

'Data Strategy' is a pedagogical gamified adaptation from Leonardo Dalle Mule and Thomas H Davenport's Harvard Business Review article 'What is your data strategy'

The game can only be enjoyed after a thorough study of the study material which can be freely accessed from :

- 1) The article on the link <https://hbr.org/2017/05/whats-your-data-strategy>.
- 2) The webinar on the link : <https://hbr.org/webinar/2017/04/whats-your-data-strategy>

The players start by selecting a suitable sector of their business (hospital / bank / retail).

- Based on the Elements of Data Strategy (Ref : Figure 1), each player must position themselves across the Data Strategy Spectrum (Ref : Figure 2).
- The game starts with an initial corpus of \$1,000,000. In each Financial Quarter, the player gets to invest \$ 25,000 in five out of sixteen data management activities.
- This investment (in offensive / defensive data management activities) helps the player to position themselves correctly in the Data Strategy Spectrum (Ref : Figure 2).
- Adversarial events are triggered randomly during the progression of the game.
- A well-positioned player (in the Data Strategy Spectrum) is rewarded with profit and the penalty during adversarial events is minimal.
- An ill-positioned player (in the Data Strategy Spectrum) does not earn profit during the progression of the game, and gets penalized heavily during the adversarial event.
- The game ends at the end of 40 financial quarters (10 Years) OR whenever the initial corpus gets exhausted.

The Elements of Data Strategy		
	DEFENSE	OFFENSE
Key objectives	Ensure data security, privacy, integrity, quality, regulatory compliance, and governance	Improve competitive position and profitability
Core activities	Optimize data extraction, standardization, storage, and access	Optimize data analytics, modeling, visualization, transformation, and enrichment
Data-management orientation	Control	Flexibility

Figure 1 : Elements of Data Strategy

The Data-Strategy Spectrum

A company's industry, competitive and regulatory environment, and overall strategy will inform its data strategy.



FROM "WHAT'S YOUR DATA STRATEGY?," BY LEANDRO DALLEMULE AND THOMAS H. DAVENPORT, MAY-JUNE 2017

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Figure 2 : Data Strategy Spectrum