



8 Best Practices of the Best Data-Driven Companies in the World

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About



Ruben Ugarte is a Data Strategist at Practico Analytics where he has worked with over 70+ companies from 5 continents and all company stages to use data to make higher quality decisions. These decisions helped companies lower acquisition costs, save hundreds of thousands of dollars and reclaim wasted time. He also maintains a popular blog that has been read by over 100,000 readers. In his free time, you can find him dancing or trying to learn something new.

#1 Think People, Process, Providers in that Order

Don't jump to technology (Providers) right away. Instead, focus on who should be involved in this project (People) and what systems does your company need to mine data for insights (Process). You can then figure what technology you need to make all of this happen.

Learn more: <https://bit.ly/3bK7FwS>

#2 Reject Complexity and Design Simple Data Architectures

Simple data infrastructures have less moving pieces and are less prone to breaking. There's 5 elements to consider here:

1. Collection
2. Storage
3. Cleaning
4. Accessibility
5. Reliability

Learn more: <https://bit.ly/2Fqolb4>

#3 Make Data Accessible Via Multiple Formats

Old School Approach

One single dashboard for the entire company that everyone looks at on a regular basis. It could be viewed via your computer or projected onto a TV.

Modern Approach

Data can be consumed through:

- Individual customized dashboards for everyone
- Email digest
- Slack notifications with chart previews
- SMS notifications for anomalies
- Physical reports
- Offline exports through CSV or Excel

#4 Protect Trust and Repair it When Broken

If your team doesn't trust the data, they won't use it. You need to proactively ensure that there are no technical tracking errors and that trust issues are resolved completely. The human element here is complex but can be solved through consistency and empathy.

#5 Choose Tools that Match Your Organization Unique Makeup

Technical

How technical is your team? Do they know SQL or similar languages? Are they comfortable with bare bones interfaces?

Willingness

How much time and willingness does your team have to learn new things? This will determine what kinds of tools you can use.

Complexity

Companies with more complexity need more features but companies with less complexity should avoid making their life harder.

Support

How much internal support does your company have in terms of data analysts and data scientists?

#7 Focus on the Psychology of Data as Much as the Technical

Old School Approach

Technology is the only thing that matters. If we can make the right technical choices then we will be data-driven.

Modern Approach

Technology isn't the limiting factor, people are. If your team doesn't trust the data, they won't use it. If your team is overwhelmed by all the data, they won't use it. If your team doesn't think the data will help them, they won't use it.

These are all psychological challenges that can't be solved with technology.

#6 Put Privacy-First in Your Design

Privacy matters. You can avoid hefty fines from regulations like GDPR and CCPA, losing customer trust and wasted time dealing with leaks.

Learn more: <https://bit.ly/2GPNxhy>

#8 Measure Success by Insights & Decisions

Focus on how many insights you're able to uncover and how many decisions are improved through these insights. This is your ROI.

Resources

You can find more resources on data and decision making here:

- [Weekly Growth Needle Newsletter](#)
 - [Practico Blog](#)
 - [Other Resources](#)
 - [Get in touch with Ruben](#)
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