



EduConnHub

Building a Data Strategy Roadmap: From Vision to Execution

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Course Outline and Key Learning Outcomes

- ❑ **1st Session is to talk about A Fictitious Bank – “GlobalFinance” as a case study**
- ❑ **2nd Session**
 - ❑ **Definition and characteristic of Data Strategy**
 - ❑ **Why is a data strategy important?**
 - ❑ **The list of Data governance & management related frameworks: DAMA, DCAM**
 - ❑ **The differences between Data governance & Management frameworks**
 - ❑ **How to build a good data strategy**
- ❑ **3rd Session:**
 - ❑ **How “GlobalFinance” built their data strategy step by step:**
 - ✓ **From Vision to Mission**
 - ✓ **Business Strategy Alignment**
 - ✓ **BOD’s Direction Alignment**

Course Outline and Key Learning Outcomes

✓ How to do Data Assessment under DAMA-DMBOK's Data Management Framework:

- Data Governance
- Data Architecture,
- Data Modelling & Design
- Data Storage & Operation
- Data Security
- Data Integration
- Data quality
- MetaData Management
- Reference & Master Data Management
- Data Lake & House & Analytics

Course Outline and Key Learning Outcomes

✓ Determine Data Initiatives:

- Data Division Organization Structure
- Data Governance activities
- Data Platform, Services and Innovation
- Business Intelligence & Advanced Analytics

✓ Build Data Action Plan

☐ 4th Session:

✓ Data strategy execution:

- Key steps involved in GlobalFinance's data initiative and project execution process
- Kick-start Data Governance Organization
- Reinforce Data Architecture Platform
- Advanced analytics: Customer Segmentation & Personalization usecase: Approach, Outcome

☐ Last session: Recap – what have you learnt!