



# Launch a Data Stewardship Program in 30 Days

A Pragmatic 4-Week Plan to Deliver Your First Data Win



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MEET OUR PRESENTER

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# The \$15M Question

## What is Poor Data Quality Really Costing You?

### THE REALITY

Fortune 1000 companies lose **\$62M annually**  
due to bad data

*IBM, 2023*

Average cost per organization: **\$15.7M per year**

*Gartner, 2024*

**88% of executives** report that poor data  
undermines analytics confidence

*Experian, 2024*

### BEYOND MONEY: STRATEGIC IMPACT

**23x** more likely to acquire customers when  
organization is data-driven

**70%** faster decision-making with strong  
governance

**80%** of data scientists time spent cleaning  
data vs. analyzing

# Why 70% of Data Governance Programs Fail

Learning from \$2.3B in Failed Initiatives

## 45% OF FAILURES

### Technology-First Approach

Buying tools before  
defining processes

- IT-led without business engagement
- Compliance focus over business value

## 35% OF FAILURES

### Lack of Executive Commitment

Delegating to middle  
management

- No dedicated budget allocation
- Treating as IT project vs. transformation

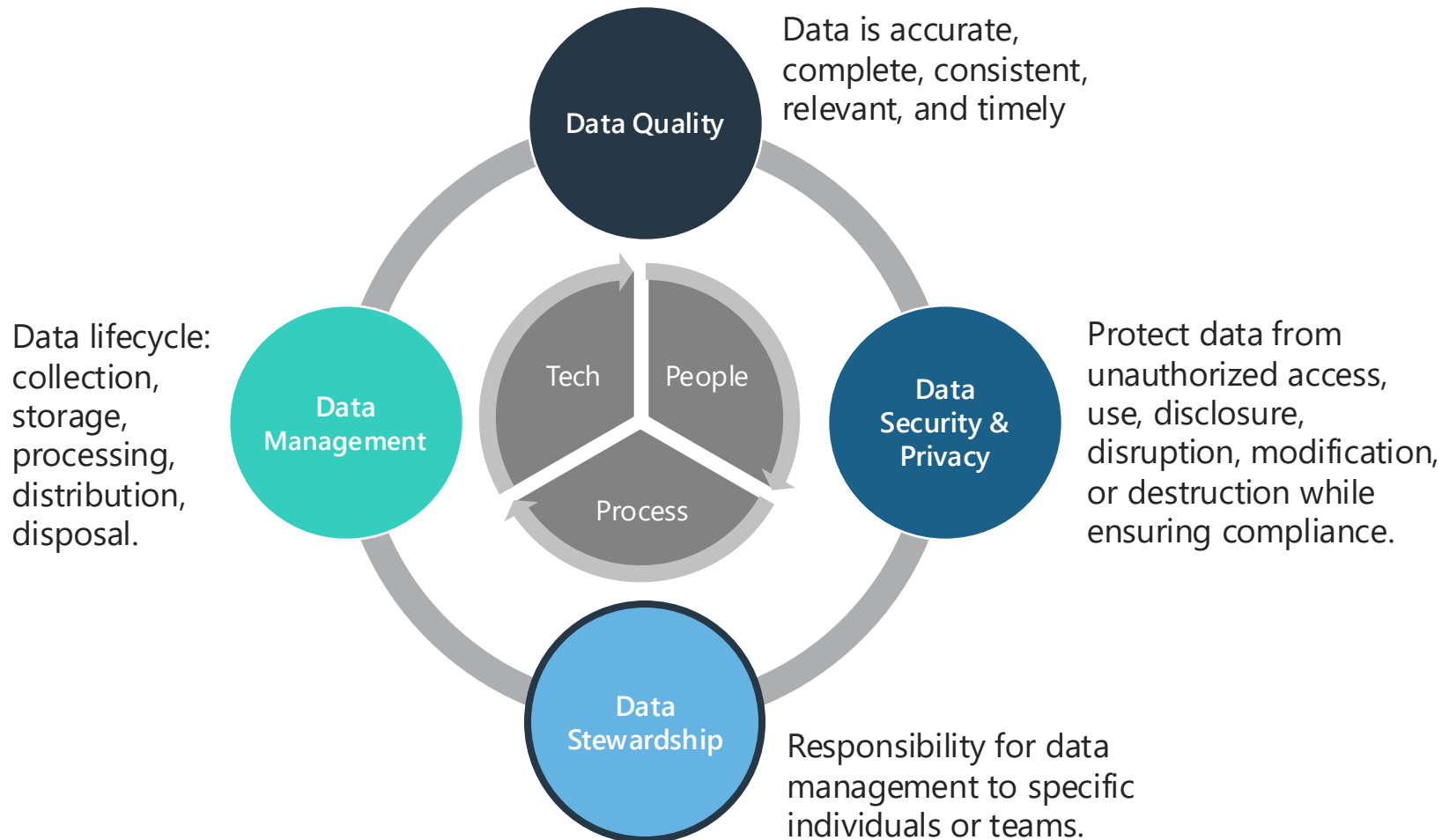
## 20% OF FAILURES

### Boil-the-Ocean Syndrome

Enterprise-wide rollout  
from day one

- Perfect policy paralysis
- No quick wins to build momentum

# Data Governance



## Typical Data Governance Problems

I don't know what data we have or where it lives

We don't know who owns this dataset

Is this data trustworthy? Can I use this for reporting or ML?

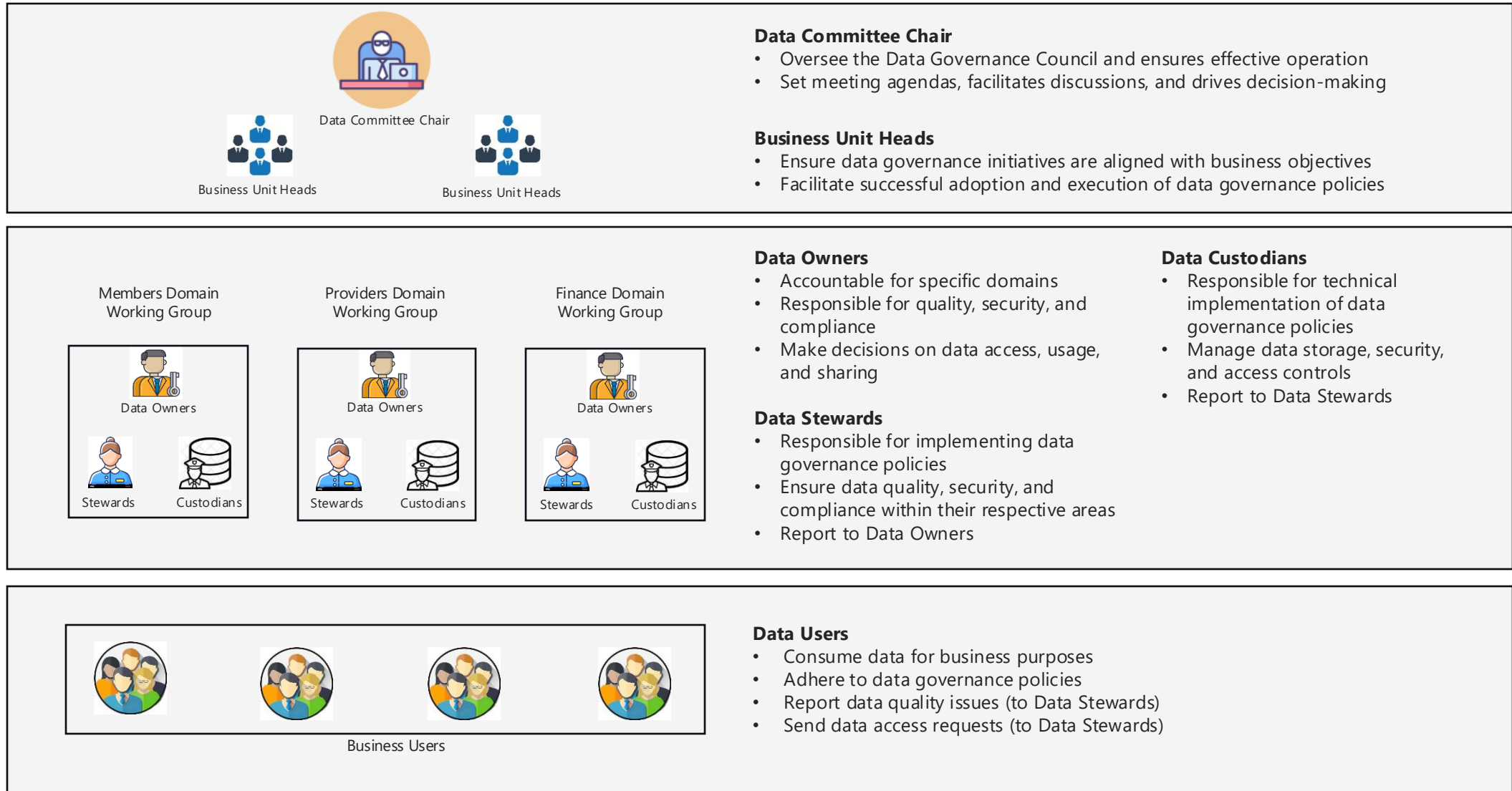
Different departments use different definitions

