

Data Maturity Assessment Report

Prepared by Purple Panda Consulting

Prepared for: Example Organisation

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1. Introduction

This report presents the results of a Data Maturity Assessment conducted to evaluate the organisation's capability to manage, govern and leverage data as a strategic asset. The assessment examines how effectively data is structured, governed, maintained and used to support operational processes, strategic decision making and regulatory obligations.

The maturity assessment evaluates practices across several core capability areas including:

- Enterprise data strategy and leadership alignment
- Data governance structures and accountability
- Data architecture and platform design
- Data quality management and monitoring
- Metadata management and data discoverability
- Privacy, compliance and regulatory management
- Organisational data culture and literacy

The purpose of the assessment is to:

- Provide an objective view of the organisation's current data maturity
- Identify strengths, risks and operational constraints
- Provide a structured roadmap for improving data capability
- Support leadership decisions regarding investment in data infrastructure and governance

The maturity model used in this assessment measures organisational capability across five levels:

- Level 1 — Initial
- Level 2 — Developing
- Level 3 — Defined
- Level 4 — Managed
- Level 5 — Optimised

Organisations progress through these levels as governance structures mature, technology capabilities improve, and data-driven behaviours become embedded across business functions.

2. Executive Summary

The organisation currently operates at an **overall maturity level of Level 2 — Developing**.

This maturity level indicates that awareness of the importance of data management is increasing across the organisation and several foundational governance practices have begun to emerge. However, many data processes remain informal, inconsistent or dependent on individual teams rather than structured organisational practices.

The organisation has made early progress in areas such as data architecture and privacy governance. However, operational data governance, metadata visibility and proactive data quality management remain limited.

As a result, several risks and inefficiencies are present, including:

- Difficulty identifying authoritative sources of data
- Inconsistent data definitions across teams
- Limited transparency of data flows and dependencies
- Reactive responses to data quality issues
- Variable data literacy across the organisation

Despite these challenges, the organisation demonstrates strong potential to advance its data maturity due to leadership awareness of the importance of data governance and a growing demand for data-driven decision making.

Strengths

The organisation demonstrates several positive indicators of data maturity development:

- Leadership recognition of data as a strategic organisational asset
- Emerging governance roles and responsibilities
- Early documentation of architecture standards
- Growing demand for data-driven insights

These strengths provide a strong foundation for future maturity improvements.

Key Challenges

Several systemic challenges currently limit data capability:

- Data ownership and stewardship responsibilities are not consistently defined
- Data quality issues are often identified only after operational problems occur
- Metadata documentation is limited and fragmented
- Governance processes vary significantly between departments

Addressing these areas will significantly strengthen the organisation's ability to use data reliably and confidently.

3. Overall Maturity Profile

The maturity assessment evaluates organisational capability across the following domains:

- Enterprise Data Strategy
- Data Governance
- Data Architecture
- Data Quality
- Metadata Management
- Privacy and Compliance
- Data Culture

These domains collectively represent the foundational components required for effective enterprise data management.

Higher maturity organisations typically demonstrate the following characteristics:

- Clear ownership of data assets across business domains
- Automated monitoring of data quality and reliability
- Transparent documentation of data lineage and metadata
- Governance processes embedded into operational workflows
- High levels of data literacy across teams

The assessment indicates that while strategic awareness of data importance is increasing, operational governance capabilities remain in early stages of maturity.

4. Capability Domain Assessment

Enterprise Data Strategy

Maturity Level: Level 3 — Defined

The organisation has developed a documented data strategy aligned with broader digital transformation and technology modernisation initiatives. Strategic objectives relating to data platform development, analytics capability and governance are visible in strategic planning materials.

However, several limitations exist:

- Strategic objectives are not always translated into operational programmes
- Measurable success metrics for data initiatives are limited
- Strategic priorities are not consistently communicated across departments

Recommended improvements

- Establish measurable data capability KPIs
 - Align strategic goals with governance initiatives
 - Develop a roadmap linking strategic objectives to operational programmes
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Data Governance

Maturity Level: Level 2 — Developing

Data governance structures are beginning to emerge across the organisation. Governance forums and committees exist and some governance roles have been defined.

However governance processes remain inconsistent across business units.

