



AWS FOR DATA

# A business leader's guide to fostering a data-driven culture in the age of generative AI



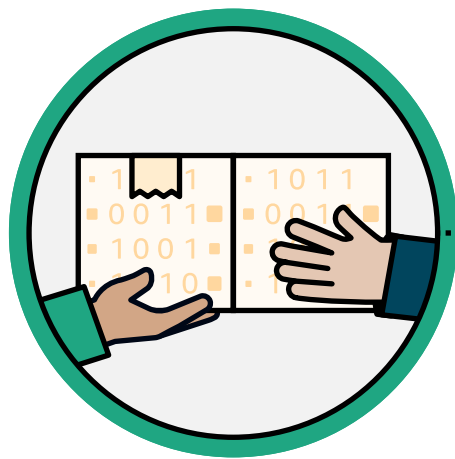
# What is a data-driven culture?

A data-driven culture is an organizational mindset and approach where data is treated as a strategic asset and informs decision making at all levels instead of relying on intuition or anecdotal evidence. In a data-driven culture, employees can not only access relevant data but also possess the necessary data literacy skills to understand, interpret, and use data to drive decision making, foster innovation, and continuously improve organizational performance.



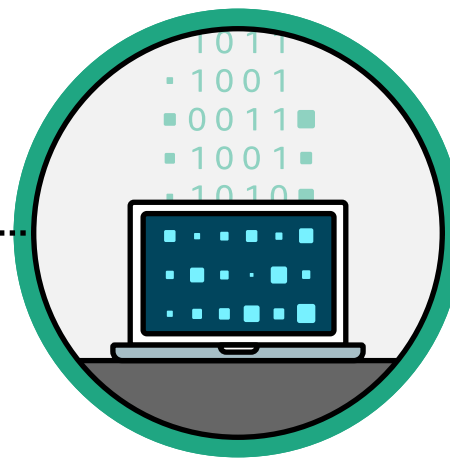
# Today's data culture landscape

Leaders understand the value of embracing data-driven business practices, but they face an ongoing set of challenges to make good on the mandate. The advent of generative artificial intelligence (AI) has put renewed emphasis on the importance of data and building a data-driven culture, placing urgency on leaders to act and rethink their approach. The goal: Put data at the center of your business so all employees can use data effectively in their roles.



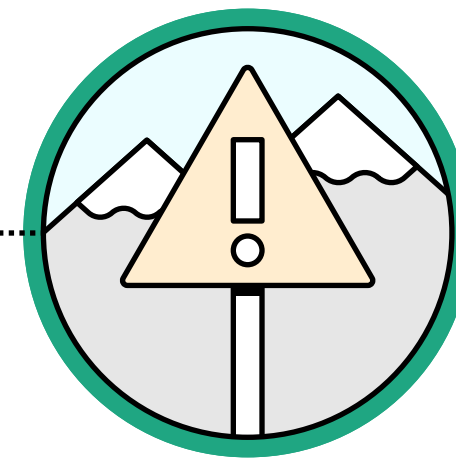
24%

of companies in 2023 described themselves as data-driven, and only about 21% claimed to have successfully developed a data culture within their organizations



93%

of chief data officers (CDOs) agree that a data strategy is crucial for getting value out of generative AI



59%

of CDOs view the lack of a data-driven culture as a top challenge to meeting business objectives

