
# Building a Data-Literate Organisation.

From platform hand-off to self-sufficient team —
the structured enablement programme that closes the gap.

| PREPARED FOR | INDUSTRY | PROGRAMME DURATION | VERSION |
|---|---|---|---|
| **Client ABC** | **Transportation** | **4 Weeks** | **1.0 — Final** |

**STACK:** Snowflake · dbt · Databricks · Microsoft Fabric

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# 01 PROGRAMME OVERVIEW

One Big Table Consulting believes that a data platform is only as valuable as the team using it. The Team Enablement Programme is the structured knowledge transfer that happens after build — designed to close the gap between "the platform is live" and "our team is genuinely self-sufficient."

For Client ABC, this programme is tailored to the transportation sector, where operational data — fleet performance, route efficiency, on-time rates, and passenger volumes — must be understood at every level of the organisation, from dispatch supervisors to senior operations leadership.

## 1.1 Our Enablement Philosophy

Most data platform projects fail at the human layer. The tools are configured correctly, the models are accurate, and the dashboards are live — but the team reverts to spreadsheets within weeks because no one explained how to think in data. OBT's enablement approach prevents this.

| Principle | What This Means in Practice |
|---|---|
| Understand before you click | Before anyone opens Microsoft Fabric, they understand what the data represents, where it comes from, and how fresh it is. Context before tools. |
| Metrics are decisions, not numbers | Every KPI we train on is tied to a real operational decision at Client ABC — On-Time Performance drives route scheduling, Fleet Utilisation drives procurement. Numbers without decisions are decoration. |
| The data team is not a bottleneck | After enablement, business users can self-serve standard reports and filters without raising a ticket. The data team is freed for higher-value analytical work. |
| Enablement is layered | We deliver different training depths for different roles: executives receive insight interpretation, analysts receive self-service skills, and the internal data owner receives platform stewardship training. |
| Sustainability over dependency | Every session is documented. Every metric definition is written down. Every process is repeatable without OBT in the room. |

## 1.2 Programme Structure at a Glance

| Week | Phase | Audience | Format | Outcome |
|---|---|---|---|---|
| Week 1 | Platform Orientation | All data consumers + data owner | 90-min live workshop | Everyone understands the stack, data sources, and how to log in. |
| Week 2 | Data Literacy Fundamentals | Business analysts, ops managers, team leads | 2 x 60-min live sessions | Team can define, interpret, and interrogate Client ABC's core KPIs. |
| Week 3 | Self-Service Analytics | All Microsoft Fabric users | 2 x 60-min hands-on labs | Users can independently filter, drill, export, and share reports. |

| Week | Phase | Audience | Format | Outcome |
|---|---|---|---|---|
| Week 4 | Power User & Platform Stewardship | Internal data owner / data engineer | Full-day workshop (6 hrs) | Data owner can manage pipelines, provision users, and handle common incidents. |

**NOTE:** All workshop sessions are delivered remotely via Microsoft Teams. Recordings are provided to Client ABC for async onboarding of new team members. Session materials (slides, glossary, quick-reference guides) are provided in editable format.

# 02 WORKSHOP CURRICULUM

Four structured workshops make up the Client ABC enablement programme. Each workshop is designed as a standalone session, though they build on each other sequentially. All agendas below are indicative and can be adjusted based on team availability.

**WORKSHOP 01 · WEEK 1**

## Platform Orientation: Understanding Your Data Foundation

Audience: All data consumers (operations managers, analysts, dispatch leads, finance) + Internal data owner. Duration: 90 minutes. Delivered by: One Big Table lead consultant.

| TIME | AGENDA ITEM |
|---|---|
| 0:00 – 0:10 | **Welcome & Objectives — What we built, why it matters, what today covers.** |
| 0:10 – 0:25 | **The Transportation Data Stack — Visual walkthrough of the end-to-end architecture: Databricks (ingestion & engineering) > Snowflake (warehouse) > dbt (semantic modelling) > Microsoft Fabric (reporting & dashboards). No technical jargon — focus on "where does my data come from?"** |
| 0:25 – 0:40 | **Your Data Sources — Overview of the 5 source systems connected at Client ABC: CAD/AVL system (vehicle locations & schedules), ticketing & fare system, fuel management system, maintenance management system (CMMS), and HR/rostering system.** |
| 0:40 – 0:55 | **Data Freshness & Latency — When does each dataset update? What does "as of yesterday" mean? How to spot stale data in a dashboard. Live demonstration using Client ABC's Microsoft Fabric environment.** |
| 0:55 – 1:10 | **Logging In & Navigating Microsoft Fabric — Guided walkthrough of the Microsoft Fabric portal (app.powerbi.com): workspaces, dashboards vs. reports vs. semantic models, bookmarks, and the report filter pane.** |
| 1:10 – 1:25 | **Live Q&A + Common Misconceptions — Open floor for questions. OBT addresses the most common misconceptions surfaced during UAT (e.g. "why don't my numbers match last month's spreadsheet?").** |
| 1:25 – 1:30 | **Close & Next Steps — Preview of Week 2 Data Literacy session. Share recording and session materials.** |

**MATERIALS PROVIDED:** Architecture diagram (printable A3), Data source inventory sheet, Microsoft Fabric login guide with workspace structure map.