We don't know who accessed this sensitive data

We're spending time duplicating datasets or building redundant pipelines

We don't have a scalable way to enforce policies

# Data Governance Organization



## Team & Responsibilities

**Sponsor (Exec):** Pick KPIs, Remove blockers, Approve rules.

**Data Owner (Domain lead):** Accountable for decisions.

**Steward:** Define rules, Run cleanup.

**Custodian (IT):** Enable data access, Simple controls.

**User:** Raise issues, Validate fixes.



## The Pain of Data Chaos is Real

Which sales number is correct?

Why is our customer data so unorganized?

I spend 80% of my time cleaning data, 20% analyzing it.

We can't trust the reports.

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Result: Wasted resources, missed opportunities, poor decisions.



## The Goal: State of Data Confidence

A single, trusted source of truth.

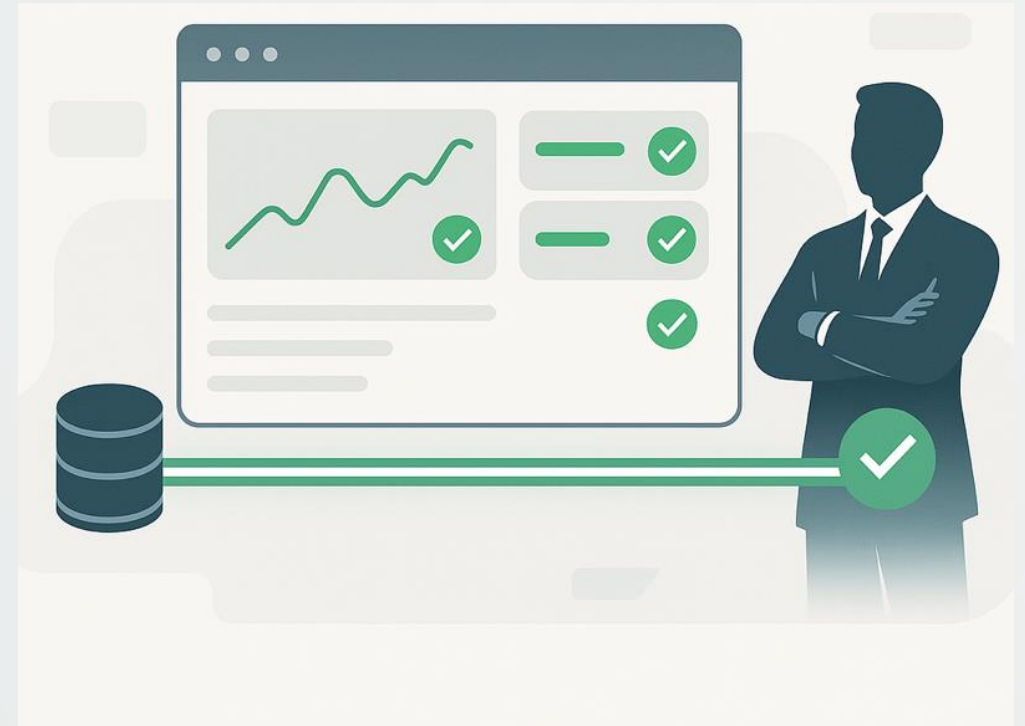
Data is an asset that accelerates growth.

