

# Kin + Carta

## Data Democratization

### Decision Intelligence

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.

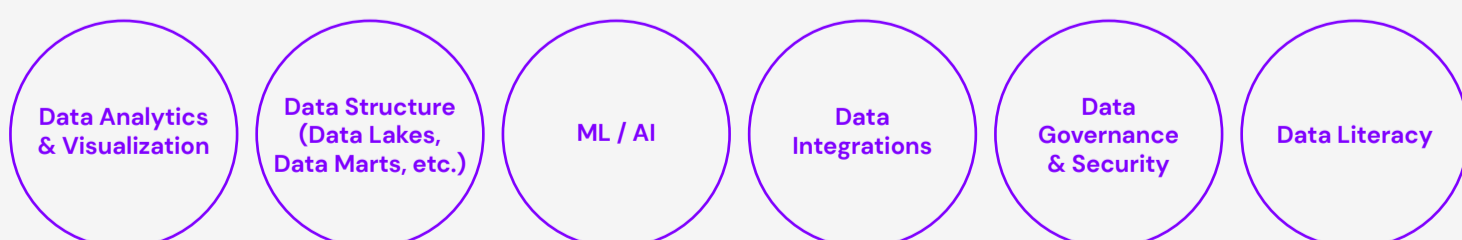
In our 12-week engagement, our Kin + Carta Data Labs team works shoulder-to-shoulder with clients' personnel to solve the technical and non-technical challenges, in concert with leadership to ensure organizations invest in the right tools and processes that empower employees to advance the strategic objectives of the company.

#### Key Phases, Goals & Deliverables

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

Weeks 1-5	Weeks 6-9	Weeks 10-12
<b>Discovery</b>	<b>Data Foundation Formulation</b>	<b>PoV &amp; Recommendation</b>
<b>Strategic Alignment:</b> Align with key stakeholder on goals and objectives	<b>Strategy Formulation:</b> Define how data will be linked to people, process and outcomes for prioritization	Business case of the applied value of a data democratization view
<b>Use Case Identification:</b> Conduct workshop to define base use cases and data requirements	<b>Data Literacy:</b> Determine data standards and semantics to provide common business language	Roadmap & recommendations, write-up and report-out with stakeholders
<b>Data Collection &amp; Hygiene Assessment:</b> Understand sources of data, data collected and state of data quality	<b>Data Trust:</b> Determine data lineage and define data quality rules	Prepare for enablement team and implementation
<b>Data Security and Privacy Assessment:</b> Review current security protocols and governance requirements	<b>Data Structure and Integration Enablement:</b> Determine system for providing data across business users	
<b>Tools and Technology Assessment:</b> Identify current systems and data structures currently in place	<b>Analytics &amp; Visualization Approach:</b> Identification of business approachable tools	
<b>Gap analysis:</b> Understanding of missing elements in an overall data strategy and recommendations	<b>Alignment:</b> Align with key stakeholders on direction and use cases	

#### Data Stewards



#### Get in touch



**Cameron Turner**  
 VP of Data Science  
 cameron.turner@kinandcarta.com