



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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Delivering Practical Business
Benefit Whilst Embedding Data
Governance Organisational
Capability

A bit about us!



Jo Dixon

Principal Business Operations manager

25+ years, Business analyst and software testing background, delivering better products across Finance, HMRC, Police & Skyscanner.

Passionate about **data** and **data quality**, supported Anne in establishing good data governance at Skyscanner



Anne Doyle

Anne Doyle – Senior Director Business Operations

25+ years creating solutions for global companies across various technologies (Semiconductor, Telecommunications, CMS websites and Travel meta-search).

Established a Data Governance function at Skyscanner

Passionate about **making a difference** and **leading scalable change**

Agenda

1. Why ?
2. Our Approach
3. Influence and stakeholder management
4. Policies and process
5. Progress
6. Where we are today
7. Recap – Key learnings
8. Questions

WHY ?

Why?

Our data landscape

- Accelerated growth
- Evolved over time
- 20 years of complex data landscape

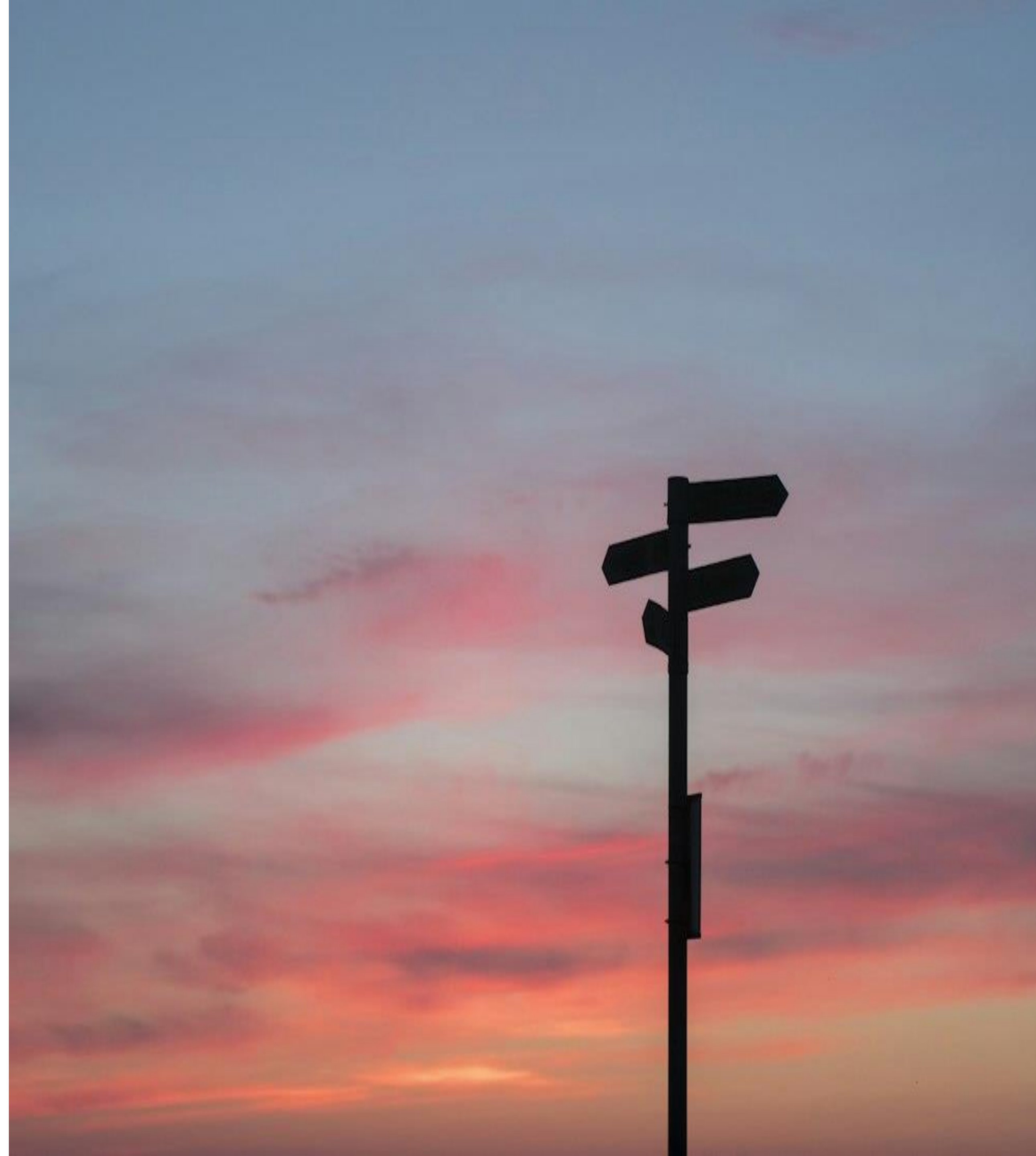


Our Approach

Change management

Structured approach

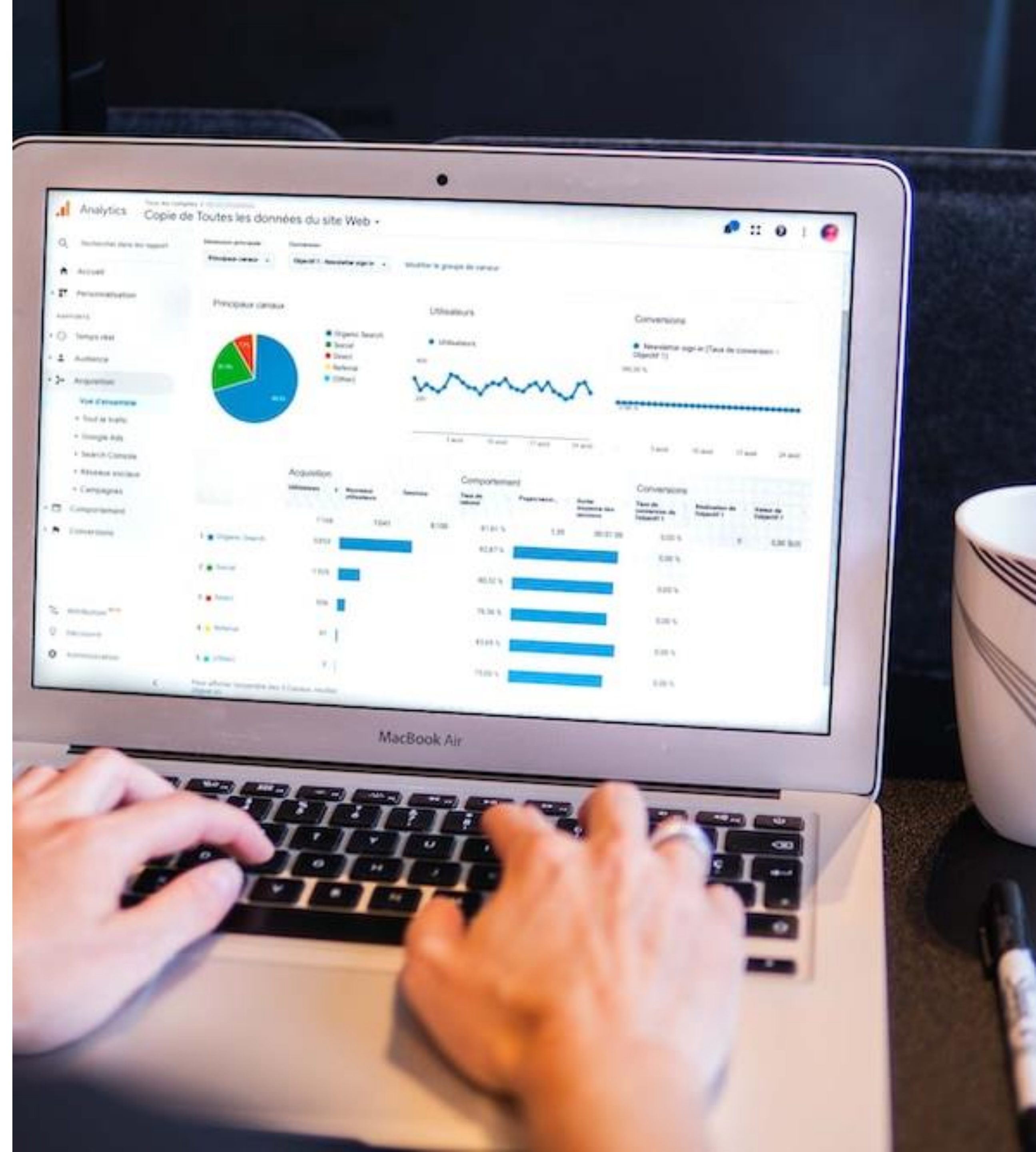
- Why data governance is Important?
- How to convince the org?
- Who we needed?



Why ?

