a data professional in a modern organization.”



## Process – Embed Data-Driven Decisions

Integrate data into **daily workflows, planning cycles, and performance reviews**.

Replace instinct-based actions with **measurable, evidence-based decisions**.

Use dashboards, scorecards, and analytics to create accountability.

**Message:** “Decisions are only as good as the data behind them.”



## Platform – Enable Self-Service Analytics

Provide governed, easy-to-use tools that allow business users to **explore and visualize data**.

Balance **accessibility with governance** – ensuring trusted data across all business lines.

Accelerate innovation by **reducing reliance on IT bottlenecks**.

**Message:** “Empower the business to move at the speed of insight.”

# Governance and Trust

-  Governance Council aligns priorities.

 Risk & compliance embedded.

-  Ethical data = trusted brand

# Metrics and Outcomes

-  **% of Initiatives Using Insights** – Measures how deeply data informs business decisions.
-  **Data ROI** – Quantifies the financial return from data investments.
-  **Data Quality Improvement** – Tracks trust, accuracy, and completeness over time.
-  **Automation Gains** – Assesses efficiency and capacity freed through automation.

# Call to Action

-  **Score Initiatives by Impact** – Prioritize data programs based on measurable value and outcomes.
-  **Pilot Monetization Projects** – Test and scale data products or insight services that create revenue streams.
-  **Build Literacy & Leadership Support** – Invest in upskilling teams and securing visible executive sponsorship.

## Quote:

*“Data strategy is about business value, trust, and outcomes.”*