# Why you should develop a data-driven culture

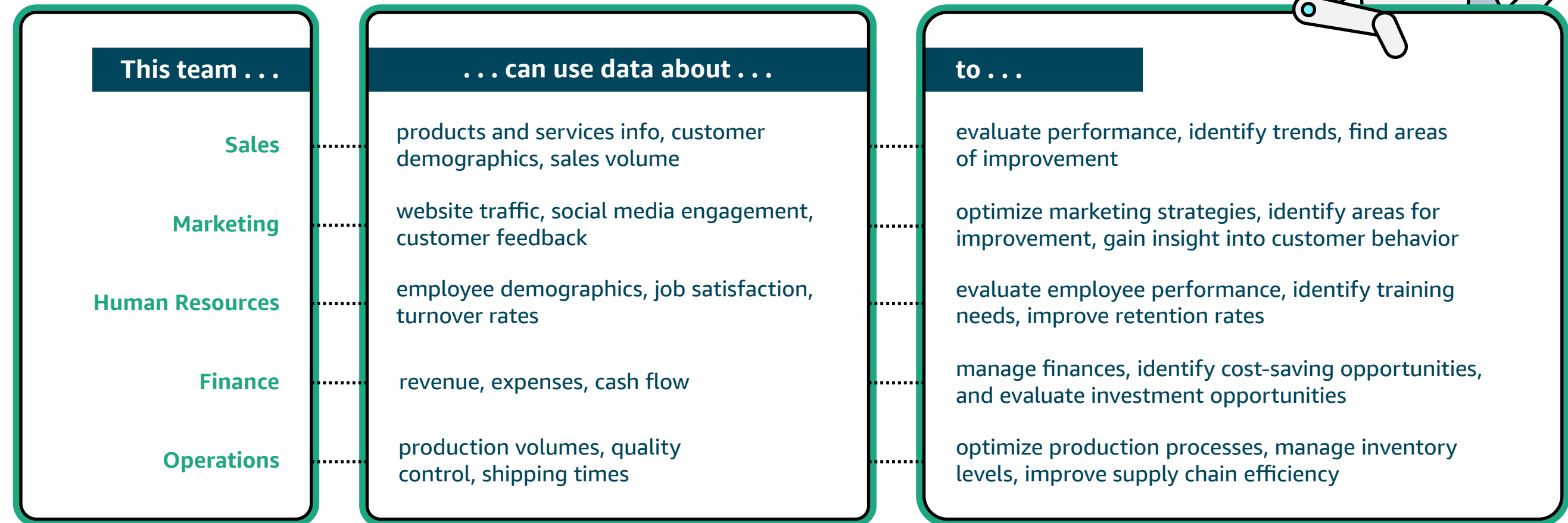
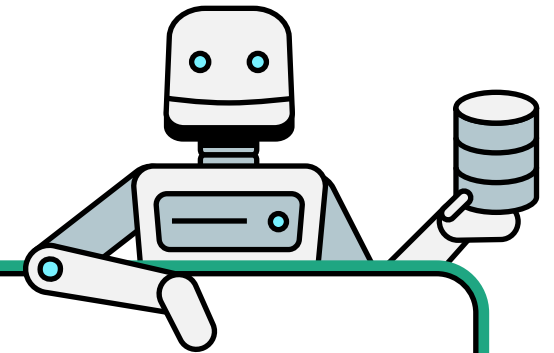
In a data-driven culture, employees get faster access to meaningful insights so they can innovate on behalf of their customers and help their organization improve business outcomes faster.

Firms with advanced insights-driven business capabilities are 8.5 times more likely to increase revenue by 20 percent.<sup>1</sup>



# Everyone benefits from good data

The value of data comes from the insights it creates, the processes it optimizes, and its ability to drive better decision making.



