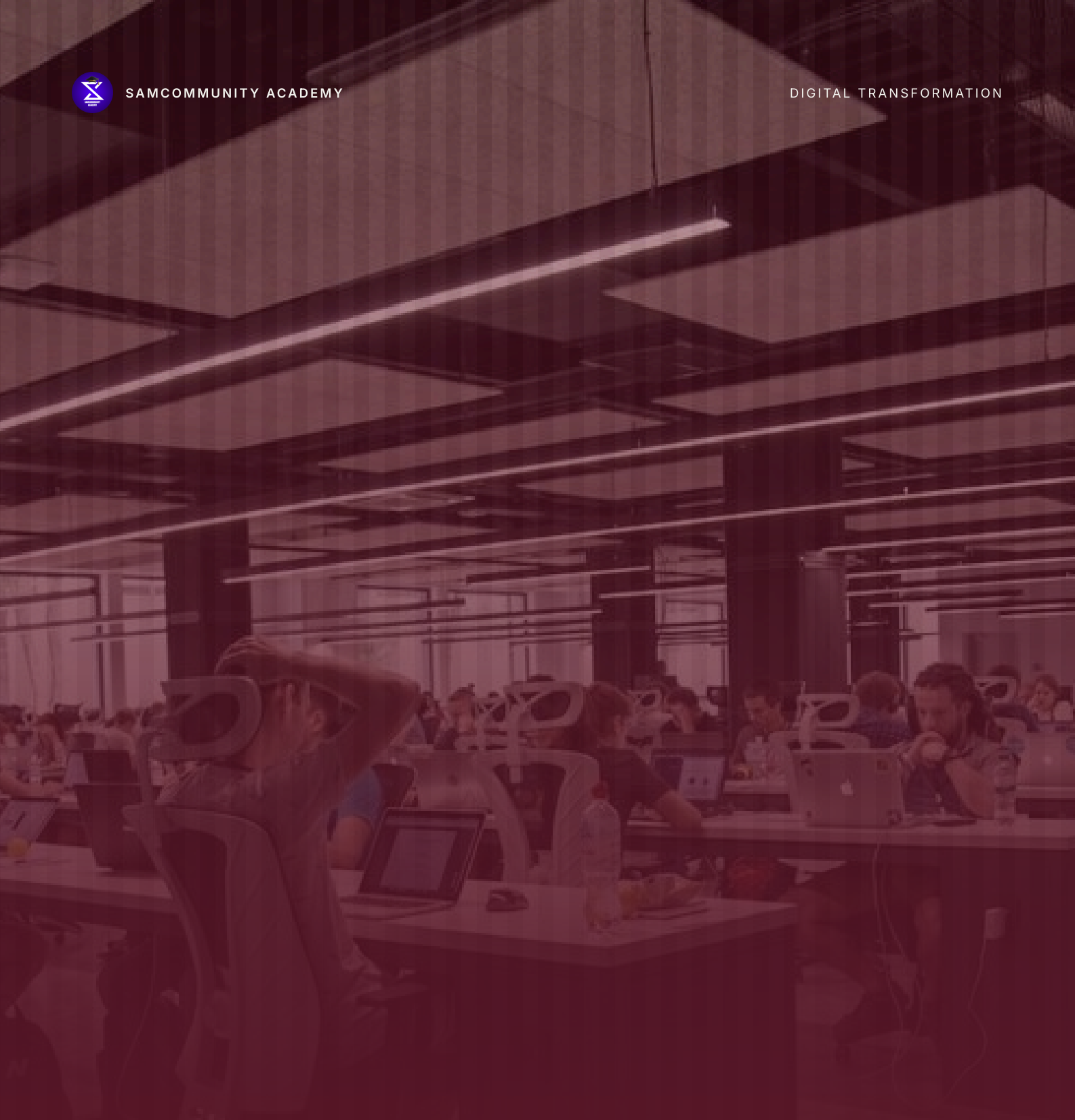


DIGITAL TRANSFORMATION CONSULTING · ADVANCED

Data-Driven Organization Building

Decisions powered by data.

