

GOLD MINE DATA

Data Project Guide

A field guide to the data projects Gold Mine Data leads to maximize the value of your data



Most companies do not have an AI problem. They have a data problem hiding behind one. Before spending on AI or new dashboards, a company should get its data right - and find out, honestly, which work matters most. That principle is what Gold Mine Data calls DBAI: Data Before AI. It does not mean every data project must be finished before AI or analytics can begin - after a short discovery, the data work is aligned to run alongside those advanced projects. Below is the simple, low-risk path we use to deliver the work, then up to thirteen data projects of your choice.

How Gold Mine Data Delivers It

You never have to buy a project cold. The work is delivered through a simple, low-risk path - our DBAI offers - that begins free and only goes as far as you choose.

DBAI Readiness Check (free) - a quick gauge of where your data stands today.

DBAI Discovery Conversation (free) - a short, no-obligation conversation to see if we are a fit.

DBAI Decision Diagnostic (the entry point) - the assessment in Project 1 - it recommends the two or three data projects that will matter most for you.

DBAI Foundation Audit (deeper look) - maps how your numbers flow and where they break, across the foundation projects.

DBAI Advisory (ongoing) - month-to-month guidance that sequences the projects and leads them to completion.

DBAI Strategic Partner (year-round) - a continuous advisory relationship for larger, ongoing engagements.

The Thirteen Data Projects

You will not need all thirteen. Most companies act on only the two or three the Decision Diagnostic flags as most important; the rest can wait until they matter, or may never apply.

Start here

Discovery and planning work. It almost always happens first, in the DBAI Decision Diagnostic.

1. Data Strategy & Roadmap - a short assessment that shows where your data stands and which two or three projects will move the business most, and in what order. It scopes everything else.

Build the foundation

The meat of the effort - where most of the value and most of the work live. Delivered mainly through the DBAI Foundation Audit and ongoing DBAI Advisory.

2. Data Governance - decide who owns each key number and the rules for it, so people stop arguing over whose figure is right.

3. Data Quality - find and fix the inaccurate, incomplete, and duplicated records your decisions depend on.

4. Data Cleansing - clean up years of typos, outdated entries, and duplicates across customers, vendors, and transactions.

5. Master Data - create one trusted record for each customer, product, and supplier, kept in step across every system.

6. Data Sourcing, Lineage & Documentation - identify where your data comes from and document how each number flows from its source systems to your reports - the sourcing, the workflow, the data flow, and the lineage - so anyone can trace where a figure came from and how it is produced.

7. Data Integration - bring your scattered systems together into one single source of truth - usually the biggest payoff, and the runway everything else needs.

Turn it into results

Where the foundation becomes visible payoff. Typically delivered through ongoing DBAI Advisory.

8. Data Enrichment - fill in the missing detail about your customers and accounts to sharpen targeting and forecasting.

9. Data Preparation - pull, clean, and shape the right data so an AI or analytics project can actually work, instead of stalling.

10. Analytics & Dashboards - turn the clean data into live reports leaders rely on, replacing spreadsheets that are always a week old.

Protect and sustain it

Ongoing work that protects the investment over time, usually under DBAI Advisory or a DBAI Strategic Partner relationship.

11. Security & Compliance - find sensitive data, control who can see it, and be able to prove you are within the rules.

12. Ongoing Monitoring - an automatic watch that catches data problems early, before they reach a report or a customer.

13. Literacy & Adoption - train your team so the new data and tools actually get used day to day, not abandoned.

Where the Projects and the Offers Meet

Columns are the thirteen projects above. The grid shows, at a glance, which DBAI offer delivers or scopes each one.

D = leads / delivers the project **S** = scopes or assesses it

DBAI Offer	1	2	3	4	5	6	7	8	9	10	11	12	13
DBAI Readiness Check (free)	S												
DBAI Discovery Conversation (free)	S												
DBAI Decision Diagnostic	D	S	S	S	S	S	S	S	S	S	S	S	S
DBAI Foundation Audit		D	D	D	D	D	D				D		
DBAI Advisory	D	D	D	D	D	D	D	D	D	D	D	D	D
DBAI Strategic Partner	D	D	D	D	D	D	D	D	D	D	D	D	D

Gold Mine Data acts as your independent advisor and project leader. We do not sell software and we do not bill build hours, so the guidance stays focused on what is best for your business. Get the data right first, and every later investment - AI included - finally pays off.