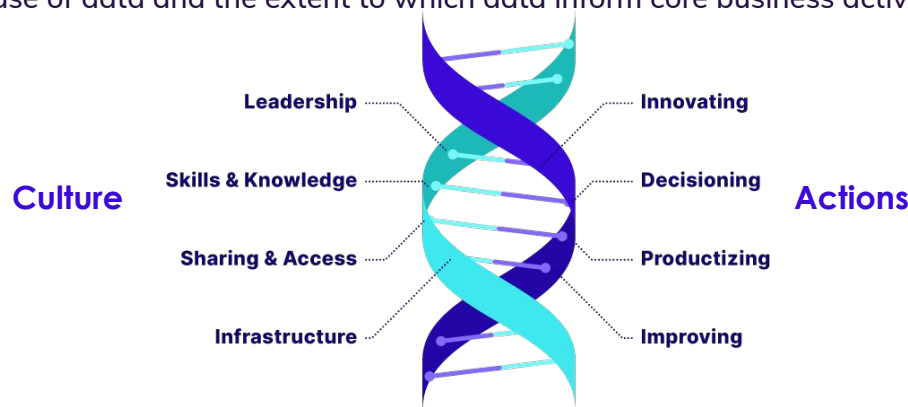


Data Society's clients want to harness the power of their data resources to achieve their strategic goals. However, they often tell us that they feel lost, don't know where to start, or can't tell if they're making progress.

Data Society created the DataDNA assessment to help organizations evaluate how effectively their data resources flow across departments and into the processes where they have most impact. The assessment uses two lenses – culture and actions – to gauge an organization's data maturity, what we call its DataDNA.

The Culture DataDNA strand looks at four areas of data culture, focusing on the most important pre-conditions for success in a data-driven competitive environment. The Actions strand evaluates the organization's use of data and the extent to which data inform core business activities.



Through our analysis, we also look at how these eight areas interact. As these indicators form a web of support, strengths (or weaknesses) in one area can result in secondary effects on related areas.

The DataDNA assessment collects input across departments and strata, detecting divergences in perception within a workforce to inform a more detailed analysis. This assessment has proven useful to identify key issues and areas in need of immediate focus. If appropriate, we can also use this data to compare your results to those of the assessment population in general.

ABOUT DATA SOCIETY

Since its inception in 2014, Data Society has specialized in providing industry-tailored data science training and artificial intelligence/machine learning solutions, empowering Fortune 500 companies and government agencies to educate, equip, and empower their workforce with the skills and tools needed to solve complex challenges, increase organizational competitive and effectiveness, and realize new opportunities. Data Society has been recognized as an Inc. 5000 2021 fastest-growing company, and was named by Forbes as a top TechEd Company to watch. For more information, visit www.DataSociety.com.

ABOUT THE CREATORS OF DataDNA

Merav Yuravlivker is Data Society's CEO, who combines skills in Data Science and professional instruction to lead the creation and delivery of Data Society's products and services and teach professionals how to gain valuable business insights from their data.

Fred Knops is Data Society's Sr. VP of Solutions, and leads the company's activities defining and scoping consultative solutions for both training and AI-empowered software solutions, in the commercial and federal marketplaces.

Jo Ann Stadtmueller is Data Society's SVP Commercial & Product Strategy, with focus on leading all of Data Society's marketing, partnerships and product strategy efforts.