Focused on the benefit

- Better, more reliable data
- A single version of the truth
- Reinforced data privacy, security and regulatory compliance



Where we started

Business Critical data

- Data Maturity level assessment
- Analysis of the data landscape
- Categorised the data
- Business Critical Analytical data



Created a plan of attack

Practical vs theoretical

- Logical step improvements
- **Ownership** of the critical data
- Catalogued
- Revised Access control



Influence and stakeholder management

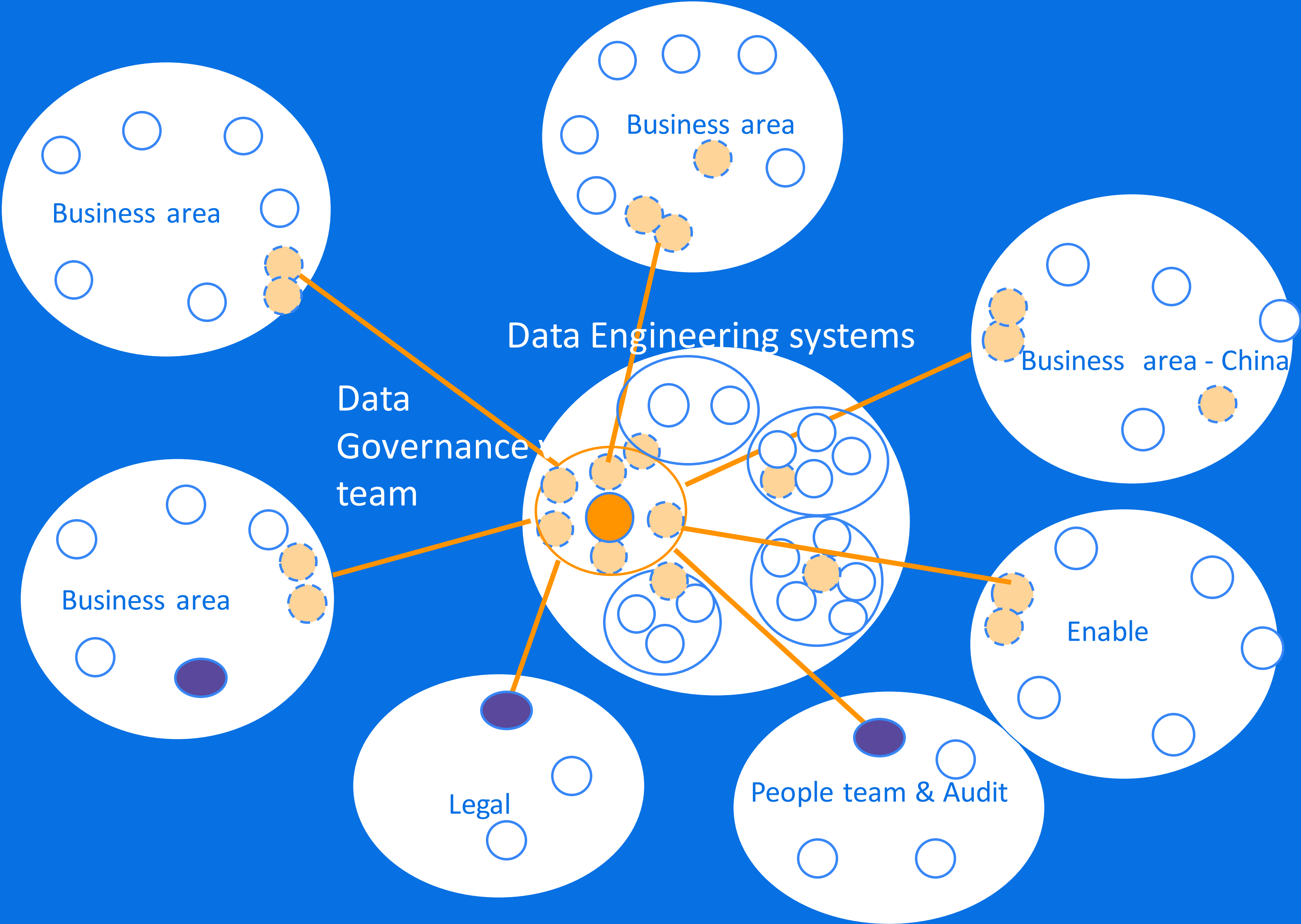
Created a plan of attack

Data Governance network

- Industry expert – consultant
- Partner with Legal & Security
- Exec buy in and sponsorship
- Data engineering & tooling
- Data Governance virtual team