**WORKSHOP 02 · WEEK 2**

## Data Literacy Fundamentals: Speaking the Language of Transportation Data

Audience: Business analysts, operations managers, route planners, team leads. Duration: 2 x 60-minute sessions (delivered Tuesday and Thursday of Week 2). Delivered by: One Big Table lead consultant.

### Session A: Core KPIs and What They Actually Mean

| TIME | AGENDA ITEM |
|---|---|
| 0:00 – 0:10 | What is a KPI vs. a metric vs. a dimension? — Plain-language definitions using Client ABC examples (e.g. "On-Time Rate" is a KPI; "departure time" is a metric; "route" is a dimension). |
| 0:10 – 0:30 | Client ABC KPI Deep-Dive — Walk through the 8 core transportation KPIs defined in the semantic layer: On-Time Performance (OTP), Fleet Utilisation Rate, Revenue per Vehicle Mile, Cost per Mile, Mean Distance Between Failures (MDBF), Passenger Load Factor, Fuel Efficiency (MPG/kWh), and Incident Rate. For each: definition, formula, data source, and how it connects to an operational decision. |
| 0:30 – 0:45 | Common Traps & Misinterpretations — Why OTP looks different across teams. How to handle cancelled services in the denominator. Why year-over-year comparisons need context. Real examples from Client ABC's UAT phase. |
| 0:45 – 1:00 | Hands-On: KPI Scavenger Hunt — Participants open the Operations Overview report in Microsoft Fabric and locate specific metrics using the filter pane. Guided exercise with answer check at the end. |

### Session B: Dimensions, Filters, and Reading Data in Context

| TIME | AGENDA ITEM |
|---|---|
| 0:00 – 0:15 | Dimensions vs. Measures — How slicing by route, depot, vehicle type, or time period changes the story. Live demonstration on the Fleet Performance report in Microsoft Fabric. |
| 0:15 – 0:35 | Reading a Trend vs. Reading a Number — Why a single data point is almost always misleading. How to use the trailing 13-week view. Seasonal patterns in Client ABC's ridership data. |
| 0:35 – 0:50 | Data Quality Indicators — How to identify incomplete data (e.g. GPS drop-out on certain routes). What to do when a number looks wrong. The escalation path: user > data owner > OBT support window. |
| 0:50 – 1:00 | Q&A + Preview of Week 3 Self-Service Lab. |

**MATERIALS PROVIDED:** KPI Glossary (see Section 03). Dimension reference card. "How to read a transportation dashboard" one-pager.

WORKSHOP 03 · WEEK 3

## Self-Service Analytics: Getting Answers Without Raising a Ticket

Audience: All Microsoft Fabric users (operations, finance, planning, senior leadership). Duration: 2 x 60-minute hands-on labs. Prerequisite: Workshop 01 completed. Delivered by: One Big Table consultant.

| TIME | AGENDA ITEM |
|---|---|
| 0:00 – 0:10 | Lab Setup — Confirm all participants have Microsoft Fabric Pro access and can open the Client ABC workspace. Troubleshoot any login issues. |
| 0:10 – 0:25 | Lab 1: Filtering and Slicing — Using the filter pane to isolate a single depot, date range, or vehicle class. Cross-filtering between visuals. Clearing all filters to reset a report. |

| | |
|---|---|
| 0:25 – 0:40 | Lab 2: Drilling Down — Using the drill hierarchy on the Route Performance report to move from network-level > route-level > individual service-level OTP. Using the "drill through" feature to see supporting detail. |
| 0:40 – 0:55 | Lab 3: Exporting & Sharing — Exporting a filtered view to Excel (underlying data) vs. PDF (visual snapshot). Using "Subscribe" to receive a scheduled email of a report page. Sharing a report with a colleague using Microsoft Fabric links. |
| 0:55 – 1:10 | Lab 4: Using Bookmarks — What bookmarks are and why they exist in Client ABC's reports (pre-set filtered views for common use cases: e.g. "Peak Hour Routes", "Underperforming Depots"). How to create a personal bookmark. |
| 1:10 – 1:25 | Common Mistakes — Why you should never edit a published report. What "read-only" mode means. The difference between a dashboard tile and a report visual. |
| 1:25 – 1:30 | Wrap-Up — What questions can you now answer yourself? What still needs a ticket? Preview of Week 4 Power User training. |

**MATERIALS PROVIDED:** Microsoft Fabric Self-Service Quick Reference Card (laminated format). Bookmark inventory for all Client ABC reports. "When to raise a ticket vs. self-serve" decision guide.

