 MEASURING UP

22 Critical Metrics for Data Democratization Excellence

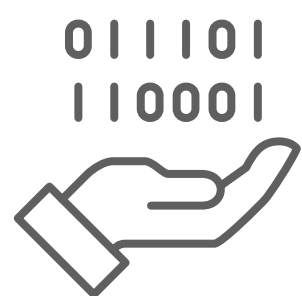
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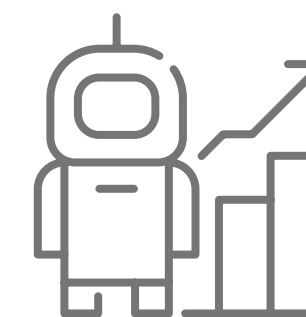
Data democratization boosts decision-making speed and innovation by making data accessible to all, fostering a nimble and innovative corporate culture. It streamlines operations and cuts down on resource usage, enhancing efficiency. This openness improves organizational transparency and accountability, building trust. Additionally, it supports customer-centric approaches, directly influencing satisfaction and loyalty. As a key element of digital transformation, democratizing data ensures firms stay competitive by effectively utilizing their data, which is crucial for adapting to market shifts and driving growth. It's a vital strategy for leveraging data to maintain a competitive edge.





91%

A survey by Harvard Business Review of over 360 executives revealed that an overwhelming majority, about 91%, agree that data democratization – the process of making data and analytics accessible across their organizations – is vital for their success.



45%

When it came to extracting business value from data using analytics and AI, only 45% of respondents gave themselves a rating of 7 or higher on a scale of 0-10.





The HBR survey underscores a widening gap in data and analytics prowess, in which industry leaders leverage data to surpass peers in profitability, market share, customer satisfaction, and other key business domains, demonstrating the transformative impact of data-driven strategies.

Data and AI Leaders vs. Their Peers – A Performance Gap

Comparison chart illustrating key performance indicators (KPIs) differences:

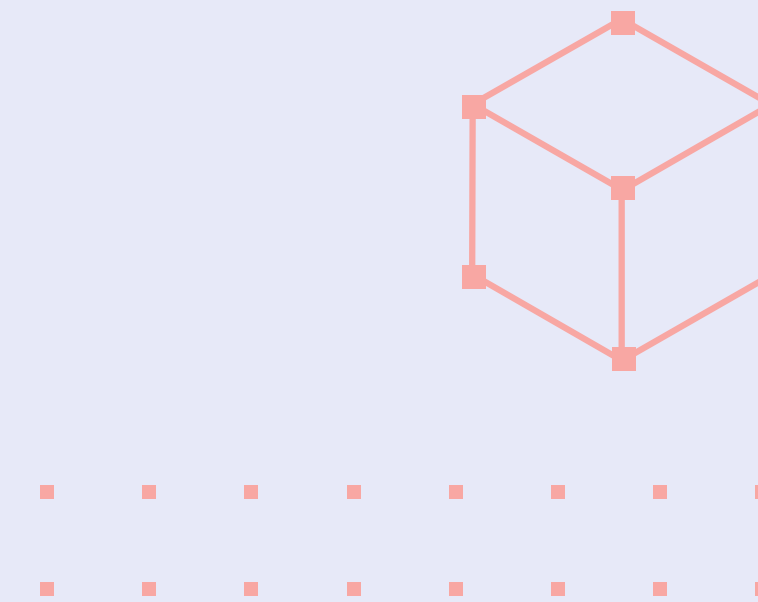
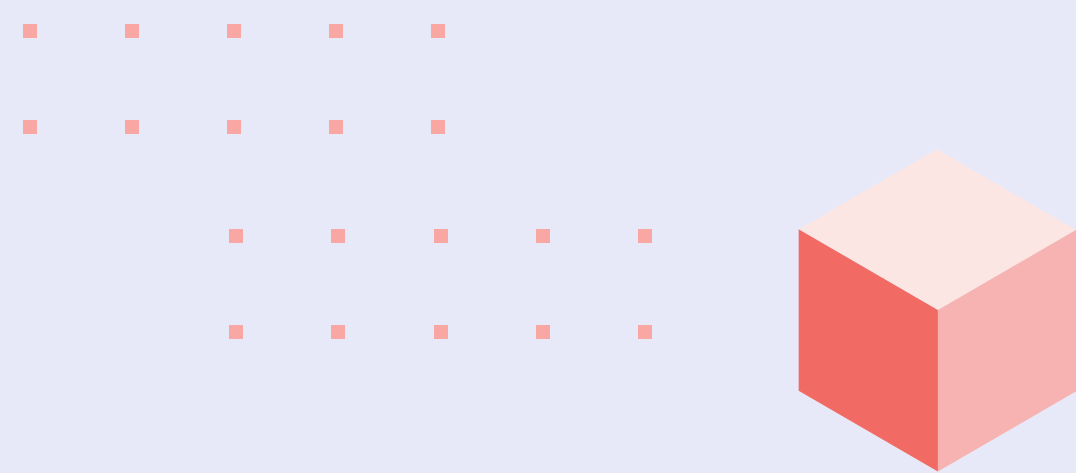