Decisions are fast, accurate, and evidence-based.

Clear ownership and accountability.

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Result: Efficiency, agility, and competitive advantage.



# The Key: Stewardship is a Practice, Not a Project

**Data Governance:** The framework of rules, policies, and standards. (The "What & Why")

**Data Stewardship:** The *people and process* of operationalizing that governance.

- The day-to-day accountability for data.
- The "Who & How"

**Governance** is the city plan and building codes.

**Stewardship** is the team of builders, plumbers, and electricians making sure the house is built correctly and maintained.

# The Data Steward - Your On-the-Ground Experts

## Who are Data Stewards?

- They are not a new hire or new tool.
- They are the operational linchpin of data governance.
- They are responsible for implementing data governance policies within their respective areas.
- They are the first point of contact for data quality issues and access requests.

## Data Steward Responsibilities

- Ensure data quality, security, and compliance in their specific domain.
- Report data quality issues to Data Owners.
- Address data access requests from business users.
- Implement business rules and standards for critical data elements.
- Participate in "clean-up sprints" to fix data issues.

# The 30-Day Launch Plan: An Overview

## Week 1



### Foundation & Focus

Find the pain, get the backing.

## Week 2



### Discovery & Definition

Identify stewards, define what "good" looks like.

## Week 3



### Action & Implementation

Start the work, log the issues.

## Week 4



### Measure & Evangelize

Show the win, build momentum.



## WEEK 1

# Foundation & Focus

**Objective:** Isolate a high-impact problem and secure sponsorship.

### ACTION ITEMS

#### IDENTIFY THE BURNING PROBLEM

What key KPI is failing due to bad data? (ex: campaign ROI, customer retention, sales forecasting).

#### SCOPE YOUR MINIMUM VIABLE DOMAIN

Don't try to fix everything. Pick ONE domain (ex: Customer, Product, Vendor).

#### SECURE EXECUTIVE SPONSOR

Find the business leader who feels the pain from that burning problem. This is non-negotiable.

#### FORM A "TIGER TEAM"

Your sponsor, a key business analyst, and a data-savvy IT partner. 3-4 people max.



## WEEK 2

# Discovery & Definition

**Objective:** Nominate stewards and define the critical data.

### ACTION ITEMS

#### NOMINATE THE STEWARDS

"Who do you go to when you have a question about customer data?" Those are your de-facto stewards. Give them the title.

#### MAP THE DATA JOURNEY (SIMPLY!)

Whiteboard it. Where is the data created? Where is it used?

#### IDENTIFY 5-7 CRITICAL DATA ELEMENTS (CDES)

Within your chosen domain, what are the most vital fields? For Customer, it might be Customer\_Name, Status, Email, Region.

#### DRAFT INITIAL BUSINESS RULES

Define what "good" looks like for each CDE (ex: "Status must be 'Active', 'Inactive', or 'Pending'. It cannot be NULL.")



## WEEK 3

# Action & Implementation

**Objective:** Move from planning to doing.

### ACTION ITEMS

#### ESTABLISH STEWARDSHIP HUB

This is where stewards ask questions and log issues. Microsoft Teams or Slack channel can be used.