Data Governance Network



Data Consumers and producers of data



Data Stewards



Data Governance Strategy Lead



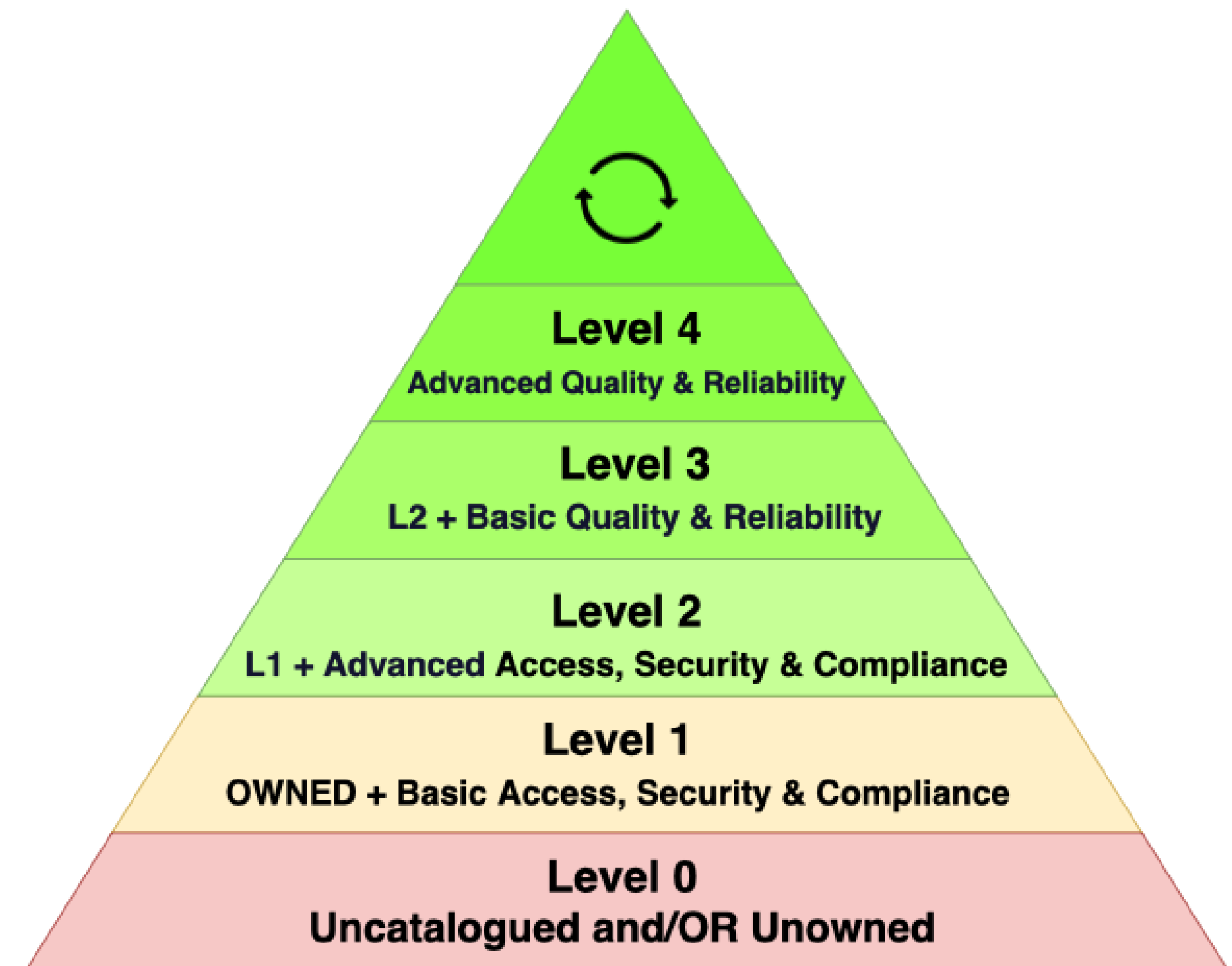
SME



Policies and process

Make it simple

- Data glossary
- Data lifecycle
- Data classification and categorisation
- Data health framework 
- Data retention and deletion