Contents

Why this program 03

Who it's for 04

Learning outcomes 05

Program runway 06

Detailed curriculum 07

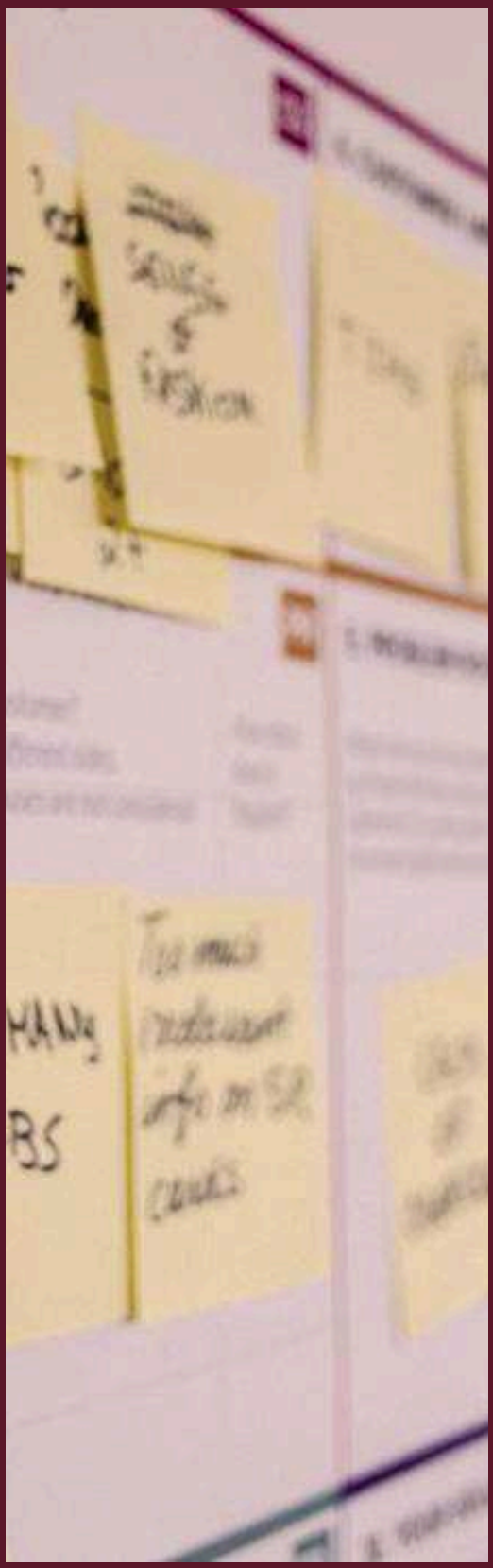
Frameworks & tools 10

Projects & capstone 11

Certification & method 12

Learning path 13

FAQs 14

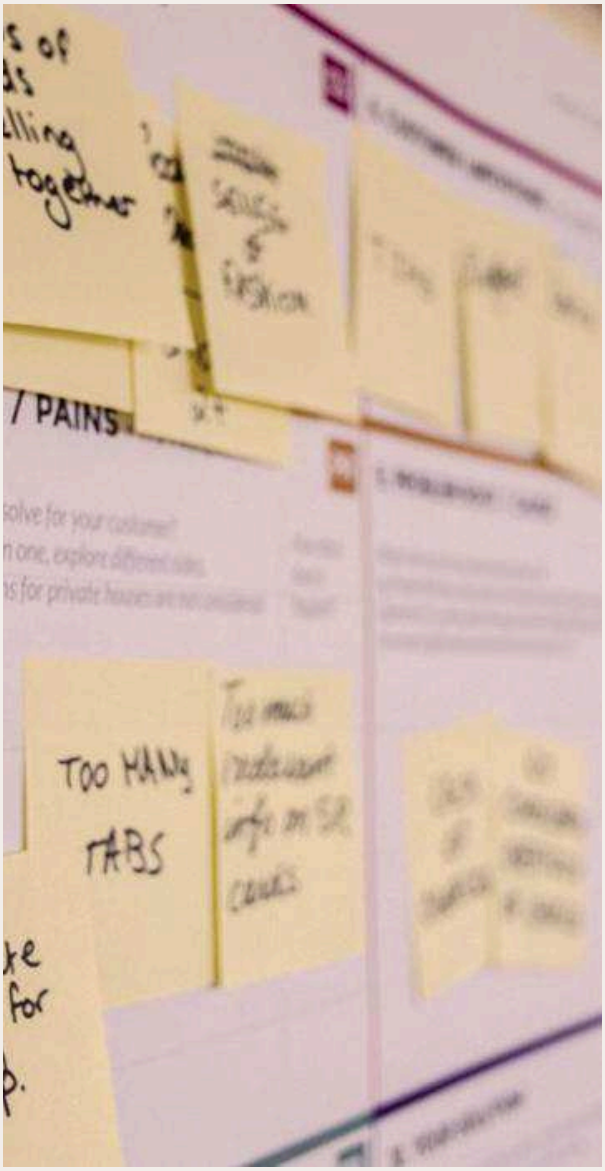


LEVEL	Advanced
DURATION	56 Hours
MODULES	7
CERTIFICATE	SAM-DDORG

Why this program

Build the culture, governance and capabilities for a data-driven organization.

