BERLIN | 4 MARCH 2025 | INTERCONTINENTAL HOTEL | #DDSUMMIT

Panel Discussion Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders



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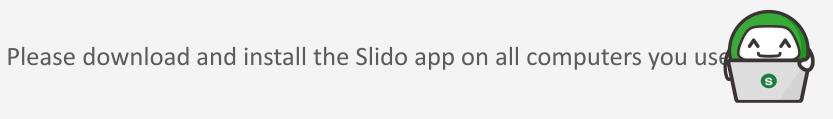


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Where would you start when getting key stakeholders to support analytics and data initiatives?

(i) Start presenting to display the poll results on this slide.





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Data Strategy Buy-In

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QUESTION 1

What has worked for you in the past to successfully drive data strategies in your organisation?





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QUESTION 2

How to pilot small projects that deliver visible results and use these successes to build broader buy-in?





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QUESTION 3

How to align data initiatives with broader business objectives and break down data silos?





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Key Takeaways





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Question & Answer