Success is a journey, and the first step is setting clear goals. Just as a navigator maps out a course, SMART goals provide a precise roadmap for achievement. SMART goals are:



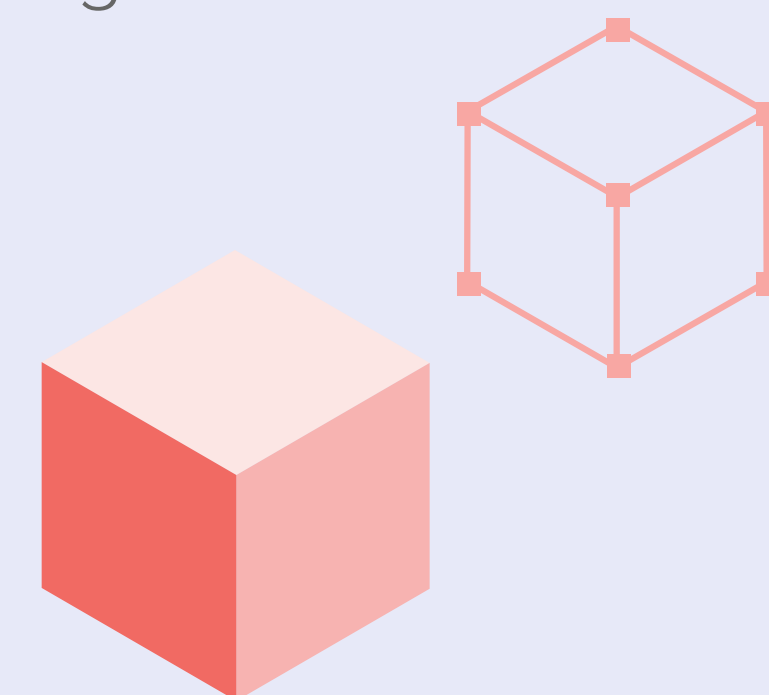
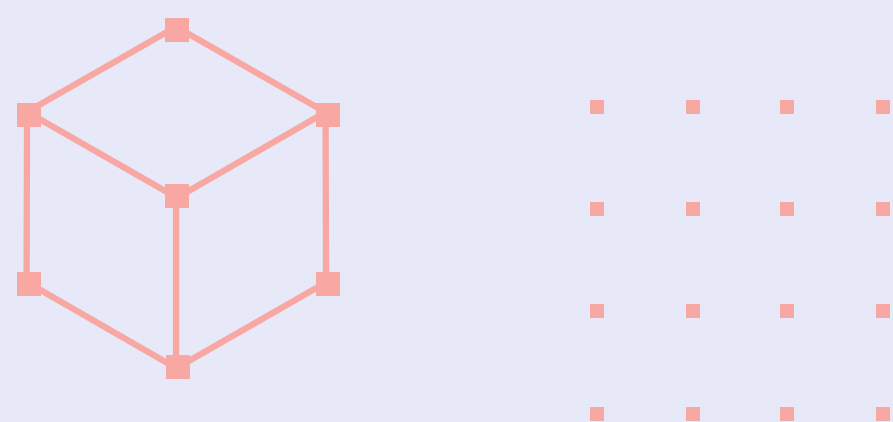
In this eBook, we explore the importance of SMART goals in the context of data democratization and management. We aim to help you identify and utilize metrics that lead to success and track your progress.