Many organisations collect large amounts of data but still make key decisions on instinct. Becoming data-driven requires the right culture, governance, platforms, skills and operating model. This advanced program shows leaders how to assess data maturity, set up governance, build analytics capabilities and embed data-informed decision making across the organisation.



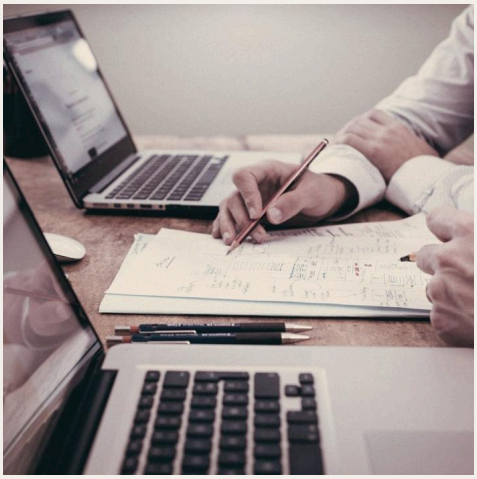
56 hours of compact, practical sessions

7 focused modules, built around real work

3 projects plus a capstone presentation



Who this program is for



01

Non-technical leaders

Digital awareness and literacy workshops

02

Strategy & operations teams

Enterprise digital strategy, RPA

03

Transformation leads

AI-led transformation, data-driven org

04

CxOs

Digital transformation leadership

PREREQUISITES

- Experience managing teams or business functions
- Basic familiarity with reports and dashboards
- Understanding of organisational processes and goals

DESIGNED FOR

- Chief Data Officer or Data Leader
- Head of Analytics
- Data Governance Manager
- Business Intelligence Manager
- Data Strategy Consultant

What you'll be able to do.

01 Assess organisational data maturity using structured frameworks

02 Design a data strategy aligned with business priorities

03 Establish data governance roles, policies and quality standards

04 Plan modern data platforms and analytics architecture

05 Build analytics teams, skills and data literacy programs

06 Embed data-driven decision making and measure cultural change

How the program works

What Data-Driven Really Means

Characteristics of data-driven organisations, Decision-making culture, Common barriers and myths, Data as a product mindset.

Data Maturity and Strategy

Data maturity models such as DAMA DMBOK, Current-state assessment methods, Data strategy components, Aligning data to business goals.

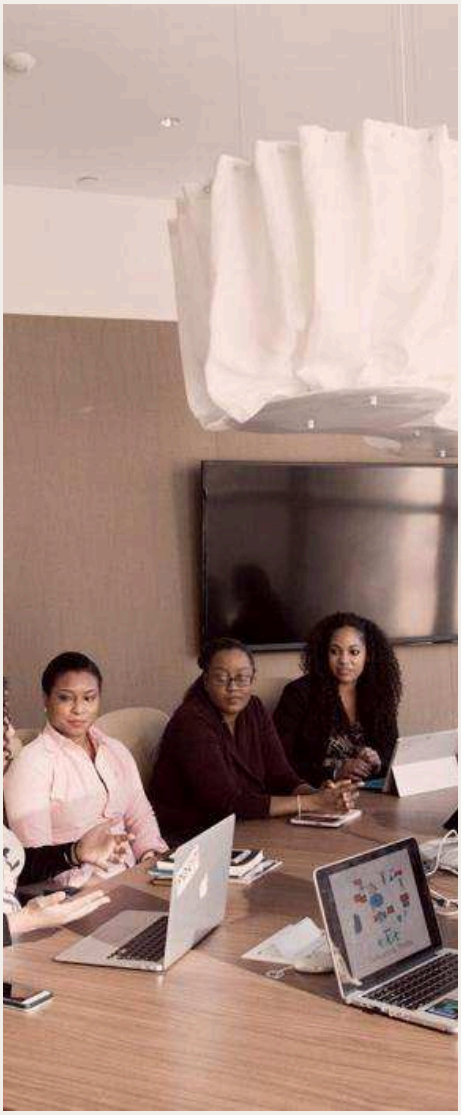
Data Governance and Quality

Governance roles: owners and stewards, Data policies and standards, Data quality dimensions and metrics, Master and reference data.

