MAKING STRIDES IN DATA STRATEGY
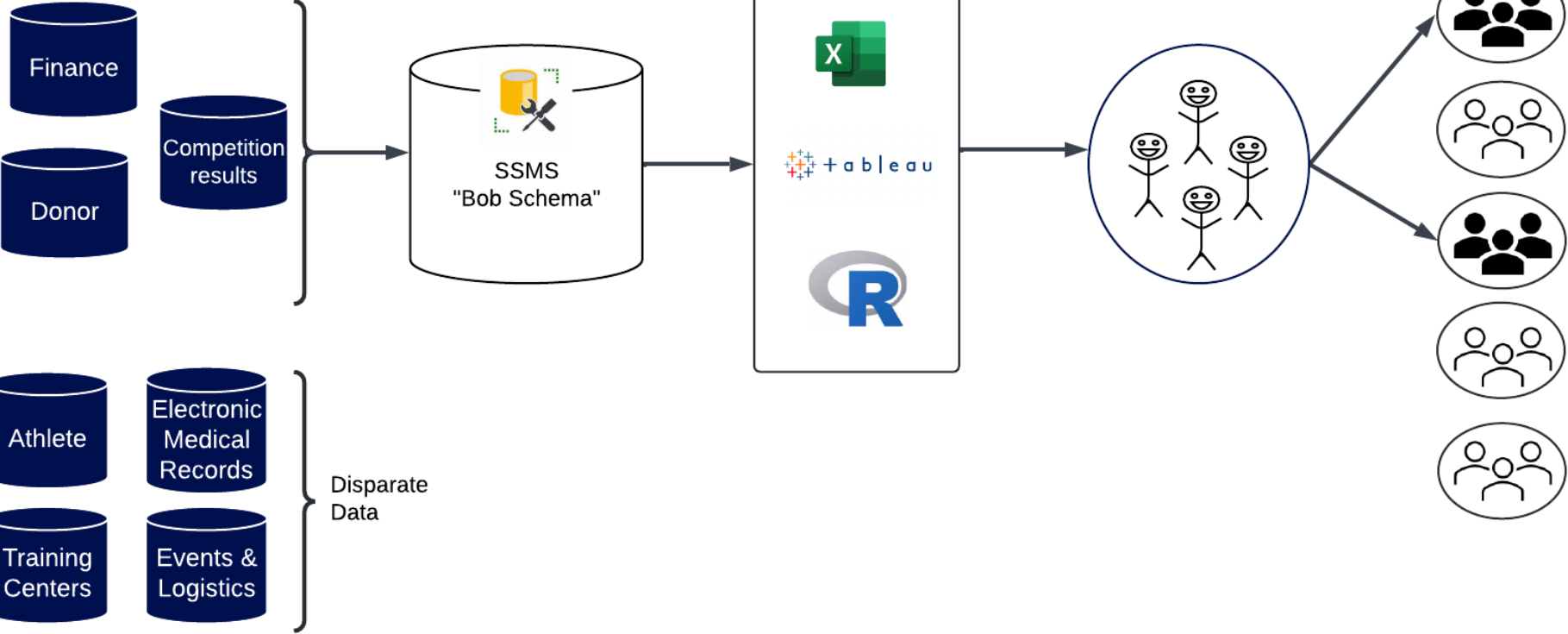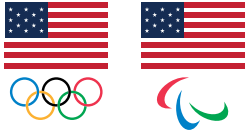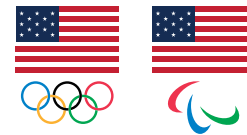
HOW TEAM USA EMPOWERED AN ORGANIZATION-WIDE DATA CULTURE

