



**ROCKET  
SCIENCE**

PHASE 1

## Assess your company's maturity level in data valuation with our Data Performance Score Card

Before starting your journey in the world of Data Science and Machine Learning, you need to assess existing assets, understand where your weaknesses are as an organization, see where the value in terms of projects is, and so on. Assessing your level of maturity in terms of data valuation inside your company will help you understand where you should put your efforts before or while investing in Data Science and Machine Learning.

This interactive tool will give you an overall score based on your answers, it will come with comments about what to improve and what to do next. Keep in mind that this is a qualitative tool to aid decisions. The questions are divided into three groups: "Data", "Data Science", "Business and culture".

Your data assets and how they are structured reflect how ready you are to create complex solutions in Machine Learning that will rely on those data. Your existing Data Science projects or efforts reflect the appetite of your organization for such solutions. Your culture and the business side will reflect how much support you will have later in your journey and how ready your people's organization is for Data Science and Machine Learning.



# Data Questions

- 1 Do you have any data lineage\*\* to recognize your data sources and data flow?

*\*\* Data lineage is the process of understanding, recording, and visualizing data as it flows from data sources to consumption.*

- 2 Do you have a proper tool for data cleansing and transformation (ETL tool)?

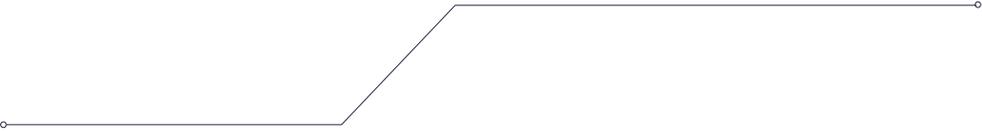
- 3 Do you have a Business Intelligence Practice with reporting tools and resources?

- 4 Do you have a data warehouse?

- 5 If you have a Business Intelligence Practice, how successful do you feel it is from 0 to 10? 0 would be not successful at all, 10 is a tremendously successful practice.

- 6 If you have a Business Intelligence Practice, how long this practice has been in place?



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- 7 Do you have a Data Governance program in place that defines who can take action on data?

## Data Science Questions

- 8 Have you performed any Proof of Concept in Machine Learning?
- 9 Have you purchased any solution that is powered by Machine Learning (including self-service tools)?
- 10 How many Machine Learning projects have you identified in your organization?
- 11 Do you have a data analyst in the company that performs your data analysis?