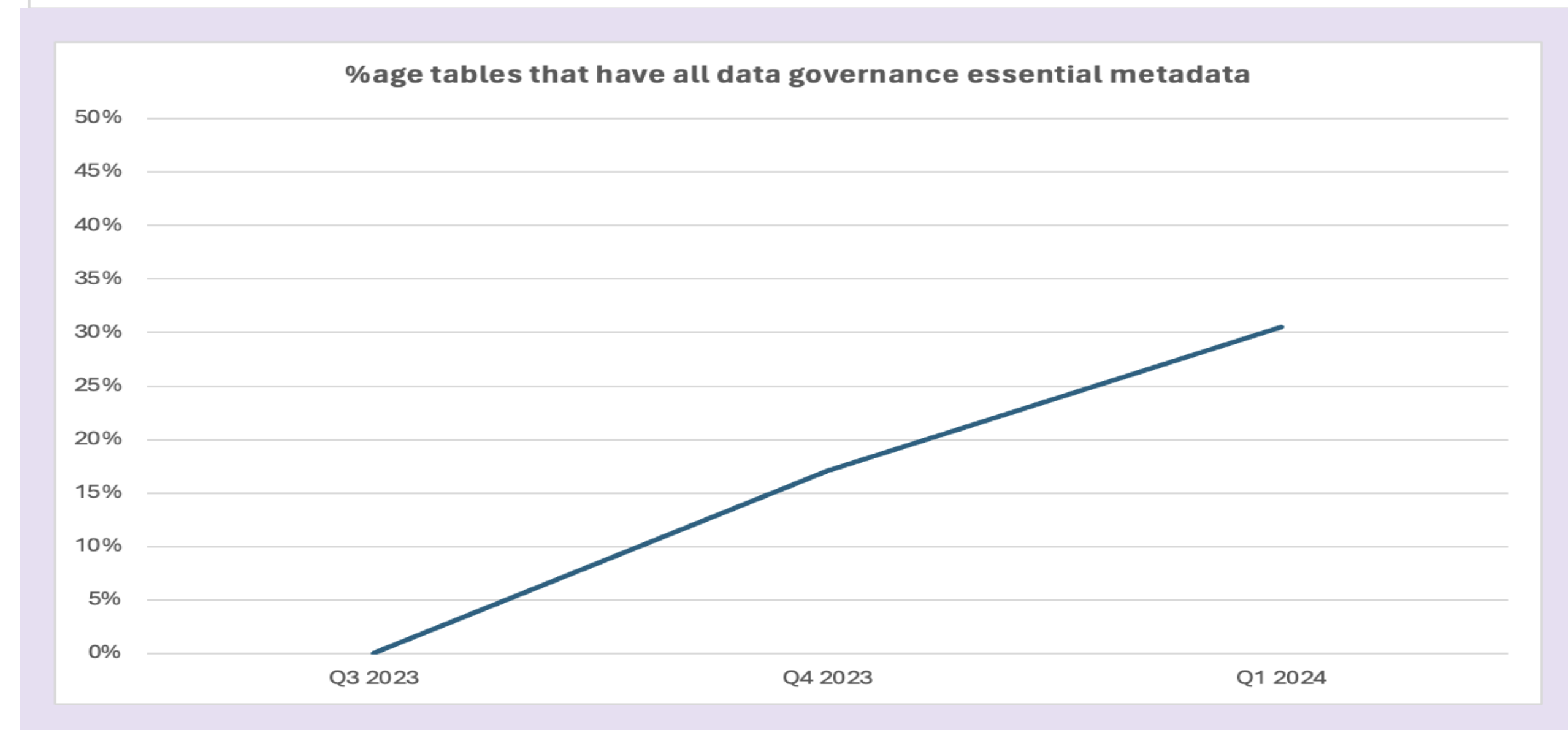
