


# October News | Data Democratization & Gamification | Data supermarkets | Data Governance is a Fun Game | Data Quality Management eBook

## HOW DATA DEMOCRATIZATION AND GAMIFICATION BOOST USER ENGAGEMENT AND DATA LITERACY

Data democratization makes data accessible to all members of an organization so that everyone can make data-driven decisions. But not all users are tech-minded, so it's important to have a **culture of data literacy** that trains employees on how to use data and AI.

This is where **gamification** comes into play. It's a highly effective tool for training non-technical stakeholders and increasing **communication** and **collaboration** across the organization.

The global gamification market is projected to grow from $9.1 billion in 2020 to $30.7 billion by 2025.*

90% of employees say gamification makes them more productive at work.*

Companies that use gamification elements at work are seven times more profitable than those that do not.*

**Source: Markets and Markets Research & Source: 25 Gamification Statistics 2023, Zippia*

## Why data democratization and gamification are critical to business success today

In recent years, we've seen significant acceleration in **data governance and employee data literacy initiatives**. These programs have gained the attention of the C-suite, underscoring their importance to businesses.

The benefits are many:

– Democratized data makes employees happier.

– It accelerates positive cultural change in the organization.

– It fosters innovation at all levels of the company.

There are three reasons why data democratization is vital today:

1. The number of **data governance & data literacy** initiatives is skyrocketing.
2. Data democratization is a foundational element for **generative AI use cases**.
3. Data democracy will help companies **measure their carbon footprint** and create a comprehensive data view of their value chain.

*"It's never been easier to use data. We have tools, gamification, training programs. At the **Artefact School of Data**, you can learn to do analytics, or make dashboards, in just 24-48 hours!"*, promises **Fabrice Henry**, Managing Partner of Artefact France.

## The Carrefour data supermarket: Data democratization prioritized for business users

**Sébastien Rozanes**, Global Chief Data & Analytics Officer at **Carrefour**, explained how the French multinational retail company is deploying data governance on a large scale. "We have 10 billion historical transactions in our data lake. The challenge is how to make the right data of the right quality available to our teams. So we decided to make data shopping as easy as a trip to a supermarket, to make it self-service.

And when you enter, you find three things:

**An assortment of carefully-curated data products** that are visible and placed on shelves.

**Data governance with roles and responsibilities** for our leaders who are there to manage and simplify access to this data.

**User-friendly technology** to enable people to access the data they need.

"I often say that our data team has two roles. The first is to make ourselves useful by providing algorithms, team analytics, and so on, but more importantly, it's to make ourselves obsolete by training our colleagues and enabling them to adopt easy-to-use team tools for finding and analyzing data and moving into a self-service BI mode."

**Data Governance Is A Fun Game – Part 1**
**Experts from Kering, Veolia and Les Mousquetaires share insights and discuss obstacles to adoption**

**Julien Ho-Tong**, Partner at Artefact, asked about the issues around data governance.

**Rémi Rouet**, Group Chief Data Officer at **Les Mousquetaires**, finds that language is a barrier: *"We have store owners who don't understand anglicisms, so we asked Artefact to build an all-French data governance dictionary to help get people on board."*

**Yannick Beltran**, Transformation & Data Governance Office Director at **Kering**, talked about complexity: *"We have 11 houses, so we started small. We put our data platform in place, then our data products, etc.Now the challenge is to scale up everywhere."*

**Xavier Jeulin**, Head of Data & AI at **Veolia Eau France**, spoke about a major challenge for his company. *"As a highly decentralized company, our staff needs to manage their efficiency close to the field, so data governance was urgent. We set up our data platform, onboarded data owners, and rapidly accompanied that with training and acculturation."*

## The roles of support, sponsorship and gamification in driving effective data governance – Part 2

All discussion participants agreed that **the key to building a successful data governance strategy** relies heavily on winning – and keeping – the sponsorship and support of all stakeholders, from the C-suite to everyday users.

As **Xavier Jeulin** from **Veolia Eau France** explained: *"No one can have a top-down, bottom-up vision, you need use cases that speak to the entire ComEx as well as regional directors and individual employees."*

What's the role of gamification in all of this? **Yannick Beltran** from **Kering** said: *"I didn't want hackathons, trumpets, fireworks, I wanted to solve problems, so that's how*

*we started with Artefact: we got people on board by giving them responsibility and supporting them, and now they're starting to come to us, it's working!"*

**Rémi Rouet** from **Les Mousquetaires** says, *"It might be useful in the future to motivate people to follow data governance rules." Xavier Jeulin, found gamification useful to animate data teams: "We launched a challenge in our data domains to reduce costs and it worked quite well."*

## DATA QUALITY MANAGEMENT EBOOK PAST, PRESENT & FUTURE WITH GENERATIVE AI

Artefact's new eBook written by our consultants on Data Quality Management emphasizes the high costs of poor data quality, which represents an average annual loss of $15 million, according to Gartner.

The report covers key concepts including the evolution of data quality, data quality tools, Generative AI's impact, and organizational improvements.

Three key takeaways:

Data quality encompasses more than just tools; it involves collaboration across IT, business, data management, and project teams.

A true technology revolution is underway with the "data observability" approach and the integration of generative AI into data quality management solutions.

Understanding the common business impacts of poor data quality is crucial.

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