22 Essential Metrics

In your journey towards becoming a data-driven organization, it's crucial to measure progress with precision. The following section will introduce 22 essential metrics, broken down by key stakeholders, to effectively gauge your success. These metrics will guide you in identifying strengths and areas for improvement, ensuring your efforts align with our strategic goals. This approach is key to navigating the shift to a data-centric culture, optimizing your operations, and maintaining a competitive edge.





METRICS 1-3

CIOs: Measuring Data Democratization’s Impact on Strategic Decisions

CIOs aim to foster a data-driven culture within the organization by enabling seamless access to data, enhancing strategic decision-making and operational efficiency. The metrics they focus on include:

- 1. USER ADOPTION RATE**
The percentage of business users actively accessing data for analysis. The target audience is often a subset of all users within the organization.
- 2. DATA ACCESS TIMES**
Understanding the time it takes to access data and measuring the reduction in times as modernization steps are taken to democratize data.
- 3. DATA-DRIVEN DECISION RATE**
The frequency of decisions made using data analytics.

CIOs leverage metrics like the above to construct a compelling ROI narrative, showcasing how investments in data democratization directly correlate to enhanced decision-making speed, greater operational efficiency, and increased engagement with data analytics among targeted business users.



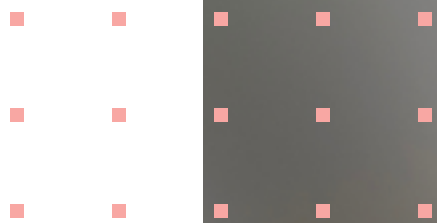
METRICS 4-8

How Line of Business Heads Gauge Data Accessibility Success

Line-of-business heads seeks to empower their teams with immediate, self-service access to data, aiming to accelerate decision-making processes and increase departmental agility and productivity. The following metrics are helpful:

- 4. DATA ACCESSIBILITY**
The degree to which teams can access data without IT intervention.
- 5. DECISION-MAKING SPEED**
Time taken from data query to decision.
- 6. DATA USAGE DIVERSITY**
The team uses various data sources and types to get a complete view of the situation when making decisions.
- 7. INNOVATION RATE**
The number of new initiatives or improvements proposed based on data insights.
- 8. DEPARTMENTAL PRODUCTIVITY METRICS**
Improvement in department-specific productivity indicators.

These metrics are key in enhancing self-service data access, thereby speeding up decision-making, fostering innovation, and boosting overall departmental productivity and agility.





METRICS 9–13

Vision Meets Value: The Analytics Leaders’ Playbook for Measurable Success

Heads of data & analytics strive to implement a unified data strategy that ensures real-time, accurate data access and analysis, driving the organization’s overall data-driven strategic initiatives. To ensure they stay on track, the following metrics are helpful:

- 9. DATA INTEGRATION EFFICIENCY**
Efficiency and speed in integrating new data sources.

11. ANALYTICS OUTPUT RATE
Frequency and volume of analytics reports produced.

13. USER FEEDBACK SCORE
Satisfaction ratings from internal users regarding data accessibility and utility.
- 10. DATA QUALITY SCORE**
Data accuracy, consistency, and reliability assessment.

12. DATA GOVERNANCE COMPLIANCE
Level of adherence to data governance policies.





METRICS 14–17

Behind the Charts: The Metrics That Matter for Data Analysts

Data analysts need user-friendly tools and accessible data to quickly generate insightful analyses, directly contributing to informed, data-driven decision-making across departments. These metrics are how you can tell how well you’re empowering your data analysts:

14. DATA DISCOVERY EASE

Effectiveness of the data catalog in simplifying data discovery.

15. TIME TO INSIGHT

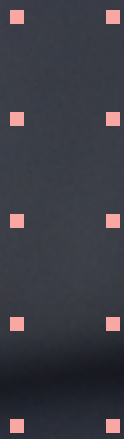
Time taken from data query to derived insights.

16. HANDLING COMPLEX QUERIES

Ability to handle complex data queries without a dependency on others.

