

Is Your Data Strategy Working for You?

Take our quick 3 minute self-check

A strong data strategy ensures your organisation isn’t just collecting data, but turning it into measurable business value.

This short questionnaire will help you understand:

- Where the biggest gaps in your strategy might be.
- Whether governance, ownership, or technology are holding you back
- If your current approach supports innovation with analytics and AI

Answer *Yes* or *No* to each of the six questions below.

Strategy & Alignment	Yes	No
Do stakeholders across your organisation understand key data, analytics and AI use cases, and their business impact? <i>Hint: Can leaders explain how data supports growth, risk management or innovation?</i>	☐	☐
Do you measure and track the value of your data initiatives against business outcomes? <i>Hint: Are you clear on ROI, adoption or impact metrics?</i>	☐	☐
Ownership & Governance		
Do you have clear accountability for data ownership and stewardship across teams? <i>Hint: Is it obvious who is responsible for data quality and governance?</i>	☐	☐
Is there a governance model in place that makes data easy to find, access and trust? <i>Hint: Think: consistent definitions, security and quality standards.</i>	☐	☐
Technology & Enablement		
Do you have the right technology to support the full AI lifecycle, including Generative AI? <i>Hint: From data collection to deployment, can your platform keep up?</i>	☐	☐
Is your data platform easy for practitioners to use and efficient for building data products? <i>Hint: Are teams slowed down by complexity, or empowered to deliver quickly?</i>	☐	☐

Your Outcome

- If you answered **Yes** three or more times: You’re on the right track. Continuous improvement will help maximise your data’s value.
- If you answered **No** three or more times: Your strategy likely has critical gaps. These gaps may already be creating hidden costs and limiting impact.

Next Step

If you answered “No” three or more times, it may be time to act.

[Book your complimentary* Data Strategy Diagnostic to see exactly where to focus next.](#) *Free for AWS customers.