Jessica Hensley, AD, Strategic Insights

Magdalin Barnes, Mgr. Business Intelligence

USOPC Data Ecosystem – 5 years ago

Rapid Growth & Demand of Data

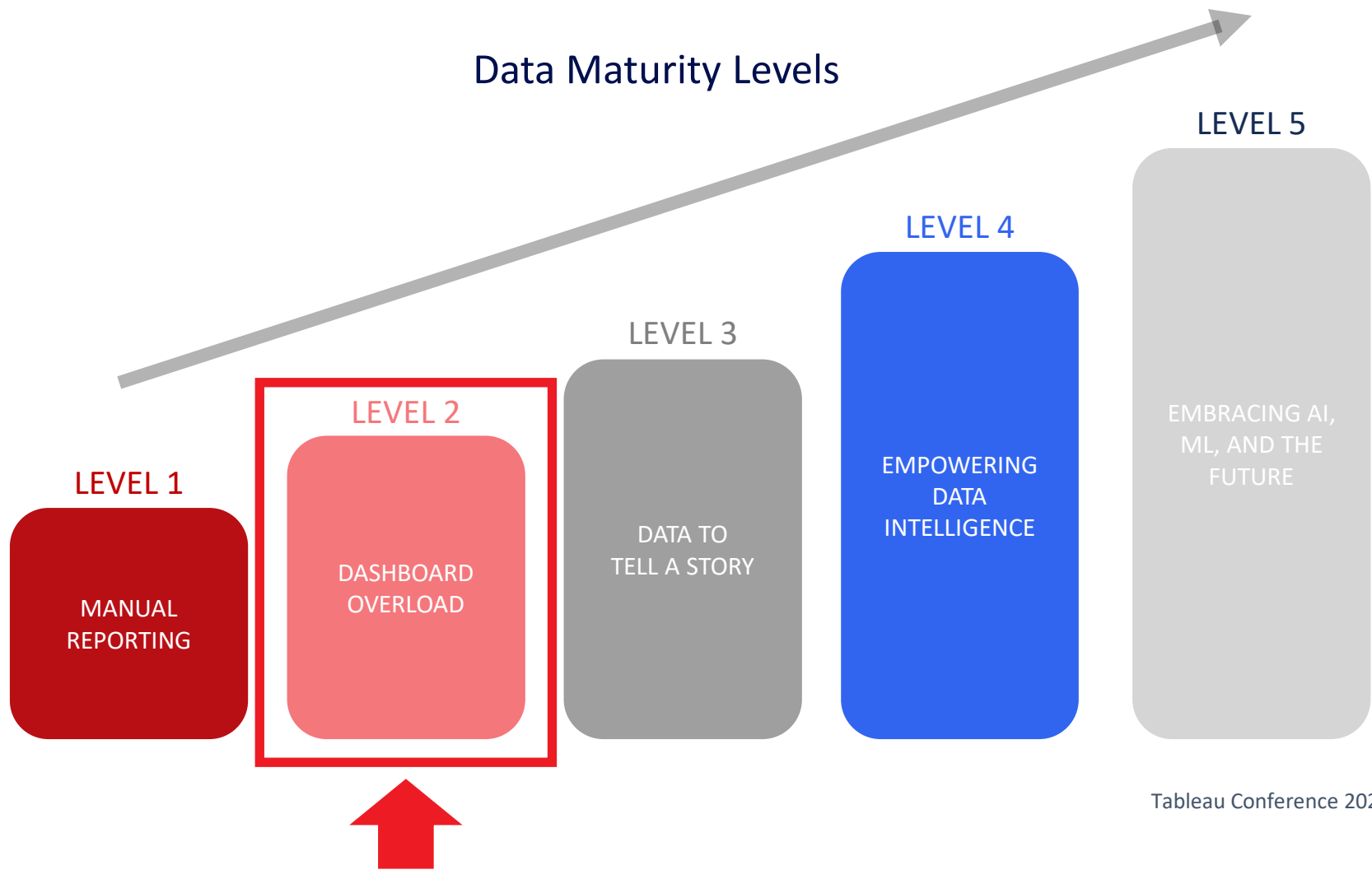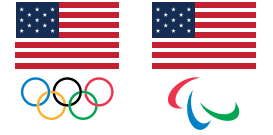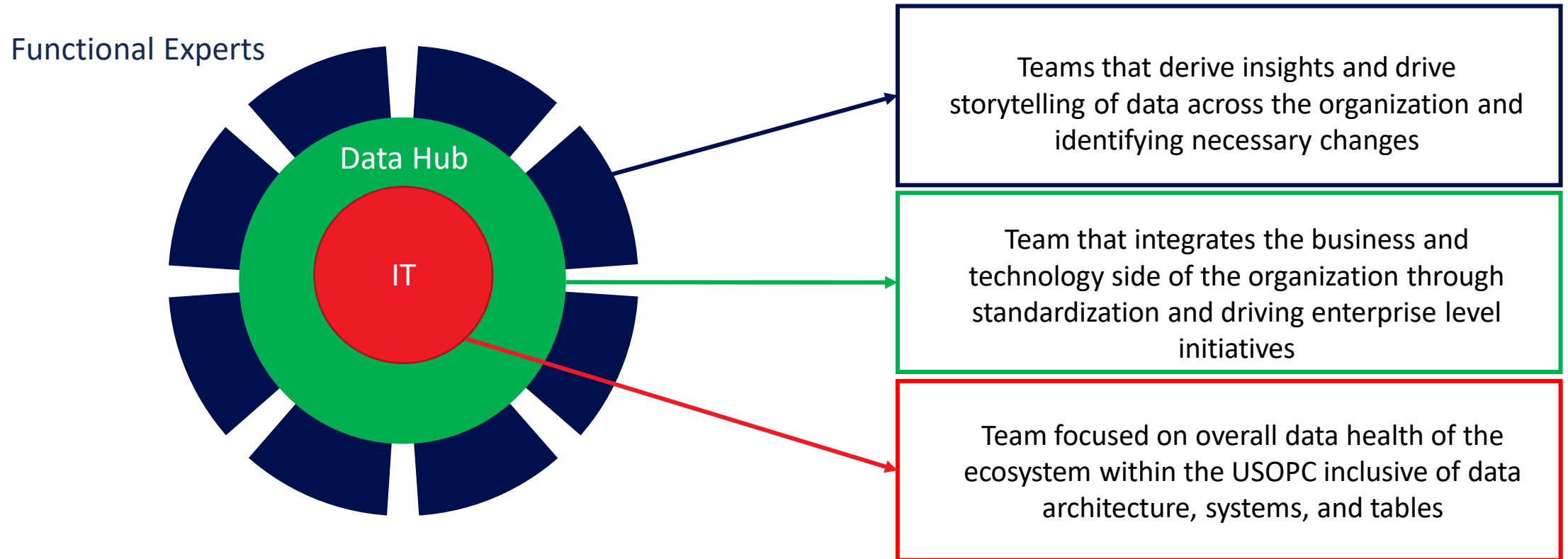## Quick adoption + limited resources = Dashboard Overload

