



5 Ways to Maximize Data-Driven Insight

Data science is key to retaining a competitive edge and represents the opportunity for measurable insights and generating predictions at scale. But many organizations are simply collecting massive pools of data in the hopes of becoming more data-driven. In truth, businesses need the right people and processes in place to realize the full potential of data effectively. Here are five strategies for getting the most out of your data.

1. MINIMIZE DATA CONTAMINATION

Minimize data contamination across your organization by educating employees on the downstream effects of data. Today every enterprise role is contributing to vast streams of data through multiple systems and different formats. Some of this data is mission critical but much of it exists as “dark data,” a byproduct of daily office life that is unstructured, unknown and undefined. The creation of dark data is ubiquitous to every task and role and sources include spreadsheets, email archives and attachments, multiple versions of documents, former employee files, and reports and survey data.

Data is key to the actionable business insights that drive organizational strategy but remains useless in the distributed stores of dark data. In order to reap actual value from it, the data must be removed from its silos and analyzed collectively—a seemingly impossible task without the right people in the right roles to do so.

2. EXPLOIT TRANSFORMATIONAL TECHNOLOGIES

Leverage past business insights by using data to inform business decisions for best future outcomes. Data helps create a well-contextualized story from which businesses can better understand customers, build meaningful products, offer innovative services and optimize operations to improve ROI.

Prep your data to maximize the effects of transformational technologies like machine learning and artificial intelligence. Big data's most promising frontier is its ability to build and feed machine learning and deep learning algorithms and platforms. Organizations investing in the people, tools, and technologies to do so are reaping impressive benefits by driving outcomes that best satisfy customers, gaining market share and growing revenues.

3. DIVERSIFY DATA ROLES

Meet the diverse data needs of your organization by recruiting and training professionals for a spectrum of data roles. With the U.S. estimated to face a shortage of 250,000 data scientists by 2024¹, the demand for data scientist is clear, but other data roles are needed too. As big data and dark data initiatives have grown, data science roles have diversified and specific skillsets for unique functions

¹ "The Age of Analytics: Competing in a Data-Driven World." McKinsey Global Institute, McKinsey, December 2016.

have emerged. Beyond data scientists, data-focused organizations are seeking wranglers, analysts, and engineers, among others in the data science field.

Yet because of the rapid evolution of technology and the unique blend of technical skill, business acumen and expert communication required of data professionals, roles across the function remain challenging to fill. Identify promising employees or candidates early on and equip them with the training and experience needed to advance their data science career.



4. ATTRACT AND RETAIN MORE DATA SCIENCE ROLES WITH A COMPELLING EVP

Develop specific and compelling employee value propositions to attract and retain more data professionals. The scarce talent market has encouraged organizations to reconsider employees as internal clients, rather than exclusively as skill, service or knowledge providers.

Top employers are formulating specific offerings into clear value propositions to attract today's hard to find data professionals. Use EVPs as a recruitment and retention tool to communicate the unique combination of benefits, rewards, services, and advancement opportunities your organization offers in exchange for an employee's work, skills and expertise.²



5. OFFER CAREER PATHS, NOT JUST JOBS

Take an active role in the professional trajectory of your organization's workforce by offering career paths instead of only jobs. By upskilling, preskilling and reskilling employees, organizations develop the skills needed in-house while retaining invaluable institutional knowledge and fostering a workplace of growth and development. For the hard to find, harder to keep data science professionals, businesses have the opportunity to build a robust data science team around the specific competencies needed to drive innovation.

Upskill employees to help them learn and develop new skills for responsibilities with a current roll. Preskill employees to help them learn new skills for responsibilities with a new role or in a different function. And reskill employees to help them learn skills for responsibilities with a new role in a different function.³

Educate your teams


Learn more about preparing your teams for highly skilled data science roles.


VISIT OUR WEBSITE

² "Strengthen Your EVP." Brian Kropp, Gartner, 2019.

³ "Optimizing Upskilling, Preskilling & Reskilling Programs, Assessment Matter." Joselito Lualhati, PhD, GSX Corporation, April 2019.




 [linkedin.com/company/skillsoft](https://www.linkedin.com/company/skillsoft)

 [facebook.com/skillsoft](https://www.facebook.com/skillsoft)

 twitter.com/skillsoft

 [skillsoft.com](https://www.skillsoft.com)

 866-757-3177