

Stages of Data Maturity

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		Chaotic	Emerging	Capable	Strategic
Attributes	Data Plan	No plan	Clean and collect data	Build out data infrastructure	Leverage data for critical decision
	Data Sources	Manual exports from core tools	Usable internally generated data	Data connections to core tools via API	External/market data and real-time pipelines
	Analytical Potential	Basic data visualization	Descriptive analysis	Diagnostic analysis	Predictive models
	Focus of Time	Business operations	Data cleaning	Data integration	Decision making
	Key Questions	Where is our data and can we trust it?	How do we clean, format, and store our data?	What is our data telling us?	What will happen next?