

TEKsystems' Tips

3 Tips for a Winning Data Strategy

A well-informed, well-defined data strategy is your future-state blueprint. The result? Maximizing the value of your [enterprise data](#) to advance your business goals.

“ **45%** of business leaders assert that data and analytics has the most potential to significantly improve the way their business operates over the next **1-2 years**. ”

TEKSYSTEMS
2022 State of Digital Transformation

1 Don't Boil the Ocean

Don't try to accomplish everything all at once. Instead, start by defining a use case with an end goal aligned to business interests. **Be specific.**

Find your focus, and you'll find the right data.

2 Make a Plan

Work backward to build a plan that answers these questions:

- What are your top data priorities?
- What are your use cases and desired business outcomes?
- What type of data do you need?

Once you clarify intentions, establish a hypothesis and identify data sources, you'll gain clarity to move forward.

3 Find Quick Wins

Spot small, achievable and measurable goals. Each small victory is a step in the right direction that builds momentum and advances your mission.

Not seeing any quick wins? **Hit pause, reset and pivot** to execute on your plan, stay on track and within budget.

Don't set and forget your data strategy.

Priorities change, tools change and technologies change—you need to be flexible enough to shift with changing business goals. Build in regular gut checks and quality assurance to make sure you're on the right track and solutions work before you scale.



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