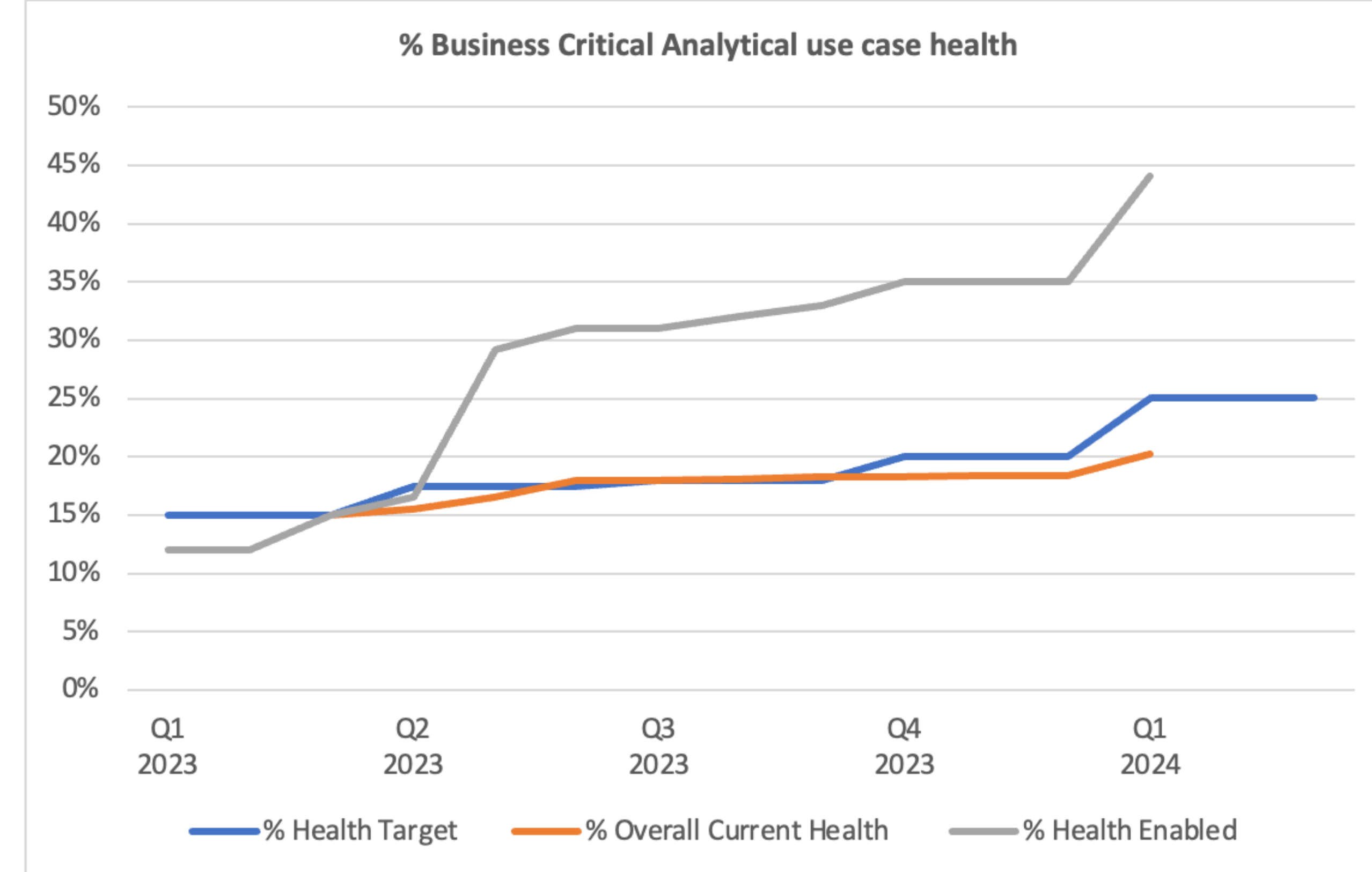