Common characteristics observed include:

- Governance responsibilities partially defined but not consistently applied
- Decision authority unclear in several areas
- Governance processes not embedded into operational workflows

Recommended improvements

- Define formal data ownership and stewardship models
 - Establish governance decision frameworks
 - Implement governance performance reporting
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Data Architecture

Maturity Level: Level 3 — Defined

The organisation has established architecture principles and has begun implementing a modern data platform capable of supporting analytics and reporting workloads.

However visibility of system integration and data movement remains incomplete.

Several architecture challenges remain:

- Inconsistent documentation of system integrations
- Limited visibility of upstream and downstream data dependencies
- Lack of standardised data architecture review processes

Recommended improvements

- Document enterprise data flows and architecture dependencies
 - Introduce architecture review processes for major initiatives
 - Improve system integration documentation
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Data Quality

Maturity Level: Level 1 — Initial

Data quality management remains largely reactive. Data issues are typically discovered when operational systems fail or when analytical outputs produce inconsistent results.

Current limitations include:

- Lack of defined data quality rules
- Limited monitoring of data reliability
- No standardised process for resolving quality issues

Recommended improvements

- Define quality rules for critical datasets
- Introduce automated data quality monitoring
- Establish ownership for resolving quality issues

Metadata Management

Maturity Level: Level 1 — Initial

Metadata management capabilities are minimal. Data definitions, ownership and lineage are often undocumented.

This creates several challenges:

- Difficulty identifying authoritative data sources
- Limited discoverability of data assets
- Increased effort required for analytics and reporting

Recommended improvements

- Implement a central metadata catalogue
- Document business definitions for critical data elements
- Capture data lineage for core systems

Privacy and Compliance

Maturity Level: Level 3 — Defined

Privacy and regulatory compliance processes are relatively mature compared to other domains. Legal and compliance teams have established policies and procedures to manage personal data risks.

However improvements are possible in operational integration.

Recommended improvements

- Improve visibility of personal data flows
- Integrate privacy assessments into delivery processes
- Strengthen compliance monitoring mechanisms

Data Culture

Maturity Level: Level 2 — Developing

The organisation demonstrates growing interest in data-driven decision making, however capability varies significantly between departments.

Current challenges include:

- Uneven data literacy across teams
- Limited training and enablement programmes
- Inconsistent use of data in operational decision making

Recommended improvements

- Develop structured data literacy programmes
 - Promote data ownership across business functions
 - Encourage leadership adoption of data-driven decision making
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5. Key Findings

Several themes emerge from the maturity assessment which significantly influence the organisation's ability to manage and use data effectively.

Governance Foundations Exist

Governance forums and roles are beginning to emerge. However governance practices are not yet consistently embedded into operational processes.

Limited Data Visibility

Metadata and lineage documentation are limited, making it difficult to identify trusted data sources.

Reactive Data Quality

Data quality management remains reactive and issue-driven rather than proactively monitored.

Strategic Intent is Strong

Leadership awareness of the need to strengthen data capabilities provides a strong foundation for improvement.

6. Recommended Improvement Roadmap

Improving data maturity requires a phased and structured approach.

Phase 1 — Establish Foundations (0–6 months)

- Define and formalise data ownership across key domains
 - Document critical datasets and their definitions
 - Introduce basic data quality rules
 - Establish governance reporting metrics
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Phase 2 — Operationalise Governance (6–12 months)

- Embed governance reviews into project delivery processes
- Implement a metadata catalogue for core datasets
- Introduce automated data quality monitoring
- Expand data literacy initiatives

Phase 3 — Scale and Optimise (12–24 months)

- Integrate governance controls into engineering pipelines
- Expand metadata and lineage coverage
- Introduce advanced data quality automation
- Develop data product and analytics capabilities

7. Expected Outcomes

If the recommended improvements outlined in this report are implemented, the organisation can expect to achieve several benefits:

- Greater trust in enterprise data assets
- Improved decision making through reliable information
- Reduced operational risks associated with poor data quality
- Increased efficiency in data discovery and analysis
- Stronger regulatory compliance and governance oversight

8. Conclusion

Example Organisation has taken important early steps toward establishing effective data governance and management practices.

Although many capabilities remain in early stages of development, the organisation demonstrates strong potential to advance its maturity through structured governance improvements, improved metadata visibility and proactive data quality management.

By implementing the roadmap outlined in this report, the organisation can significantly strengthen its ability to leverage data as a strategic asset and support future digital transformation initiatives.

Example report generated by the Purple Panda Consulting Data Maturity Assessment platform.