

How to audit your data culture.

Being data-informed doesn't just mean collecting more or better data. It's about revamping existing practices around decision-making, setting goals, and structuring your organization.

Want to know if your company is truly data-informed? Ask yourself these questions.



Basics

- Do people throughout your organization understand the value of data?
- Does data play a role in supporting intuition and hypotheses, and in presenting arguments?



Accessibility

- Do people who want to ask questions about data have access to it?
- Can they ask these questions and get data insights themselves?
- Does your analytics stack allow for quick adoption across the company?



Flexibility & Speed

- Can people ask pretty much any type of question about their data and get answers quickly?
- Can you achieve insights about your product and customers fast enough to stay competitive?

RUN THROUGH THIS AUDIT, AND ASSESS WHERE YOUR ORGANIZATION FALLS WITH RESPECT TO THESE AREAS!