# What is standing in the way of a data-driven culture?

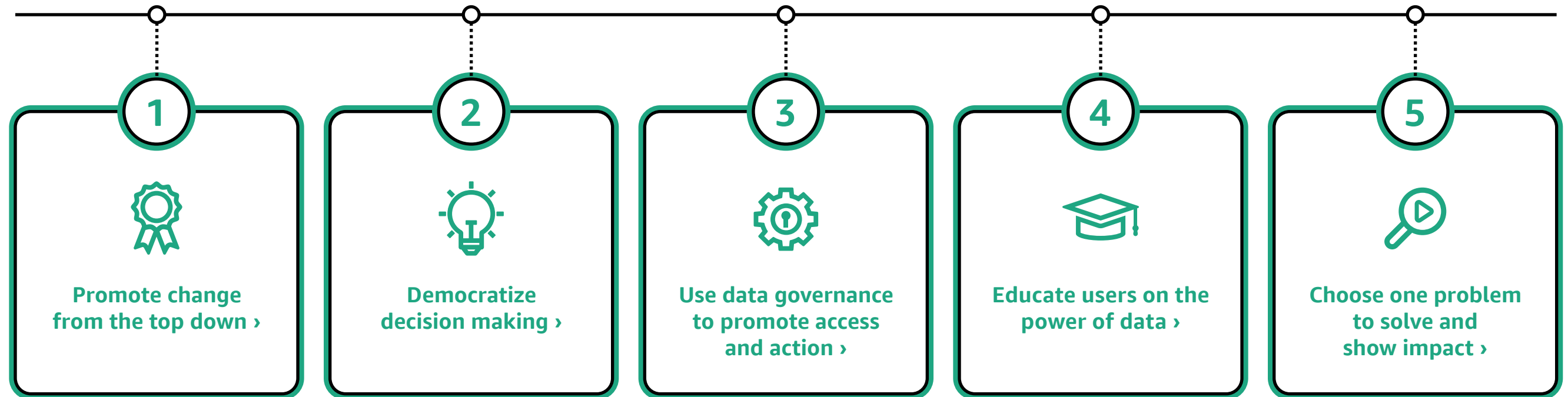
The current state of decision making is complex, and it's made even more challenging by the lack of end-to-end visibility into data and the inability of organizations to derive insights when needed. As data volumes grow, organizational silos pose a challenge to data-driven decision making. In fact, 94 percent of business leaders say they should be getting more value from their data and 78 percent of analytics and IT leaders say their organization struggles to drive business priorities with data.

## Top barriers to creating a data-driven culture:

1. Poorly articulated direction and a defined place to start
2. Lack of focused leadership and executive engagement to help drive change
3. Outdated data governance and data management policies
4. A lack of data proficiency across the organization, which impedes the true "democratization" of data
5. Persistence of data silos, supported by cultural silos that discourage shared access to business-critical information



## Create a data culture in 5 steps. Here's how.



# 1. Promote change from the top down

Appoint an executive who is dedicated to removing the roadblocks to data adoption and to promoting the ROI of data sharing across the organization.



83%

Firms in 2024 that report having appointed a chief data officer or chief data and analytics officer



2.5x

The lead organizations with data investments have in improving business outcomes over organizations without

## What to solve for

Organization-wide confusion about the objectives, dynamics, and benefits of having a data-driven culture

## What to do

1. Appoint a “single-threaded” executive to define the vision and lead the change
2. Make your actions highly visible and evangelize data culture
3. Build relationships, not private empires of data

## Best outcome

- A comprehensive view of operations
- United support for the cultural shift



## 2. Democratize decision making

Developing a [comprehensive data strategy](#) plays a critical role in making data more accessible by ensuring you're investing in the right data infrastructure, people, processes, tools, and education.



65%

of [decisions made today are more complex](#) (involving more stakeholders or choices) than they were five years ago



47%

of CIOs [are prioritizing the transformation of their data platforms to drive business growth](#)

### What to solve for

Break down data silos so everyone across the organization can use data for their daily tasks

### What to do

1. Build a strong data strategy in the cloud
2. Connect all your data sources
3. Democratize access to data and insights

### Best outcome

- Complete picture of your business and customers
- Business users can make informed decisions with data easily
- Increase agility with a data strategy that grows with your needs

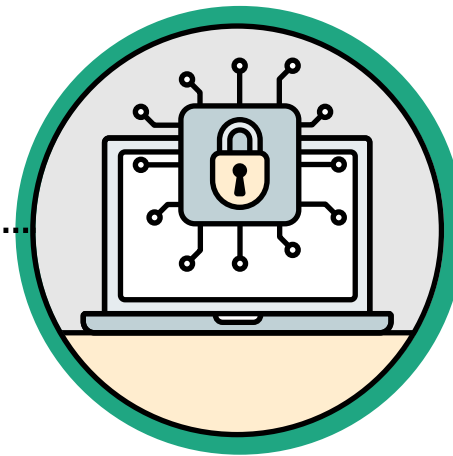
### 3. Use data governance to promote access and action

Data governance models must evolve so you can empower users with the data access they need—when they need it—all with the right level of control.