Data Maturity Levels

LEVEL 5

LEVEL 4

LEVEL 3

LEVEL 2

LEVEL 1

EMBRACING AI, ML, AND THE FUTURE

EMPOWERING DATA INTELLIGENCE

DATA TO TELL A STORY

DASHBOARD OVERLOAD

MANUAL REPORTING

Tableau Conference 2022

Hybrid Model Overview

A center of excellence supporting functional experts

Functional Experts

Data Hub

IT

Teams that derive insights and drive storytelling of data across the organization and identifying necessary changes

Team that integrates the business and technology side of the organization through standardization and driving enterprise level initiatives

Team focused on overall data health of the ecosystem within the USOPC inclusive of data architecture, systems, and tables
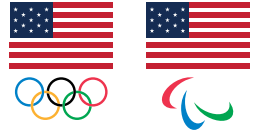
Goals & Objectives

1 Cultivate a Data Culture

2 Accelerate Decisions through Analytics

3 Establish Enterprise Data Architecture

4 Enhance Enterprise Data Governance
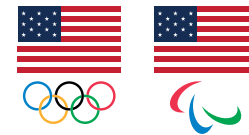
What is a Data Culture?

A Data Culture is the collective behaviors and beliefs of people who value, practice, and encourage the use of data to improve decision-making. As a result, data is woven into the operations, mindset, and identity of an organization. A Data Culture equips everyone in your organization with the insights they need to be truly data-driven, tackling your most complex business challenges.

Practice data-driven behaviors

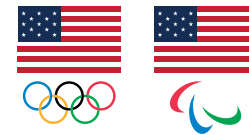Align data and analytics to business outcomes.

Value strategic data use

Prioritize data in decision-making and business processes.

Encourage sharing & community

Unite over a shared mission to lead with data.

https://www.tableau.com/why-tableau/data-culture

Cultivate a Data Culture

Starting Initiative: Build a Data Community

- Teams Channel
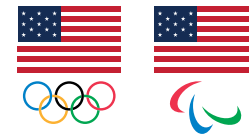- Training Sessions
- Fun & Connection
- Office Hours
- Newsletters
- Tableau Server Cleanup

Cultivate a Data Culture

Data Community Success

- Teams channel: 25 Members -> Over 120 Members

  – 100% of Departments engaged

- Training Sessions/Office Hours

  – Hosted 20 Sessions covering more than 70 topic

  – Avg. 15 attendees / session

  – Avg 2-3 attendees at Office Hours

Member Testimonial

*"The data community has provided me with a group of people that can **act as sounding boards** when I encounter various data challenges and a **resource for expanding my own skills**. It has also given me the **opportunity to educate others** about our financial data and how it can be incorporated in or used to complement their data projects."*

121 DATA COMMUNITY MEMBERS

Finance	✓
Olympic Sport	✓
Business Innovation	✓
Information Technology	✓
Sports Medicine	✓
Athlete Services	✓
Training & Games Operations	✓
Para & Internal Sports	✓
External Affairs	✓
Marketing	✓
NGB Services & Sport Operations	✓
Foundation Operations	✓
People Operations	✓
DE&I and Talent	✓
LA28	✓
Team USA 2028	✓
People & Culture	✓
Athlete Ombuds	✓

