Category

Strategy

Data & Analytics Advantage Strategy Playbook

Turning proprietary data into a genuine, defensible competitive advantage — not just a reporting asset

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for identifying which of your data assets could create genuine, compounding competitive advantage, and building the specific strategic moves — not just analytics infrastructure — that capture it.

Isn't every company's data strategy basically the same — build better

dashboards and analytics? Better dashboards and analytics improve decision-making, which matters, but that's a different (and more common) goal than this playbook's focus: identifying data assets specific enough to your business that they create a competitive advantage a rival can't simply replicate by buying similar analytics tools.

What makes data a genuine competitive advantage rather than just an

operational asset? Proprietary data becomes a genuine advantage when it's difficult for competitors to replicate (unique to your operations or customer relationships), when it compounds (more usage generates more data that improves the product or decision quality further), and when it's actually applied to a decision or product feature competitors can't easily match.

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