Madison.Partners

Scaling Data & AI

THE 6 LEVELS OF DATA MATURITY

"You cannot scale decisions on foundations you have never examined."

The Challenge

Understanding Organisational Struggles with Data

Ambitious organisations invest in data and AI, yet struggle to turn that investment into consistent, organisation-wide impact. Progress happens, but it feels fragile. Improvements appear in pockets, often driven by motivated individuals, while the broader organisation remains largely unchanged.

That recurring pattern is what led to the development of the **Madison Partners Data & AI Maturity Model®**: a way to describe how organisations evolve in practice.

How they make decisions. How they organise ownership. How they deal with pressure, scarcity of time and competing priorities. The model distinguishes **6 levels of maturity.** Each level reflects a recognisable organisational reality.

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LEVEL 1:

In the Dark

15%

of organisations

At this level, data is mostly used for basic reporting, and data & AI are not yet seen as strategic priorities by senior leadership.

KEY POINTS

REACTIVE

Organisations often react to problems without using data, leading to inefficient solutions and missed opportunities.

UNAWARE

There is limited awareness of data assets, leading to their significant underuse.

CHAOTIC

Decision-making is fragmented and inconsistent, limiting effective action and strategic growth.

LEVEL 2:

Catching Up

25%
of organisations

Data is increasingly used to analyse performance. However, analytics tends to happen on an ad-hoc basis, and reporting is often offline and retrospective.

KEY POINTS

SILOED

Data initiatives are often confined within departments, limiting collaboration and knowledge sharing across the organisation.

AD-HOC

Analytics tends to happen on an ad-hoc basis, and reporting is often offline and retrospective. Governance is typically lacking.

INCONSISTENT

The success of data projects varies greatly, resulting in uneven benefits that fail to meet organisational expectations.

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LEVEL 3:

First Pilots

30%
of organisations

Dedicated initiatives are launched. Data teams take shape. Tools are selected. Pilots demonstrate what is technically possible.

KEY POINTS

FOCUSED

Initiatives are carefully aligned to business objectives, ensuring resource allocation for maximum impact and efficiency.

MEASURABLE

Clear metrics are established to evaluate success, allowing for continuous improvement in data initiatives and outcomes.

DEPARTMENTAL

A mix of tools and technologies creates the need for a more integrated approach to architecture and governance.

LEVEL 5:

Strategic Leverage

10%
of organisations

Data actively shapes strategy. Objectives are clear at every level, and performance is monitored in near real time.

KEY POINTS

PROACTIVE

Data is actively used to predict future challenges and influences the corporate strategy. The first data-driven products are launched.

AGILE

Objectives are clear at every level, and performance is monitored in near real time. AI supports core decision-making. Ownership increasingly sits with the business.

ENTERPRISE-WIDE

Data literacy is embedded across all levels, empowering every employee to contribute to data-driven initiatives.

LEVEL 6:

Optimise & Extend

The Peak

As true pioneers, these companies take all decisions, heavily supported by data.

KEY POINTS

PREDICTIVE

Organisations leverage advanced analytics to anticipate trends and inform strategic decisions for future growth.

INNOVATIVE

Expansion and collaboration are designed with data in mind from the start.

TRANSFORMATIVE

Data-driven initiatives fundamentally reshape business operations, culture, and customer engagement for long-term success.

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Know Where You Stand

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