



Data Strategy for the Age of Big Data

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SC-07: Data Strategy in the Age of Big Data

Module 0. About the Course (6 min)

Module 1. Overview and Framework of Data Strategy (69 min)

- *Overview of Data Strategy*
 - Business
 - Information and Data Principles
 - Building Technical Foundation
 - Analytics and Culture
- *Big Data*
 - What is Big Data
 - High-Value?
 - How Big Data will Play an Important Role in Business?
- *What is Data Strategy*
- *Data Strategy and Data Governance*
- *Framework*
 - 715 Framework for High Value Big Data Strategy
 - 715 Framework: 7 Primary Elements
 - High Value
 - Organizational Maturity
 - Internal Competencies
 - 715 Framework: 15 Secondary Elements
- *Components of Data Strategy*
- *Connecting Business and Technology*
 - Connecting Technology and Business Value
 - Characteristics of Data Strategy
 - IT vs. Business
 - Complex Relationship: It/Business
 - Current State: Role of IT in Business Growth
 - What Do you Do?
 - Understand: Competing in a Data-Driven World
 - Silicon Valley's Data Machine
 - Role of IT Needs to Evolve
 - Begin with the Business
 - Competing in Data Driven-World
- *Business Case Study*
 - 1998-2010
 - Weakness of Blockbuster
 - Strength of Netflix's Business Model
 - 2011-2019
 - Netflix – DATA-driven Value Chain
 - Success Factors (KPI's)
 - Data Driven Innovation
- *Business Model Innovation*
- *What is Innovation?*
- *Types of Innovation*
- *Learn About Business Model*
- *Summary*

Module 2. Business Model Canvas and Business Strategy (24 min)



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- *Business Model*
- *Learn About Business Model*
- *Business Model Canvas*
 - Value Proposition
 - Customer Segment
 - Channels
 - Customer Relationships
 - Revenue Stream
 - Resources
 - Partners & Suppliers
 - Key Activities
 - Cost Structure
- *Case Study: Uber*
- *Exercise 1*
- *Business Strategy*
 - What is Strategy?
 - Strategy: Why, What, Who, & How
 - Identifying Competitive Advantages
 - Types of Strategy
 - Strategic Planning
 - Analysis
 - Evaluation
 - Corporate Culture
- *Summary*

Module 3. Value Chain Analysis (29 min)

- *Two Big Ideas in Strategy*
- *Executing Business Strategies Value Chain Analysis*
- *Value-Chain Analysis: Michael Porter*
- *Value-Chain – Michael Porter*
 - The Value Chain
 - Primary Activity: Operations
 - Primary Activity: Outbound Logistics
 - Primary Activity: Marketing and Sales
 - Primary Activity: Service
 - Primary Activity: Procurement
 - Primary Activity: Human Resource Management
 - Primary Activity: Technology Development
 - Primary Activity: General Administration
 - Exercise 1
 - Value Chains in Service Industries
- *Resource-based Views of the Firm*
 - Types of Resources
- *The Balance Scorecard*
 - Customer Perspective
 - Internal Business Perspective
 - Innovation and Learning
 - Financial Perspective
 - Potential Limitations of the Balanced Scorecard
- *Project Evaluation Criteria*



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- *Measurable vs. Unmeasurable*
- *Exercise 2*
- *Summary*

Module 4. Data Strategy (39 min)

- *Data Strategy Part 1*
 - *Data Strategy Part 2*
 - *Connecting Technology and Business Value*
 - *Connecting IT and Business Value*
- *Characteristics of Data Strategy*
 - *Redefine Data Strategy Part 1 & 2*
 - *Data Strategy Components*
 - *Types of Data Strategy*
 - *Defensive and Offensive: Part 1 & 2*
 - *Data, Insights & Action*
 - *Three Elements of Data Strategy*
 - *Data Strategy Example: Financial Company*
 - *Map (Prioritize) Data Strategy*
 - *Build Mapping with the Data Sources Part 1 & 2*
 - *Outcome-Driven Data Strategy*
 - *Conventional Data Strategy*
 - *Conventional Wisdom*
 - *4 Principles of A Successful Data Strategy*
- *Data Strategy Framework*
 - *Data Strategy Process*
 - *Pre-Planning Process*
 - *Big Data Applications*
 - *Become Data Native*
 - *Doing Your Research*
 - *Align with Organizational Strategic Planning Process*
 - *Key Components of Data Strategy*
 - *Prioritizing Initiatives*
 - *Tell the Story!*
- *Road Blocks*
 - *Bridging IT Business Relationship*
 - *Speaking Two Different Languages*
 - *Conduct Data Innovation Days*
 - *Make It Real!*
- *Strategy and RoadMap*
- *Success Program and Optimizing Outcomes*
- *Module Summary*

Module 5. Course Summary (12 min)