

Data Pathfinder

Our Data Pathfinder is a funded engagement that helps you understand your goals and challenges, ensuring we tailor our approach to your needs. Our experts identify and prioritise data opportunities that create business impact and provide the insights and strategies you need. Together, we'll explore the possibilities and transform your data into a valuable asset for your business.

How does it work?

You'll meet with our data experts in a number of sessions so we can better understand your business needs and help build the plan for next steps. This process usually takes 3 weeks to complete.



Start with the end in mind

Understand your current vs target state, the challenges you face and how we can align to your business goals.



Identify opportunities for data

Discover areas where data can be leveraged to improve business processes, enhance customer experiences, and drive innovation.



Define use case ideas

Outline the most feasible ideas with a use case brief, looking at the business and technical components.



Prioritise use cases and move forward

Compare the detailed use cases based on relevant criteria like business value and time to market and decide on next steps.

Whats in it for me?



Access to data and AI experts



Strategic and contextualised advice



Fast and actionable results



Clear vision on strategy execution

Who is this suitable for?

Business Leaders

Who want to use data for strategic decision-making and drive business growth.

IT Professionals

Who need to to enhance data utilisation and efficiency.

Data Analysts

Who are aiming to identify impactful opportunities and improve business outcomes.

Customer Experience Teams

Who want to improve customer satisfaction and engagement using data insights.