Kin + Carta
Data Democratization
Crawl, Walk, Run

12-week engagement

The Challenge

Every second, organizations are generating significant amounts of data. Yet, most of this data resides in silos and never analyzed and used for creating useful business insights.

Our solutions for these challenges

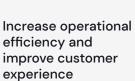Remove barriers to access or understand data

Help foster a data-driven culture

Increase operational efficiency and improve customer experience

Empower individuals at all tiers of the organization to use data insights in their decision-making

Business related data is more abundant than ever. Whether this data is collected first-hand or obtained through a third-party. All too often, this data becomes locked away, residing in silos, which are only available to a subset of individuals. The inaccessibility or unavailability of data to the larger audience limits the chance for embracing the larger benefits, including data-driven dynamic decision making.

Kin + Carta has deep experience in analyzing large scale data systems, which do not seek to centralize and organize data, but rather harness the technologies and techniques to meet the needs of ever-changing business environments.

In our 12-week engagement, our Kin + Carta Data Labs team works shoulder-to-shoulder with clients' personnel to take the initial steps in data democratization, working with a single business unit, to harness their data in a digestible and visual way. This is the first step in experiencing the business benefit of data democratization.

Key Phases, Goals & Deliverables

Our 12-week (1 quarter) engagement is broken down into three phases:

Weeks 1–4	Weeks 5–7	Weeks 8–12
Due Diligence	**Data Foundation Formulation**	**POC Buildout & Roadmap**
Strategic Alignment: Align with key stakeholders on problem statement and business unit focus	**KPI Development:** Define KPIs and measurement criteria	Build out of the business unit reporting and dashboard
Use Case Identification: Conduct workshop to define base use cases and data requirements	**Reporting Requirements:** Define reports, reporting requirements and output design	Roadmap and recommendations, write-up and report-out with stakeholders
Data Collection & Hygiene: Understand the sources of data, data collected and state of data quality	**Visual Mockup:** Design the data visualization and use cases for delivery	Prepare for enablement team and implementation for additional business unit adoption
Data Security and Privacy: Review current security protocols and governance requirements	**Technology Selection / Setup:** Identification of technology and set up for build-out	
Tools and Technology Assessment: Identify current system and data structure in place	**Alignment:** Align with key stakeholders on deliverable requirements	

Assumptions & Prerequisites

Data	Data is in an **accessible** format/location (collaborative). Supplied **data quality** is satisfactory to fulfil defined use cases (agency or collaborative).
People	**Relevant persons involved** from the start: project sponsors and output users (client). **Use cases** clearly **defined** by relevant parties (client side or collaboratively). **Success measures** clearly defined by relevant parties (client side or collaboratively). **Client side data team available to consult.**
Technology	Agreed **technology** choice for build, deployment and maintenance (collaborative) with access to it.

Get in touch

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