17. NEW PROJECTS INITIATED

Number of new analysis projects initiated based on accessible data.



METRICS 18–22

Key Metrics for the Savvy IT Manager

IT managers aim to efficiently integrate and manage data systems to support business objectives, ensuring secure, reliable, and scalable data access with minimal bottlenecks. Here are a few of the key metrics they can use:

18. INTEGRATION SUCCESS

The success rate of integrating various distributed data sources.

20. SYSTEM UPTIME AND RELIABILITY

Consistency, reliability and availability of the data infrastructure to support data consumers.

22. COST SAVINGS

Reduction in costs associated with data management and retrieval.

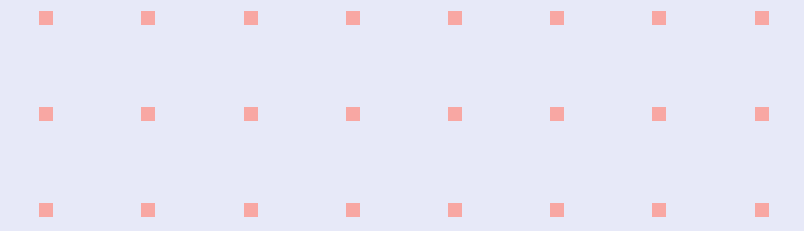
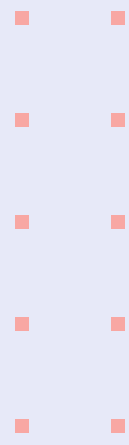
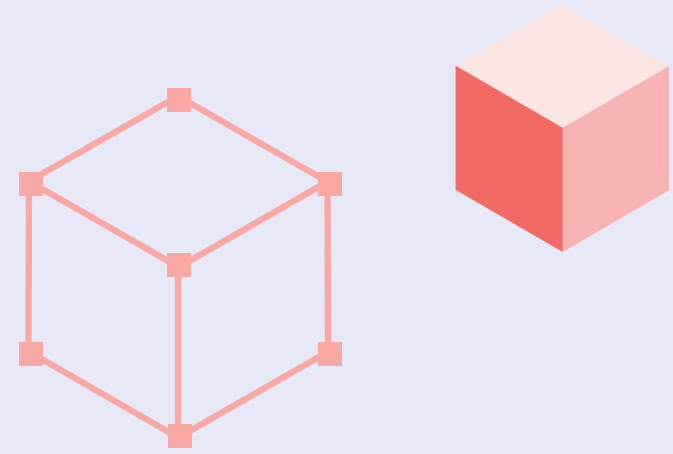
19. DATA RETRIEVAL PERFORMANCE

Performance improvements in data retrieval.