Privacy, Security and Ethics

DPDP Act and GDPR principles, Consent and data minimisation, Data security controls, Ethical use of data and AI.

01 · What Data-Driven Really Means	6 hrs
02 · Data Maturity and Strategy	8 hrs
03 · Data Governance and Quality	10 hrs
04 · Privacy, Security and Ethics	6 hrs
05 · Modern Data Platforms	10 hrs
06 · Analytics Capabilities and Teams	8 hrs
07 · Culture, Literacy and Adoption	8 hrs
★ Capstone · Data-Driven Transformation Plan	



The curriculum

MODULES 01–03

01 What Data-Driven Really Means

6 HOURS

Practical: Diagnose decision-making practices in a case study and identify barriers.

- Characteristics of data-driven organisations
- Decision-making culture
- Common barriers and myths
- Data as a product mindset
- Business value of analytics

02 Data Maturity and Strategy

8 HOURS

Practical: Assess the data maturity of a case-study organisation.

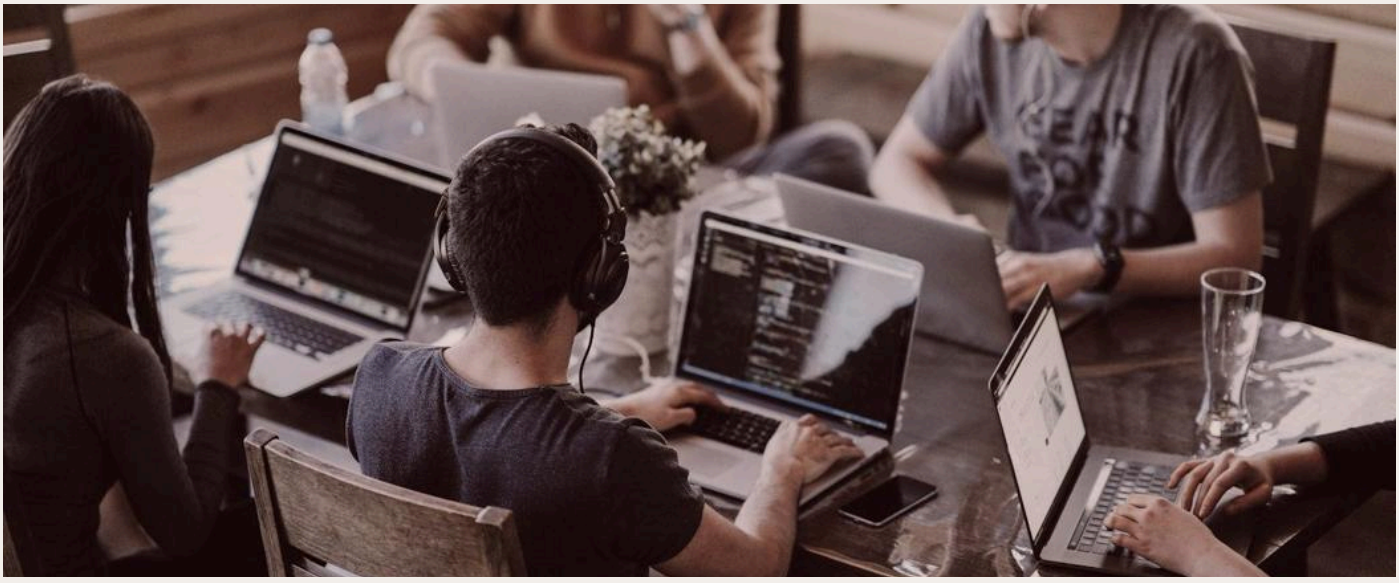
- Data maturity models such as DAMA DMBOK
- Current-state assessment methods
- Data strategy components
- Aligning data to business goals
- Prioritising data initiatives

03 Data Governance and Quality

10 HOURS

Practical: Design a governance RACI and quality scorecard for customer data.

- Governance roles: owners and stewards
- Data policies and standards
- Data quality dimensions and metrics
- Master and reference data
- Data catalogues and lineage



Curriculum, continued

MODULES 04–05

04 Privacy, Security and Ethics

6 HOURS

Practical: Map personal data flows and identify DPDP compliance gaps.

