

ASSESS THE CURRENT STATE OF YOUR DATA

6 STEPS

DATA AUDITING

Begin with a thorough audit of your data repositories



IDENTIFYING KEY DATA METRICS

Determine what metrics are most important for your business's success



STAKEHOLDER INTERVIEWS

Engage with stakeholders to understand data use and challenges



BENCHMARKING AGAINST INDUSTRY STANDARDS

Understand how your data stacks up against industry standards or best practices



SETTING A BASELINE

With the insights gathered, establish a baseline for your data's current quality



DOCUMENTATION

Document your findings comprehensively