21. SECURITY COMPLIANCE

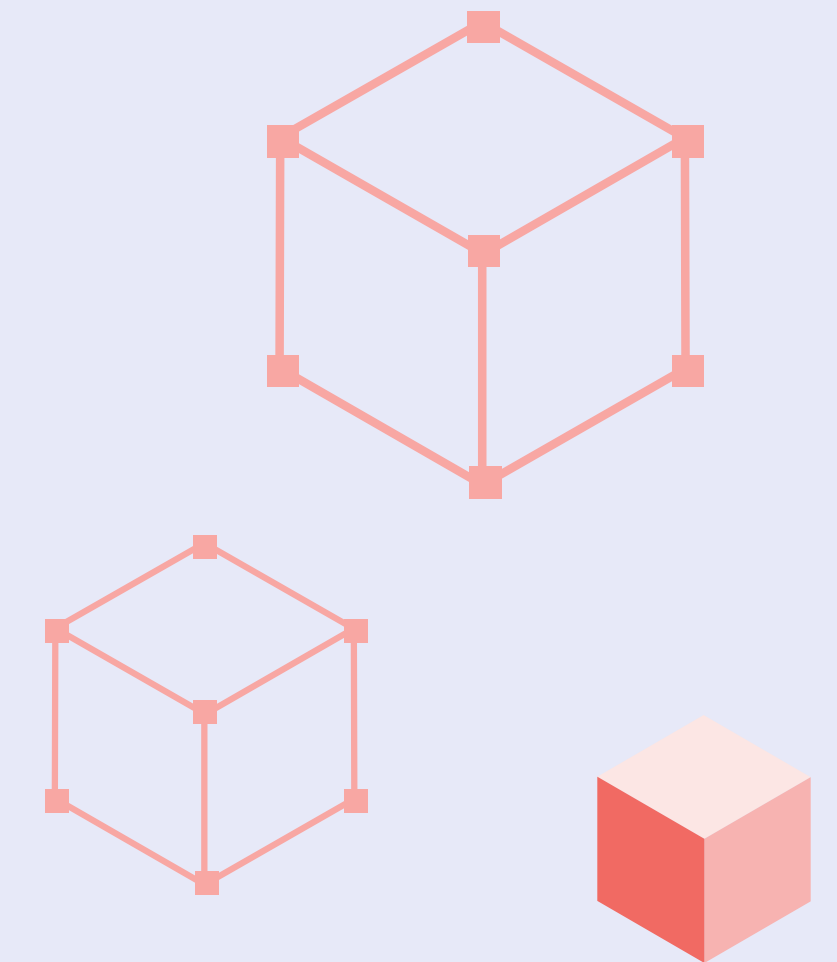
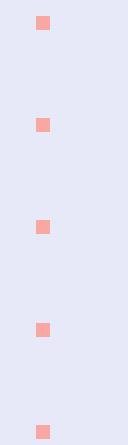
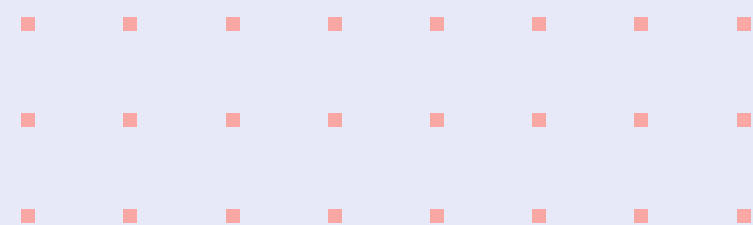
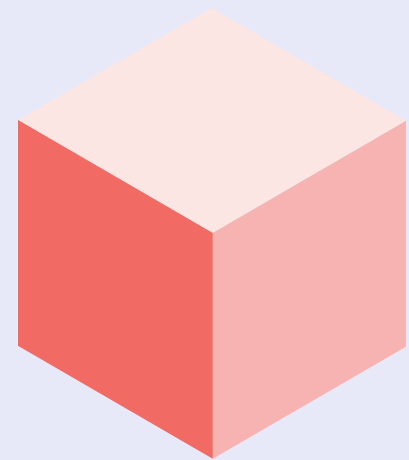
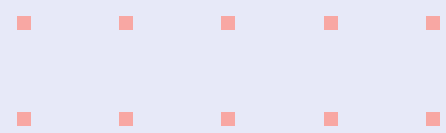
The tracking of the adherence to security protocols and the incidence of unauthorized access or policy violations within data systems.





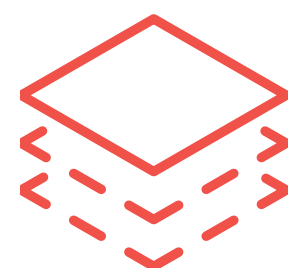
Using the Metrics

We've just presented 22 metrics. Focus on the ones that are relevant to your role, and use them to identify strengths and weaknesses in your data democratization efforts. Use them to help shift to a data-driven culture.

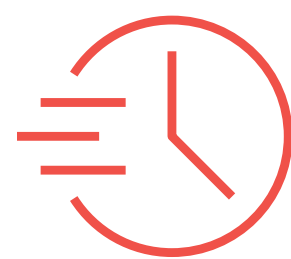


Key Pillars for Data Democratization Success: Clarity, Agility, and Security

In the journey to modernize your IT landscape, prioritize capabilities that translate into clear business advantages, these include:



A semantic layer, which simplifies complex data, empowering business users with a common language for cross-departmental data access, enhancing clarity and strategic alignment.



Real-time access, so users gain instant insights from data, regardless of where it resides, enabling agile responses to market changes and informed decision-making.