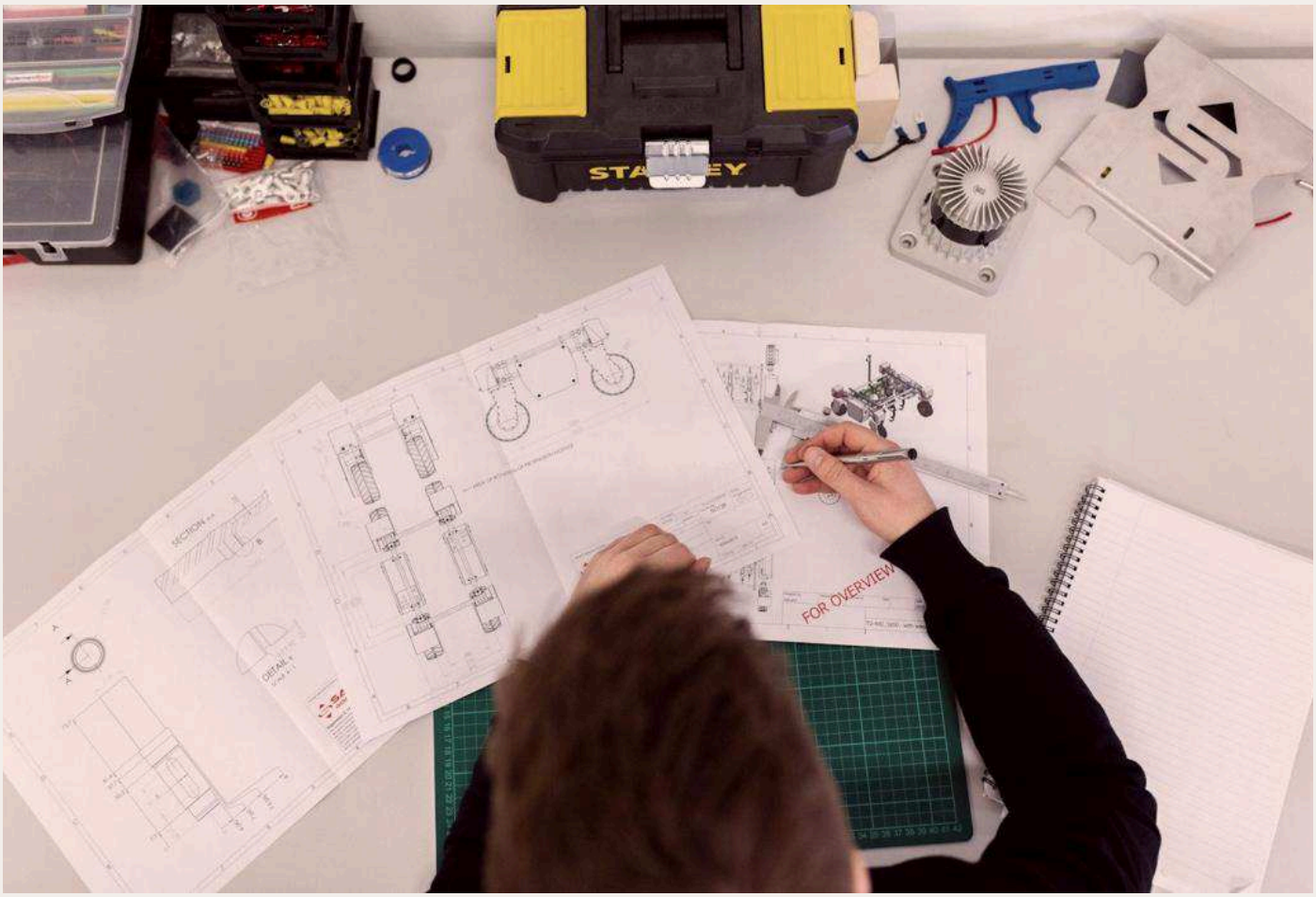
- DPDP Act and GDPR principles
- Consent and data minimisation
- Data security controls
- Ethical use of data and AI
- Data retention and deletion policies

05 Modern Data Platforms

10 HOURS

Practical: Compare platform options and recommend an architecture for a case.

- Data warehouses and lakehouses
- Cloud platforms: Snowflake, Databricks, BigQuery
- ELT pipelines and tools like dbt
- Semantic layers and BI tools
- Data mesh concepts



Curriculum, continued

MODULES 06–07

06 Analytics Capabilities and Teams

8 HOURS

Practical: Build a metric tree linking operational KPIs to business outcomes.

- Descriptive to prescriptive analytics
- Analytics team models
- Key data roles and skills
- Self-service BI with Power BI
- KPI design and metric trees

07 Culture, Literacy and Adoption

8 HOURS

Practical: Design a data literacy program for three employee personas.