**+60%**

of CDOs report their leading responsibility is “[establishing clear and effective data governance](#)”



**+40%**

of CDOs say their biggest challenge in realizing the potential of generative AI is [establishing guardrails around the effective and responsible use of generative AI](#)

#### What to solve for

Existing processes and data flows that don't align to the business outcomes you're looking to realize

#### What to do

1. Automate mandatory data governance tasks
2. Avoid allowing departments to recreate silos of their data
3. Create data stewards who become educators and champions

#### Best outcome

- Stronger cross-team relationships
- Fewer bottlenecks
- More time to innovate

## 4. Educate users on the power of data

You can build enthusiasm for treating data as a strategic asset by creating training programs and organizing activities that inspire people to find new ways to use data.



47%

CDOs who say "lack of data literacy or understanding" is a challenge



+40%

CDOs who have instituted data literacy training and have organized data, analytics, or AI councils

### What to solve for

Employee skills gap to understand and interpret data effectively and to foster a common language around data to facilitate better collaboration between teams

### What to do

1. Sponsor competitions, hackathons, real-world exercises, and peer reviews
2. Implement training programs
3. Invest in skill sets that support broadened uses of your data

### Best outcome

- An established or evolved data culture
- Data incorporated into action at every level of the organization
- Increased data efficiency

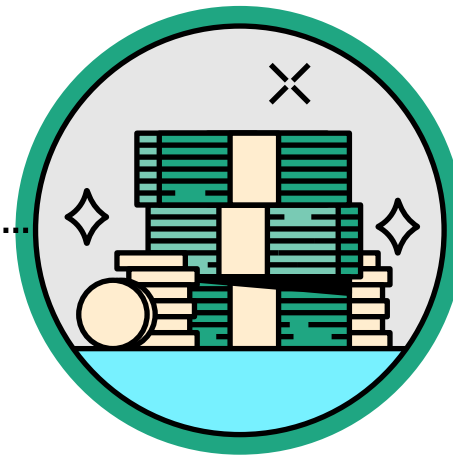
## 5. Choose one problem to solve and show impact

When building a data-driven culture, you don't need to solve every problem at once, but you do need to move quickly to solve one problem that demonstrates the power of data.



# +50%

of CDOs say focusing on a small set of analytics and AI projects delivers the most [business value](#)



# 45%

of business decision makers (BDMs) in 2023 [prioritized revenue growth](#) to measure ROI from data initiatives

### What to solve for

Making sure your data initiative is closely aligned with business goals and priorities

### What to do

1. Think big about the opportunity but start small with a use case aligned to organizational goals
2. Identify the data you need for that use case and grow from there
3. Define clear objectives and KPIs