Progress

Progress and quick wins

Metrics, make it visible

- Clear achievable targets
- Month on Month progress
- Data quality and reliability improvement
- Business gaining confidence



Welcome to
Data Governance
Fundamentals



YOUR TEACHER

Remus Racolta

Launched data Glossary, companywide training

Where are we now?

Where to next ?

Multi quarter, multi-year

- Data governance embedded in companywide engineering principals
- Continue current path
- Next priority set of data
- Unity Catalog & Monte Carlo
- Metadata & quality reporting
- Manage & resolve data quality issues



Key take aways

Key take aways

Big journeys start with small steps !

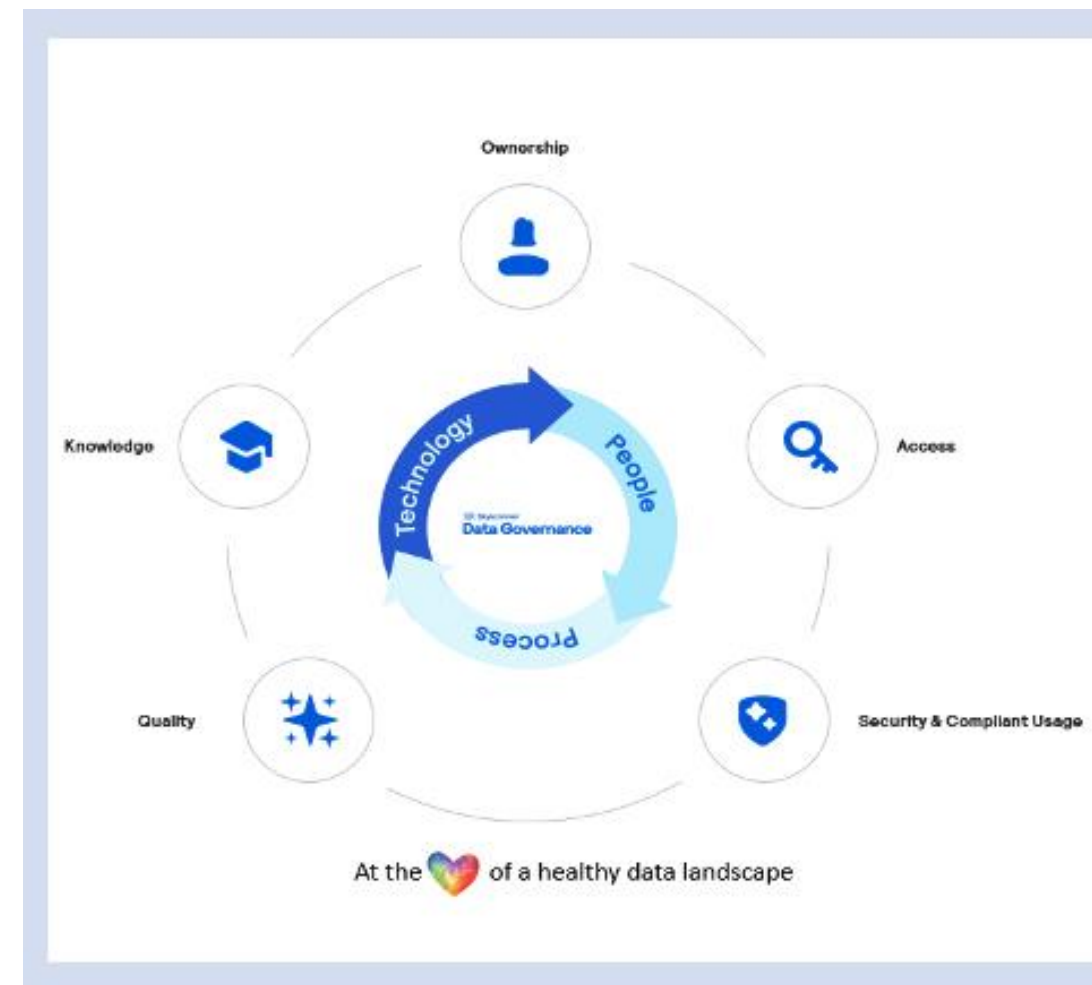
- Enlist an expert
- Bottoms ups/sideways approach rather than top down
- Do get Leadership buy in
- Change management