- Data literacy programs
- Leadership role modelling
- Embedding data in rituals and reviews
- Measuring data culture
- Change management for data



What you'll focus on.

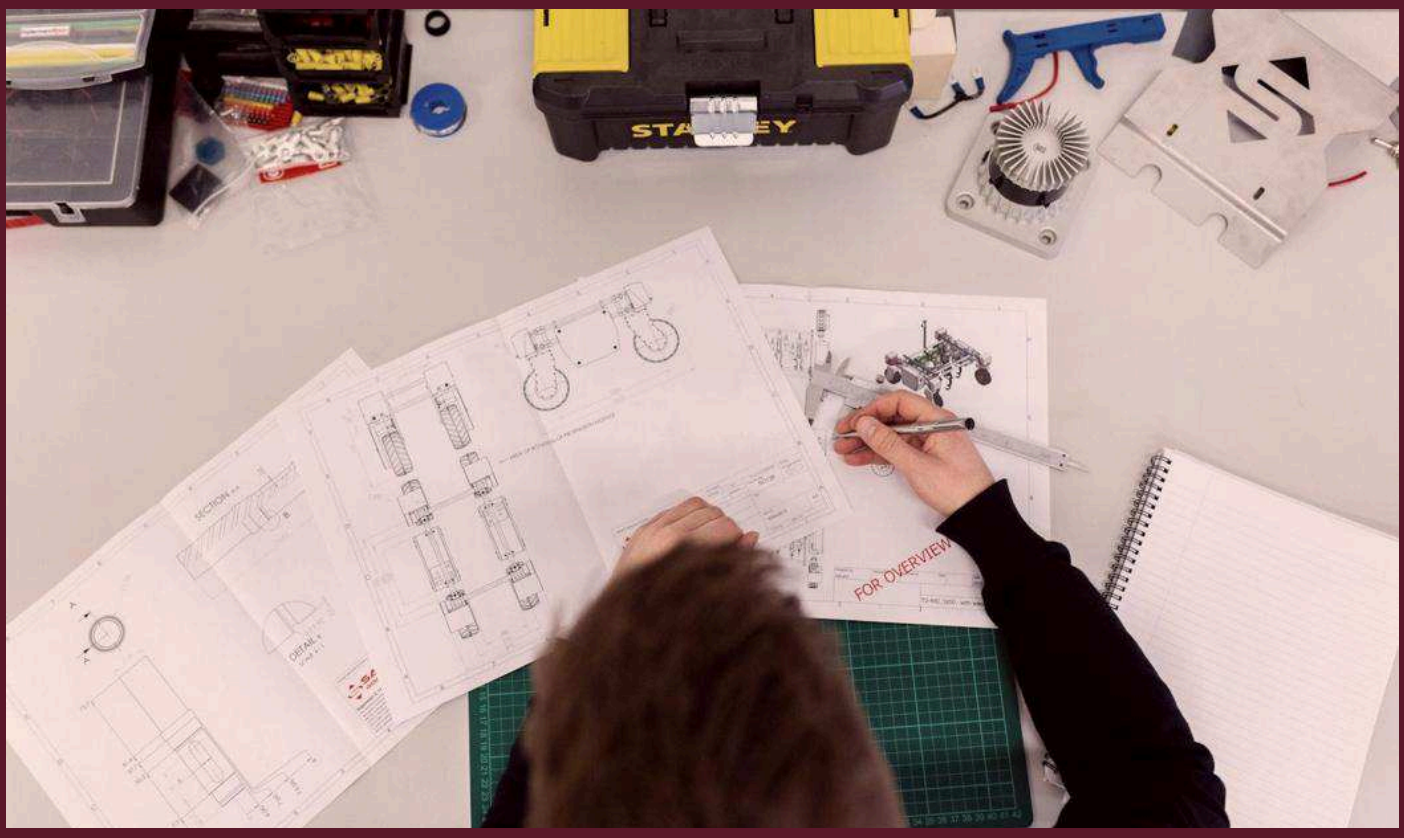
DPDP Act 01

GDPR 02

What Data-Driven Really Means 03

Data Maturity and Strategy 04

Data Governance and Quality 05



Projects & capstone

01

Data Maturity Assessment

Assess a case-study organisation across data maturity dimensions and recommend the top five improvement priorities.