### Best outcome

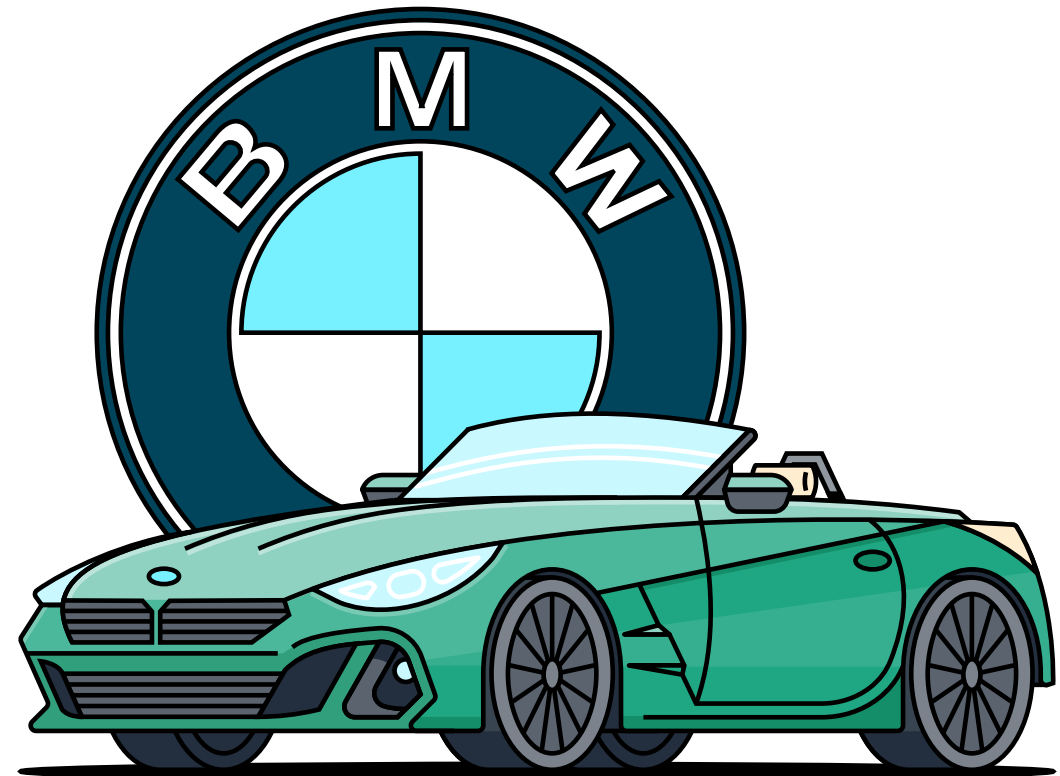
- Serve as a catalyst for broader cultural change in the organization
- Encourages experimentation and innovation
- Build trust in data

## CUSTOMER STORY

# BMW: Democratizing data usage at scale

To become a data-driven organization, BMW turned to Amazon Web Services (AWS) data services to harness the power of data and AI to break silos, accelerate innovation, and democratize data usage at scale. BMW and AWS built one data platform that processes terabytes of telemetry data from 1.2 million vehicles daily—and from around the world—and makes it easily accessible for internal teams to gain insights. For example, they can monitor vehicle errors to identify potential issues across vehicle lines, and apply machine learning to better forecast demand for its vehicles and equipment options. The platform has 20,000+ users and 1,200+ use cases, generating \$2 billion in business value. The company also upskilled 2,500+ employees in data through AWS.

[Read more ›](#)



# Conclusion

Becoming more data-driven and evolving your data culture allows you to make better decisions faster and helps you innovate to meet customer demands, adapt to rapid market changes, and increase efficiencies across your organization.

Data is everywhere, and it's the driving force behind virtually everything we see and use. And with the advent of generative AI, now is the time to create a data culture to harness its power.

## From vision to value: Building a strong data strategy in the cloud

With the right end-to-end data strategy built in the cloud, you can unlock more value from your data to make better, faster decisions, leverage generative AI, and optimize your business.

Regardless of your business challenges or where you're at in your cloud journey, AWS has a comprehensive, integrated set of data and AI tools to help you fuel innovation and drive business outcomes. With AWS data services, you can:

- Turn data into value
- Make decisions based on a complete picture of your business
- Empower your teams to innovate faster
- Make data your generative AI differentiator



## Next steps



To learn how you can unlock the potential of your data and build for the future with AWS data services:

- Be sure to read and share our [Ultimate Guide to Unlocking Value from Your Data](#) executive brief
- Learn more about [fueling innovation with data and AI](#)