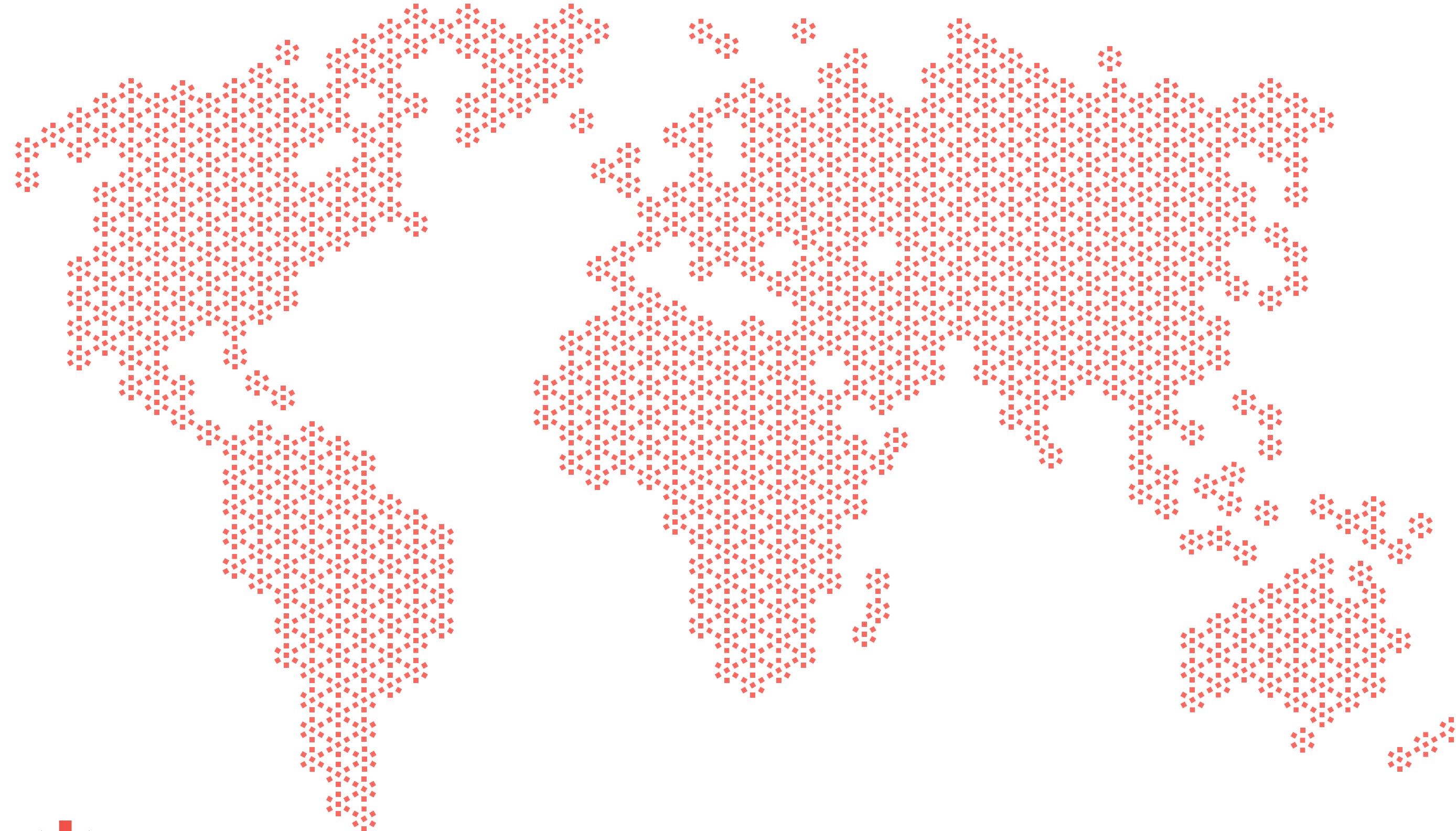


Security and governance, to ensure that business users access data confidently, with the assurance of compliance and protection of sensitive information.



Let's transform your organization into a data-driven leader. Ready to take the next step? Connect with a Denodo expert today and start your journey.

[CONTACT US](#)



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.

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