#### RUN A BASELINE DATA PROFILE

Use simple SQL or BI tool.  
For CDEs, find the current state.

#### CREATE A SIMPLE ISSUE LOG

A SharePoint list or shared Excel file.  
Columns: Issue ID, Description, CDE, Business Impact, Assigned To, Status.

#### LAUNCH THE FIRST "CLEAN-UP SPRINT"

Stewards start fixing data based on the issue log. Focus on low-hanging fruit.





## WEEK 4

# Measure & Evangelize

**Objective:** Quantify your success and tell the story.

### ACTION ITEMS

#### MEASURE THE AFTER

Rerun your data profile from Week 3.

#### QUANTIFY THE IMPROVEMENT

Create your first data quality scorecard. Use a simple metric like completeness.

#### BUILD 1-PAGE WIN SUMMARY

A single slide showing: The problem, actions taken, metrics (before & after), and the heroes (your stewards!).

#### PRESENT TO YOUR SPONSOR & STAKEHOLDERS

This is your victory lap. It's how you get buy-in for the *next* 30-day cycle.

# Success Indicators: Know You're On the Right Track

## Week 1

- Executive sponsor participates in Tiger Team
- Clear business pain identified and quantified
- Stakeholders can articulate what good looks like

## Week 2

- Stewards enthusiastically accept their formal role
- Critical Data Elements mapped in <4 hours
- Business rules make sense to operational teams

## Week 3

- Issue log populated with actionable items
- First data quality improvements visible
- Team momentum builds (volunteering fixes)

## Week 4

- Measurable improvement in chosen KPI
- Success story resonates beyond Tiger Team
- Requests emerge for "next domain" to tackle

## Case Study: A 30-Day Pilot in Action



### Before (Data Chaos)

**Problem:** Finance team believed their budgeting was inaccurate and this created operational efficiency issues and impacted resource planning.

**Metric:** 20% of budget variance YoY

**Impact:** The company was dealing with budget stress and a P&L impact.



### After (Data Confidence)

**Action:** A 30-day pilot was launched focusing on the "Customer" data domain. Stewards were nominated and a "clean-up sprint" was executed.

**Key Performance Indicator (KPI):** Budget variance improved from 20% to 5%.

**Impact:** With accurate data, budget allocations were aligned with the actual number of active members, which resulted in a quick and significant growth in the monthly P&L.

## Beyond 30 Days: Build the Habit

**Rinse & Repeat:** Choose the next most critical data domain or go deeper into your first one.

**Formalize the Roles:** Solidify steward responsibilities and the working group charter.

**Introduce Strategic Tooling (Now, not before!):**

Once the process is proven, look for tools to automate profiling, issue management, etc.

**Expand the Community:** Create a "Stewardship Center of Excellence" to share best practices.





# From 30 Days to Enterprise

## PHASE 1

### Proof of Value (Months 1-3)

Single domain, single business unit

1-2 dedicated stewards

Basic tooling, manual processes

**Target: 30-50% metric improvement**

## PHASE 2

### Horizontal Expansion (Months 4-9)

3-5 additional domains

Steward community of practice

Introduce cataloging tools

**Target: Cross-domain consistency**

## PHASE 3

### Vertical Integration (Months 10-18)

Full organizational coverage

Automated quality monitoring

MDM/data lake integration

**Target: Self-service analytics**

## PHASE 4

### Advanced Enablement (18+ Months)

AI/ML model governance

Real-time monitoring

Predictive issue identification

**Target: Data-as-a-product**

## Key Takeaways

- Start with the business pain, not the data.
- Scope it down to a "Minimum Viable Domain" to get a quick win.
- Empower people and create a culture of accountability.
- Measure the impact and celebrate your first win to build momentum.

### **Call to Action: Start Here**

Identify ONE report that people always complain about.

That's your thread. Pull on it.

QUESTIONS?



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