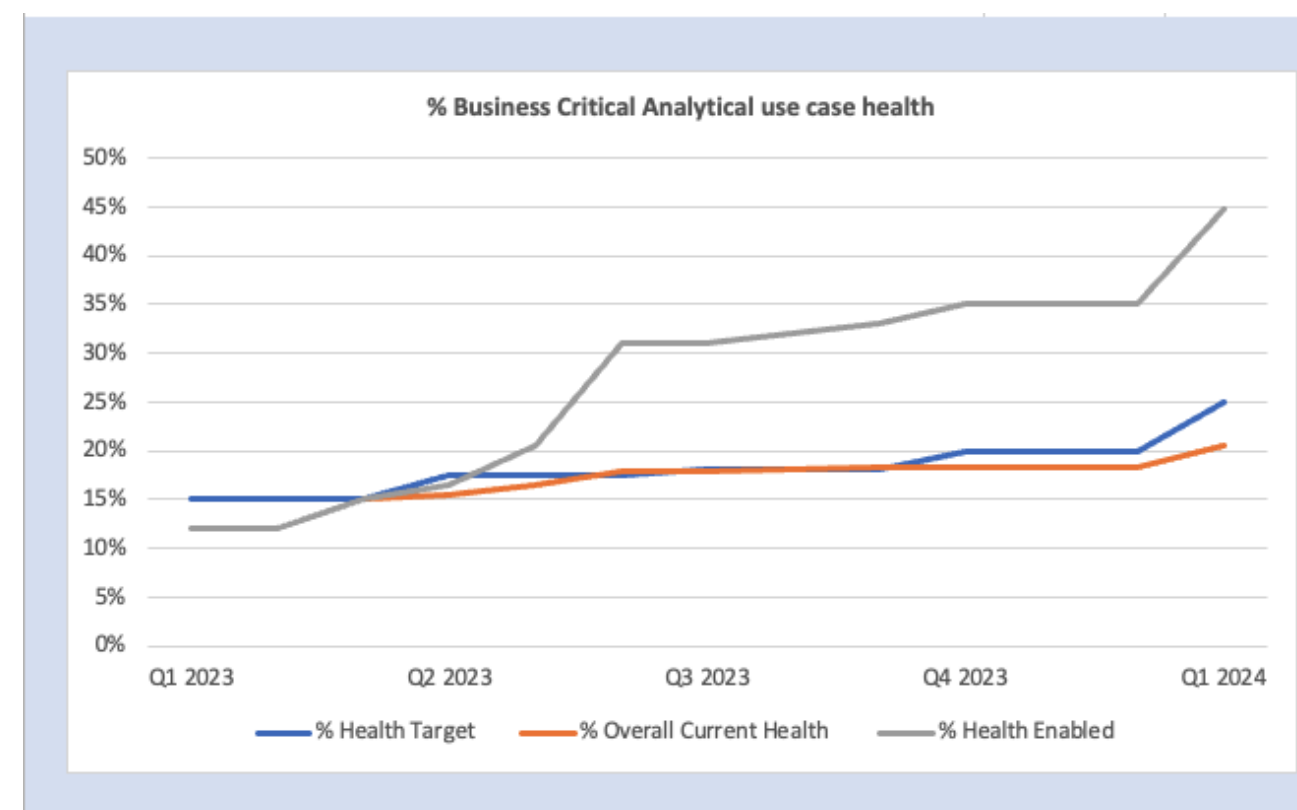
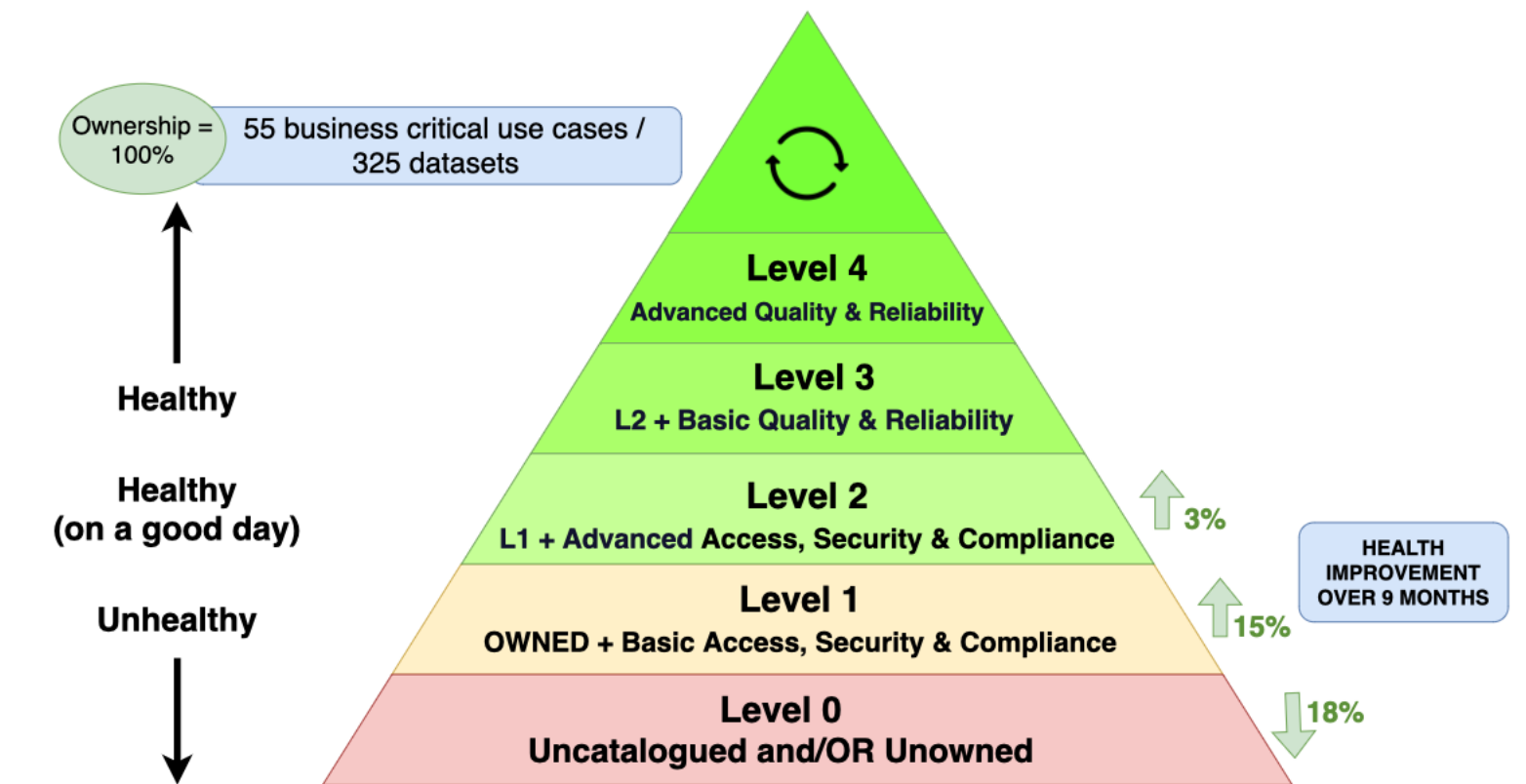
Key take aways

Visualise the connection for people

- Visualise what we are doing ...
- Health Framework steps
- Tangible progress/results
- Business impact and benefits



Lifecycle to health framework



Framework to results / business impact

Key take aways

Celebrate the small wins!

- Partner with subject matter experts including data engineering.
- Enable people to self-serve
- Virtual v-team across every area of the business
- No silver bullet !





Thank you for listening

Questions ?



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