02

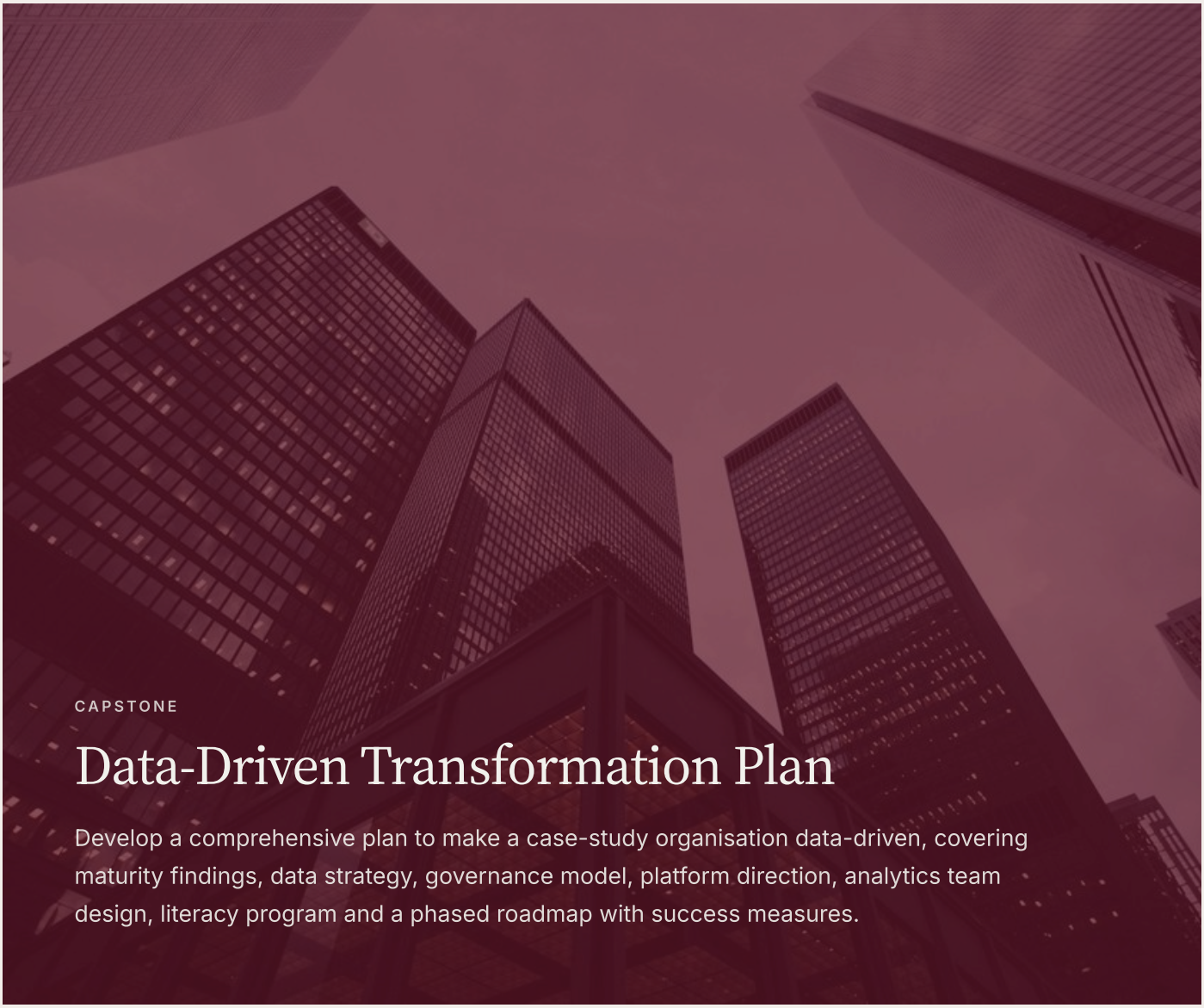
Governance Operating Model

Design data governance roles, policies, a RACI matrix and quality metrics for a critical data domain.

03

KPI Metric Tree

Create a metric tree and dashboard concept that links team-level operational KPIs to strategic business outcomes and decision owners.



CAPSTONE

Data-Driven Transformation Plan

Develop a comprehensive plan to make a case-study organisation data-driven, covering maturity findings, data strategy, governance model, platform direction, analytics team design, literacy program and a phased roadmap with success measures.

CERTIFICATION

SAM-DDORG

Awarded on successful completion of the program assessments.

- MCQ assessments
- Practical lab evaluation
- Project & capstone review
- Final presentation

HOW YOU LEARN · THE SAM LEARNING FRAMEWORK™

01 Scenario

Real-world attack and use-case scenarios open every module.

02 Apply

Hands-on lab work, CTF challenges and live projects.

03 Master

Assessment, peer review and certification prep.

