Profile of a mature data organization

Your organization's data quality maturity is one of the strongest indicators of where you land on your journey to becoming a data-driven business, one that gives you concrete evidence to inform decision-making and drive goals.

Wondering how you can put data at the forefront of your business strategy so you can hit optimal data quality maturity standards?

Let's dive into what a data-driven business looks like.

11% of businesses believe they are mature in their data quality initiatives. **Investing in your data management practices gives you a leg up when it comes to being data-driven.**

A team of data practitioners

Chief data offers, data analysts, and data engineers are common data specialist roles.

64% of mature businesses have a chief data officer

Continuous processes

Data management isn't a one-time project. Mature organizations are more likely to undertake and continuously monitor multiple data projects, like data quality, big data analytics, and data governance. And they see fewer project delays.

User-friendly technology

Providing an easy-to-understand platform approach for profiling, monitoring, and visualizing data will empower your business users to feel like they can analyze the data at their fingertips.

83% see data enablement as a focus to a great extent. **This could be you—an organization that enables its people with the resources, processes, and tools they need to transform reliable data into actionable insights.**

Achieve optimal data maturity and continually leverage your data by implementing data enablement.

Learn more

experian.