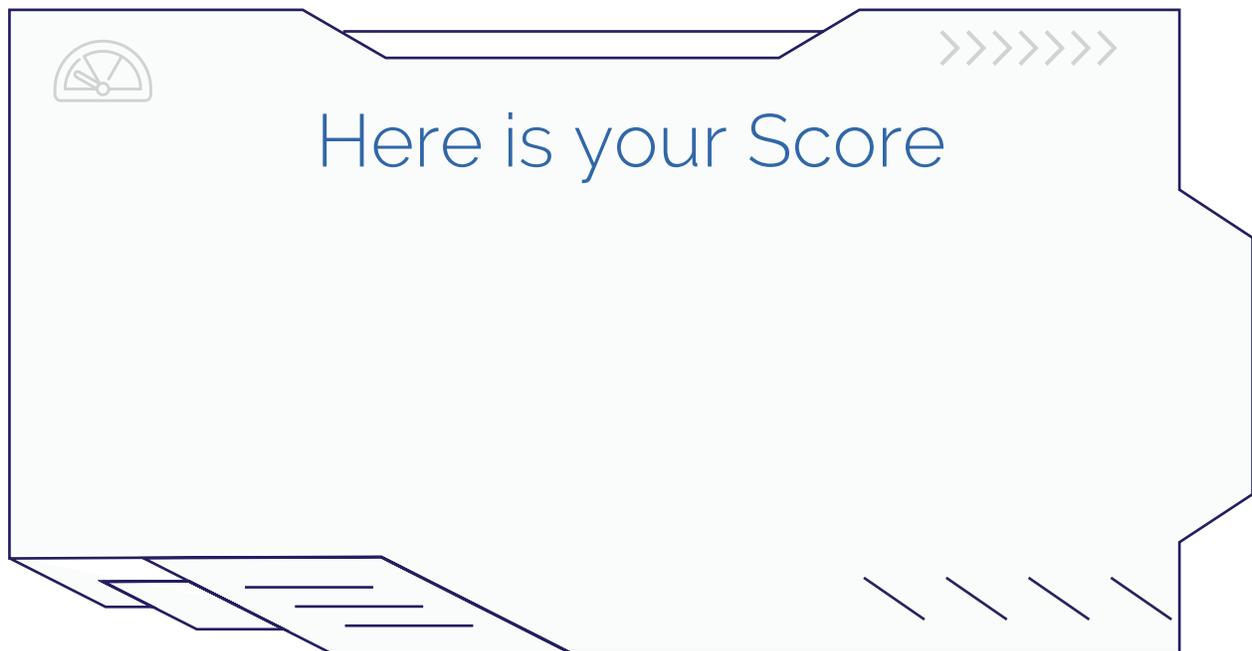
## Business and Culture Questions

- 12 Would you qualify your company as a data-driven company?

13 Is your top management supporting future investments in Machine Learning?

14 Do you have the support of IT in your process?

15 Are there internal departments or units that have an appetite for Machine Learning solutions?



# Matrix result

Under 15

15-25

26+



If the score  
is under 15

Becoming a data-driven organization is a hard process and implementing a culture where you create value through data is a long path. Your level of maturity reflects the need to invest in building a stronger practice in Business Intelligence with the proper tools. Looking for support from top management will also help you gain traction inside your organization.

Our model has rated your organization around **25% mature** in terms of data valuation.

Don't give up! Your data journey is still in its infancy, and you have room for improvement!

**Here are some actionable items that you can use to start improving your maturity:**

- ✓ Start by optimizing your BI practice or create one if not already the case. Make sure your user's needs are fulfilled the right way.
- ✓ Invest in tools for data cleansing, data lineage, and a data warehouse (if not the case).
- ✓ Start thinking about data governance inside your organization to help track data and secure access to data.
- ✓ Look for potential projects based on data across your organization.
- ✓ Get closer to the LoBs, and try to position projects based on data.
- ✓ Create internal workshops, webinars, or demo sessions inside your organization. This will support the drift to a data-driven organization and people will start thinking of ways how to use data.
- ✓ Attend conferences and webinars to help you meet other leaders like you and learn from their successes and failures.

**The next step is to download the framework: Identify Machine Learning projects with high value to your organization.**

**START YOUR JOURNEY**





# Matrix result



If the score is between 15 – 25

Your organization seems to have good assets in terms of data valuation. We can definitely improve this process by investing in proper tools and creating best practices. You probably have a supportive top management with a good ear from different departments and LoBs. Your journey in Data Science and Machine Learning can start on the right track if we optimize some of your existing assets.

Our model has rated your organization around **50% mature** in terms of data valuation.

Keep going! Your journey in Data Science and Machine Learning could start today, but let's optimize your existing assets to help you be on solid ground!

**Here are some actionable items that you can use to start improving your maturity:**

- ✔ Invest more seriously in data governance to help you gain control over your data flow.
- ✔ Move your Business Intelligence practice from a "demand and do" approach to a more proactive approach where you foresee your user's needs and create replicable work (dashboards, data requests and reports).
- ✔ Invest more in a data engineering team that will clean your data and help you have more reliable and clean data for BI, but for Data Science as well.
- ✔ Create internal workshops, webinars, or demo sessions inside your organization. This will support the drift to a fully data-driven organization and people will start thinking of ways how to use data.
- ✔ If this is not already the case, start identifying projects in Data Science using our framework (2—Identify projects with high value to your organization)

**The next step is to download the framework: Identify Machine Learning projects with high value to your organization.**

**START YOUR JOURNEY**





# Matrix result



If the score is  
Over 26

Your organization has great maturity in terms of data valuation. It seems that you are in control of the situation. You have good support internally and your BI team is doing a good job. The probabilities of having success in Data Science and Machine Learning are high.

Our model has rated your organization at least **75% mature** in terms of data valuation.

You are definitely ready for the great jump in Data Science and Machine Learning!

**Here are some actionable items that you can use to consolidate your existing strengths:**

- ✔ Optimize your data governance to help you gain control over your data flow.
- ✔ Create internal workshops, webinars, or demo sessions inside your organization. This will support the drift to a fully data-driven organization and people will start thinking of ways how to use data.
- ✔ If this is not already the case, start identifying projects in Data Science using our framework (2—Identify projects with high value to your organization).

**The next step is to download the framework: Identify Machine Learning projects with high value to your organization.**

[START YOUR JOURNEY](#)



Looking for support in your journey?

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