

Data Modeling and Collaboration: Insights for Business and Data Professionals

Business stakeholders make decisions with **misunderstood or incorrect data**

75%
Use wrong data

12%
I don't know

13%
Never use wrong data



81%
Interpret data incorrectly

10%
I don't know

9%
Never interpret data incorrectly

Communication gaps affect data quality

Only **45%** include data modeling team in time to influence development

28%

Document the data model AFTER applications are complete

Data modeling team finds out too late

25%

After decisions have been made that cannot be changed

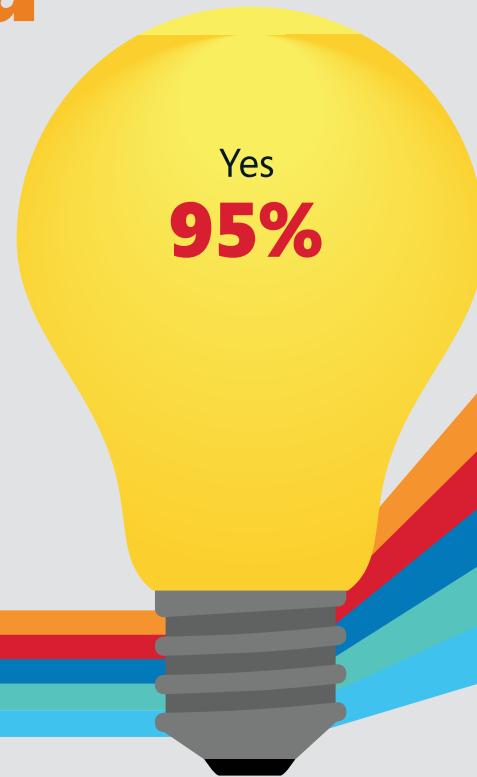
3%

Better understanding of data models means better data

Application and data quality would increase if developers understood data modeling better

No
5%

Yes
95%



Agile data modeling enables better data and collaboration

95%

see benefits in agile data modeling

52%

Increased data accuracy and integrity

51%

Better collaboration between data modelers and developers

49%

Improved consistency across applications using the same data models as a basis

45%

Better communication with business stakeholders and alignment to business objectives

43%

Improve alignment throughout the organization by increasing sharing of models and metadata

38%

Better solution delivery performance

37%

Increased productivity by creating and tracking data modeling tasks

34%

Better visibility into backlog of change requests

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