04 Mentor

Post-program career guidance and support.



Delivery: Instructor-Led (ILT) · Virtual Instructor-Led · Self-Paced Online · E-Learning Licensing · Blended Learning · Corporate Onsite

Where this program fits

Foundation	Intermediate	**Advanced**	Expert
2 programs	2 programs	You are here	1 programs

BEFORE THIS

Enterprise Digital Strategy	32 Hours
Process Automation & RPA	48 Hours

UP NEXT

Digital Transformation Leadership (CxO)	24 Hours



Questions, answered

Do I need prior experience to join?

Experience managing teams, functions or analytics work is recommended. Programming or data engineering skills are not required, as the focus is on strategy, governance and capability building rather than hands-on data engineering.

How is the program delivered and scheduled?

The 56 hours program is instructor-led and delivered live virtual or blended, combining concept sessions, demonstrations and guided hands-on work. Batch timings and session frequency are confirmed with the academy team at enrollment.

Will I receive a certificate?

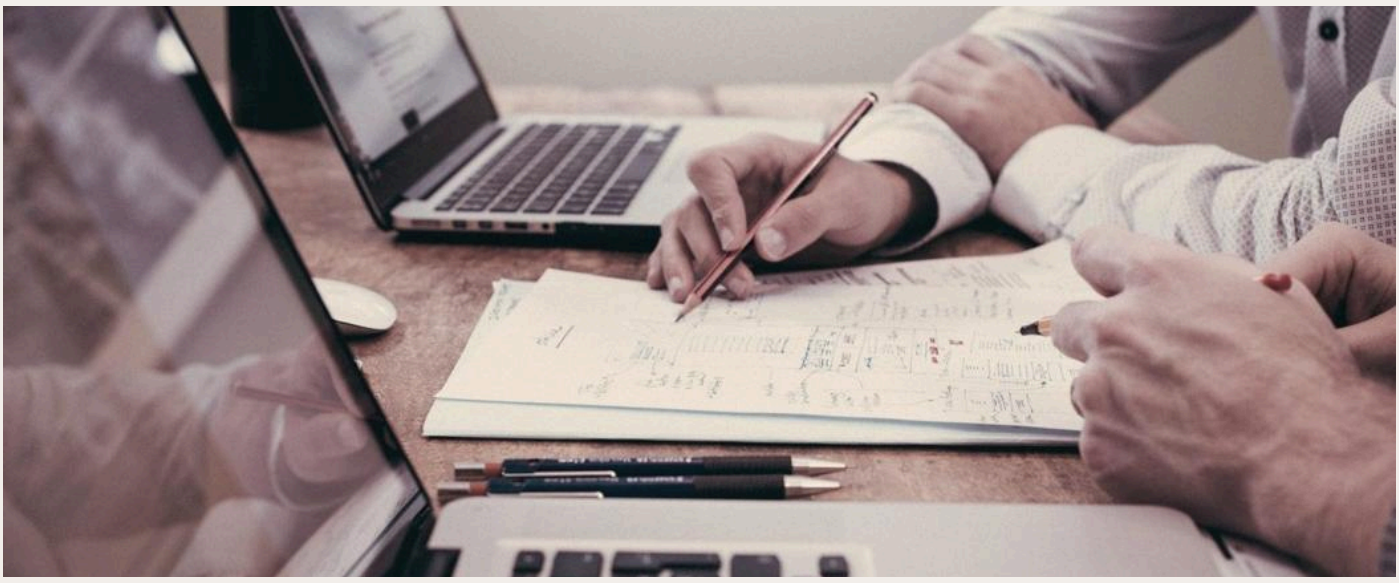
Yes. Participants who attend the required sessions and pass the program assessments, including practical tasks and a capstone review, receive the Samcommunity Academy SAM-DDORG certificate for Data-Driven Organization Building.

What labs and tools will I have access to?

Exercises use case studies, governance and strategy templates, and demonstrations of BI and data platforms such as Power BI. Templates and any tool access details are shared with participants during the program.

Is career support provided?

Yes. You receive guidance on building a portfolio from your projects, presenting skills on your resume and preparing for interviews. Career support helps you present yourself well, but job placement, interviews and salaries are not guaranteed.





Begin with Data-Driven Organization Building.

INDIVIDUALS

academy@samcommunity.in

CORPORATE & INSTITUTIONS

corporate@samcommunity.in

samcommunity.in · @samcommunity_ · Xylyn Samcommunity Private Limited · DPIIT-recognized startup · Surat, Gujarat, India