

Data Maturity Model



The **Data Maturity Model** below helps you appraise your company's goals to enhance your data analytics initiatives, improve operational efficiency, and meet organizational goals.

Steps to an optimized Data Analytics culture



COMPONENTS

UNMANAGED

DEFINED

OPTIMIZED

Analytics Strategy

Absence of overarching data strategy. Needs are met through ad-hoc processes and/or sources



Leadership has well-defined strategic data initiatives that are both sustainable and the support enterprise-wide use



Leadership and business units continually refine strategic data initiatives

Ideation

Formal process for ideas, priorities and prioritization lacks structure



Ideas are prioritized by impact, effort, and alignment between business & technical teams



Development is defined as a series of experiments and results drive next set of experiments

Analytics Adoption

Employees make decisions based on gut instinct or personal experience



Data is used pervasively, but there are many versions of truth



All users have the data they need to make informed decisions

Data Management

Data governance plan and framework are not declared



ELT sponsorship in place. Enterprise data governance function and framework is optional



Experimentation on process, tools, and org structure is encouraged

Platform Architecture & Ops

A target data architecture aligns business requirements with the implemented data store for at least one project



Critical data elements for which the platform is an authoritative source, trusted source, or system of record are documented



Performance models for data integration are periodically reviewed, and are used as input for enhancements

Need help with your data analytics journey?

Contact us at ask@quisitive.com

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