



dataSense Always On, Always Learning

Unleashing the Potential of Your Data: Empowering Data Leaders as Catalysts for Change

Understanding how dataSense can help you to manage and extract value from your data to drive your organisation forward.



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Data - the key to your business success

You cannot avoid reading about data and how it will inevitably be at the centre of every initiative to drive your business forward. The importance of data is ever increasing as organisations invest in their data strategies, but the majority of data projects are still failing^{1,2}. According to Nick Heudecker, at [Gartner](#), over 85% of data science projects fail.

If data is the centre of every initiative, then why are projects failing to deliver their promise. A common thread emerges from researching the failures, the data foundation is not always in place, there is a lack of - data governance, data literacy and data awareness. The approach and thinking has to change if we want to be more successful.

You must become data literate to enable a data strategy which will enable successful data driven projects.

The approach needs to change

Many projects are using the same approach by just changing the technology, and this is not working; technology is an enabler but if the approach is flawed then the likelihood of failure is high. In a McKinsey and company survey – 86 percent of respondents said they could do better with data. 86 percent! an overwhelming recognition that data is underutilised and thus what is in place is not working.

The narrative surrounding data must (undergo a transformation). Organisations need to shift their focus from constantly searching for data and questioning its trustworthiness to establishing a foundation of trust in the data itself. By embracing data as a reliable source of information, organisations can confidently answer questions and derive valuable insights from their data.

To drive meaningful change in our approach and narrative, we must address fundamental questions about our data: what it is, where it resides, and who utilises along who sent and received it. By leveraging dataSense, we gain the ability to answer these critical inquiries and infuse our data with context. With dataSense, we can unlock valuable insights and empower a shift in our approach, enabling us to harness the full potential of our data assets.

How dataSense improves data literacy and awareness

Data is growing exponentially, data lives in silos, connecting the data is becoming more complex and solutions are becoming more costly.

To extract value, make data meaningful information and to analyse the data that drives your business, target smaller sets of high value critical data assets. This will deliver the most value quickly and effectively. dataSense supports this approach, a focused view on your data landscape – content with context.

dataSense empowers organisations to define data content catalogs (ie business views) which in turn indexes your data across your organisational. Treating data as a living thing, capturing the content of data events (without the need to create data warehouses/lakes). dataSense will present a digital map, building a greater understanding of your data, increasing trust in your data, awareness and literacy.

Main functionality dataSense supports - data observability, data content lineage flows, data anomalies (when data changes), digital map, data patterns and creating a common data language. These are explored in the use cases to demonstrate how dataSense has enabled data awareness and literacy.