Transfer Data Skills to your Team
We ensure the transfer of skills, processes and habits to your team through scrum-mastering a kan-ban workflow.

Data Coaches

Many of our clients want to embed data-driven skills and habits into their in-house team ensuring the method of their data-driven marketing delivers productivity at a profitable cadence.

Our data coaches ensure the transfer of skills to your team through a program of workshops and scrummastering; helping both your team members and commercial partners, to adopt your agile method. The coach helps the team with the following activities:

- Question prioritisation
- Weekly Stand-ups
- Test & Learn Culture
- KPI monitoring
- Team structure design
- Infrastructure Review
- Scrum-master
- Playbook Iteration

Data-Driven disruption

We all know that many of the fastest growing businesses are disrupting established markets using data to inform better decision making.

They have hired the best data scientists and software engineers in the market. They have developed and in some cases open-sourced, great technologies for data preparation and statistical analysis. The next wave of their development is driven by semi-automating their data preparation and statistical routines; before marching towards 'machine learning' to remove low-productivity human activity.

Developing these data-driven habits in your business can now be done at the enterprise-grade of the disruptors. We accelerate the change of established businesses operating habits. Our data coaches are your resource for fighting the disruptors with data-driven decisions at the core; by learning and embedding the habits into your marketing and engineering teams.

About our Coaches

All of our coaches have a background in business analysis and agile training. That means they are equipped to focus on the business value priorities and facilitate the iteration of decision trees, model build and MVP data environments fast.

The Coach helps the team with the following activities:

Business objectives
Be really clear about what the team is trying to achieve commercially.

List & prioritise questions
Record ALL questions and hypotheses from internal and external sources – prioritise them

KPIs
Agree a hierarchy of Key Performance Indicators to focus optimisation efforts

Flexible analysts
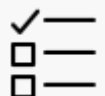Deploy your data analysts on parallel investigations, this gives fresh perspectives

Stakeholder collaboration
Bring together the business and data folks in a rapid feedback cycle

Data Access
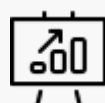Make all data always available; democratisation of data produces innovative tests

Test & learn culture
Agree that testing hypotheses faster is the way to iterate commercial success

Dashboard
Always know your team's numbers, get the dashboard on your smartphone

Incremental gains
Agree that iterating your way through incremental gains is the recipe for success

Weekly scrum, scrum-master
Improve 'test & learn' cadence with a weekly stand-up meeting

Habit-Forming

Training or workshops can ensure that a team understands what behaviours it needs to adopt, but to ensure the habits develop and the method changes, our clients have found it useful to employ a coach to ensure the embedding of the data-driven mentality.

Habits like always attending a meeting with up-to-date knowledge of the current KPI metrics or the cadence measurement of the team's analyses, make the difference between a team that is aware of agile methodologies and a team that has committed and is working in the data-driven way.

Checklist

Our simple checklist above has stood the test of many programs: There are always gaps in different places in different teams within companies, but the checklist uncovers the weak areas to improve.

Playbook

As the elements of the checklist are reviewed and improved, so the decisions sometimes, by group workshops, sometimes by specified governance, are recorded in the playbook to enable new and old team members to reference at later dates. We take an iterative approach to the Playbook, but always use it to ensure adherence to process decisions.

Email us hello@cambridgedata.com