



# EVALUATION

Where are you now?

You suspect that you need to do something with your data. But where to begin? Start with establishing your baseline situation.

A **Data Quality assessment** will help you determine how much you can trust your current data:

- Is it consistent? Do you get the same measure for the same parameters?
- Is it accurate? How well do your metrics reflect reality?
- Is it relevant? Are you measuring the right thing?

A **Data Systems inventory** will identify the data touchpoints in your organization.

- Where is data being tracked?
- How is data flowing from point of entry to point of reporting?
- How many systems do you have tracking key business data? Do you have a single version of the truth?

A **Data Management assessment** will take a look at your data structures, data models, and data governance

- Is there a standard set of unique identifiers that are consistently used?
- How is bad data identified and corrected?
- How are new data models put in place or existing ones adjusted?
- Does your staff understand what “good data” means and why they should care about it?

## EXAMPLE PROJECT

### Data Quality/Cleanup

Agency needed to improve the quality of their data to make data reporting more accurate and actionable.

#### Proposal Outline

##### Analysis of current state

- How consistent is data within your different applications?
- What common data entries errors are occurring?

##### Scoping for improvement of above

- Identify opportunities for "band-aids" (immediate or one-off fixes in your data entry mechanisms that would help improve the quality of the data being captured)
- Scope solutions for one time cleanup of legacy data (eg correcting data that has already been entered)



# STRATEGY

Where should you be?

Let's face it, all too many IT projects are disasters. The reason is because the wrong question is being asked:

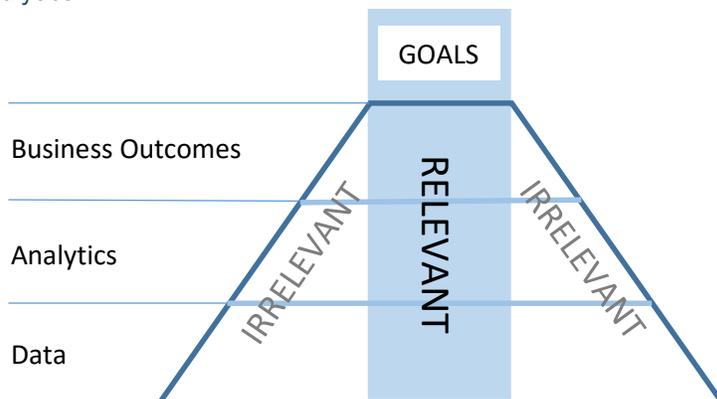
“What do you want?”

If you knew that, you wouldn't need us. Instead we ask you:

“What problem are you trying to solve?”

By keeping in mind the end goal of solving problems it frees us to think creatively about all dimensions of the solutions, not just the technology axis. This is how we are able to build in compromise from the beginning.

A typical engagement starts with identifying your overall organizational goals and objectives, from there the business outcomes that drive those goals, the analytics that supports those outcomes, and finally the key data that feeds the analytics.



This way we focus only on what actually leads to achieving your goals rather than inefficiently trying to improve everything in the hopes that something will connect.

## EXAMPLE PROJECT

### Enterprise Data Model

Organization data was stuck in department silos with similar business metrics having different definitions in each unit. This made cross-functional analysis very difficult so there was no good way to monitor performance at organization level.

#### Proposal Outline

Analyze workflow and reporting requirements

- What are some key data entry or reporting difficulties with current model?
- What are some data questions that need to be answered?

#### Gap analysis

- Identify theoretical data model to support requirements
- Document actual data model
- Identify gaps and level of effort for suggested fixes



# IMPLEMENTATION

How do you get there?

We design and implement any aspect of the data pipeline, from data entry, to ETL, to data warehouses, lakes, or marts. Our focus is on enhancing return on investment.

Of course, this means taking into account your budget and capacity in addition to your data strategy. That much is obvious. What is less so is the need to consider your organization's data sophistication.

For example, it makes no sense to invest in a fancy analytics suite if you have very poor data quality. Perhaps it would be better to spend resources on enhancing your data capture mechanisms in that situation.

## Direct Implementation

We partner with you to help enhance capacity.

- Master Data Management/Data Quality tools
- ETL and Data Integration
- Data Warehouse and Data Lakes
- Visualization and Analytics stacks
- Performance and Business metric dashboards

## Vendor Management

In addition to providing direct services we can also assist in managing your external vendors or clients

- Data RFP/Proposal writing
- Vendor selection
- Project management
- Operations management

## EXAMPLE PROJECT

### Data Reporting Stack

Organization had a very manual and time consuming process for reporting which made it very difficult to be agile about their data. Needed immediate solution that could be scaled up later

#### Proposal Outline Standard Report

- Identify 10 most frequently requested metrics and common demographics or attributes
- Create standard report mockup
- Setup weekly pull of this standard report

#### Data Mart

- Create database to store timestamped weekly standard report pulls
- Create dashboards and tools to analyze and visualize trends and measure effects of experimental business process changes on key metrics