TEAMS CHANNEL METRICS

HIGHEST ENGAGEMENT	TEAMS POSTS	ACTIVE USERS
	29	39
	POST INTERACTIONS	DAYS WITH NO ACTIVE USERS
103	66	13

DATA COMMUNITY SESSIOSN METRICS

Training Type	Attendees	Departments
Excel Training 4	12	5
Tableau Training 4	16	4
Trick & Treat 5	17	4
Trick & Treat 6	13	5
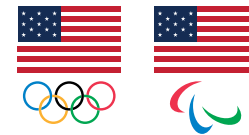
Cultivate a Data Culture

Second Wave of Initiatives
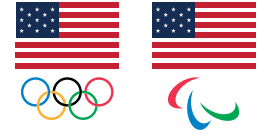
Data Onboarding/Offboarding

Data Hiring Best Practices

Data Wizards

Data Literacy Program

Tableau Server Standards

Cultivate a Data Culture
Learnings Along the Way

Listen to Your Audience
Determine wants/needs, start small

Identify Community Champions
Core members who help support and promote the community
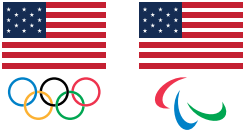
Track Engagement
Identify engagement metrics to help inform where to invest/devest time.

Maintain Resources
Session Directories, Consistency
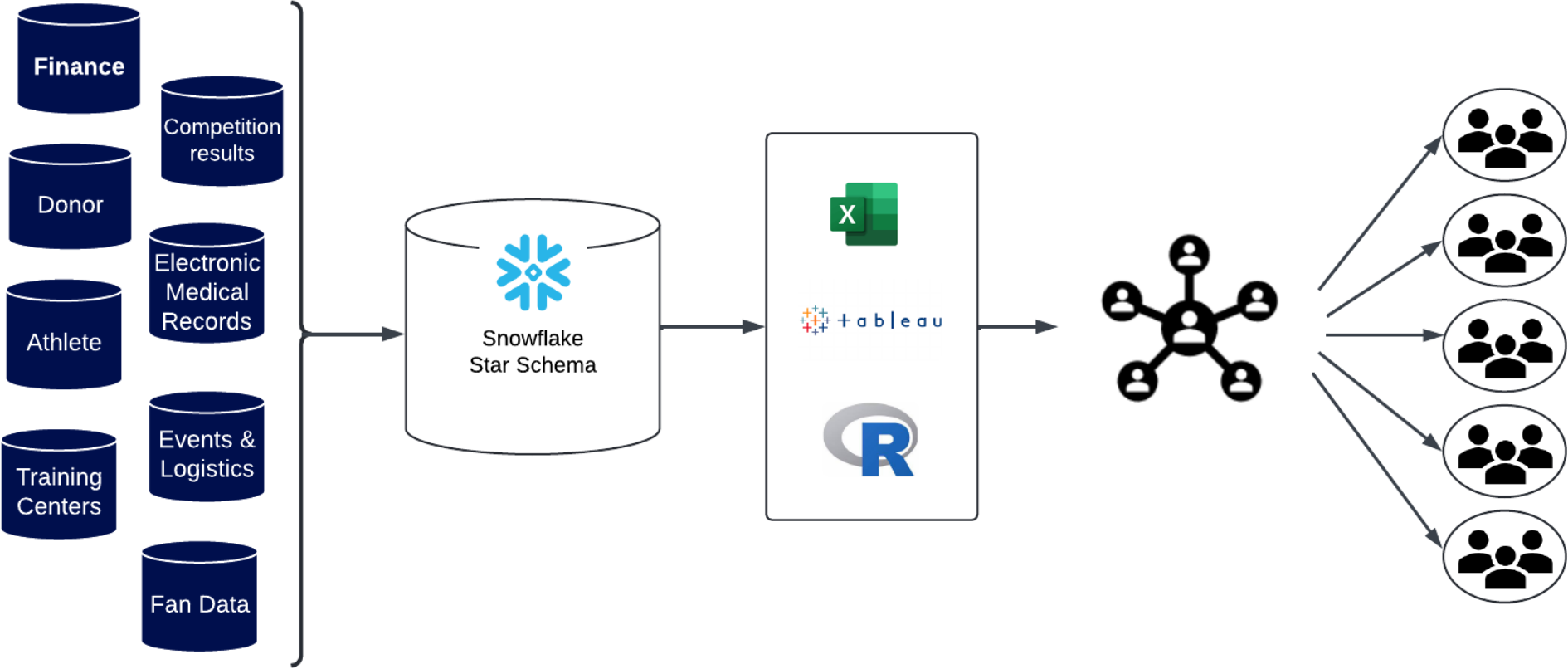
USOPC Data Ecosystem – Current State

8 Main Source Systems

- Finance
- Competition results
- Donor
- Electronic Medical Records
- Athlete
- Events & Logistics
- Training Centers
- Fan Data

Data Warehouse

Snowflake Star Schema

BI Tools

Excel, tableau, R

Hybrid Model

Business Owners

QUESTIONS?