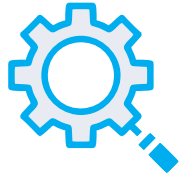# Expert tips on developing an effective data strategy

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- Deliver better business insight
- Create a positive business impact
- Increase process velocity
- Reduce risks relating to information governance
- Address information security concerns

Identify key areas that need to be addressed

Look at what the business wants to achieve through the management and analysis of data

Put together a definitive strategy based on your specific needs

Turn your data into a business advantage

Understand what the business expects to get out of the strategy.

Deeper understanding of consumer buying patterns

More targeted upselling

Better intelligence for management

More revenue

Assign data to data tiers

Understand what the business' data needs are, which data is critical, and which less so.

Develop data protection, governance and redundancy policies

Consider these principles:

Lawfulness, fairness and transparency	Purpose limitation	Data minimisation	Accuracy	Storage limitation	Security, integrity and confidentiality

Automate and optimise data ingestion

Enable business intelligence and predictive analytics with clean data.

Use machine learning and AI to automate data ingestion.

Empower data governance, data quality and meaningful business use.

Augment analytics with AI

Augmented analytics streamline the user experience, from **data ingestion** and **insight discovery**, to understanding **correlations in data**, and **platform interaction**.

Explore blockchain

Blockchain records and validates data, allowing for greater data governance.

Benefit your data analytics with natural language processing (NLP)

NLP helps unlock the value in unstructured data, turning input text into structured data.

NPL tasks enable efficient and accurate analysis of content, which support an effective data strategy.

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