WORKSHOP 04 · WEEK 4

## Power User & Platform Stewardship: Owning the Platform After OBT Leaves

Audience: Client ABC's Internal Data Owner / Data Engineer (1–2 people). Duration: Full day — 6 hours with breaks. This is an intensive, technical session covering everything the internal owner needs to run the platform independently.

| TIME | AGENDA ITEM |
|---|---|
| 09:00 – 09:15 | Welcome & Objectives — Scope of ownership. The internal data owner's responsibilities post-handover. What OBT's 30-day support window covers. |
| 09:15 – 10:30 | Pipeline Operations Deep-Dive — Hands-on walkthrough of Databricks pipelines: monitoring, triggering manual runs, reading activity logs. Fivetran connector management: checking sync status, re-authenticating connectors, reviewing schema drift alerts. |
| 10:30 – 10:45 | Break |
| 10:45 – 12:00 | dbt Cloud Operations — Running and monitoring dbt jobs. Interpreting dbt test failures. Promoting a model change from development to production via GitHub pull request. Reviewing the dbt lineage graph to understand downstream impact of a change. |
| 12:00 – 13:00 | Lunch Break |
| 13:00 – 14:00 | Snowflake Administration — User provisioning and RBAC management. Reading the cost management dashboard. Identifying and optimising expensive queries using Query History. Setting up Resource Monitor alerts. |
| 14:00 – 14:15 | Break |
| 14:15 – 15:15 | Incident Response Simulation — Live walkthroughs of the 5 most common failure scenarios (covered in the Operational Runbook). The data owner independently resolves each scenario with OBT observing. Debrief and corrections. |

| | |
|---|---|
| **15:15 – 15:45** | **Microsoft Fabric Workspace Management — Publishing updated semantic models. Managing report access and workspace permissions. Scheduling and monitoring dataset refreshes via Fabric. Handling a failed refresh and re-triggering the Databricks pipeline if needed.** |
| **15:45 – 16:00** | **Handover Sign-Off & Next Steps — Confirm the data owner is comfortable with all core responsibilities. Provide contact details for the 30-day support window. Review the escalation path for issues beyond the data owner's scope.** |

**MATERIALS PROVIDED:** Full Operational Runbook (separate document). Credentials Register access. Incident response simulation exercise pack. Escalation contact card for OBT 30-day support window.

# 03 DATA LITERACY FRAMEWORK

This section provides the foundational reference materials that underpin Client ABC's data literacy programme. These materials are provided in editable format and are designed to live as permanent reference documents within the organisation.

## 3.1 Client ABC Metric Glossary — Transportation KPIs

The following glossary defines every KPI and metric surfaced in Client ABC's Microsoft Fabric semantic layer. All definitions were agreed with Client ABC's operations and finance leads during the UAT phase and reflect the organisation's official calculation methodology.

| KPI / Metric | Definition | Formula / Calculation | Data Source | Reporting Grain |
|---|---|---|---|---|
| On-Time Performance (OTP) | The percentage of scheduled services that depart and arrive within the defined tolerance window. The primary punctuality KPI for Client ABC. | (Services within tolerance / Total scheduled services) x 100. Tolerance: departure within -1 / +3 minutes of scheduled time. | CAD/AVL system via Databricks | Route, Depot, Day, Week, Month |
| Fleet Utilisation Rate | The percentage of the available active fleet that is in revenue service during a given operating period. Excludes vehicles in maintenance or standby. | (Vehicles in revenue service / Total available fleet) x 100. Available fleet excludes vehicles with active maintenance work orders. | CAD/AVL system + CMMS (maintenance system) | Depot, Vehicle Type, Day |
| Revenue per Vehicle Mile (RVM) | Total fare and subsidy revenue generated per vehicle mile operated. The primary revenue efficiency metric for route-level analysis. | Total Revenue (fare + subsidy) / Total Vehicle Miles Operated. Revenue sourced from ticketing system; miles from CAD/AVL. | Ticketing system + CAD/AVL | Route, Service Type, Month |
| Cost per Mile (CPM) | Total operating cost per vehicle mile. Used alongside RVM to assess route-level contribution margin. | Total Operating Cost / Total Vehicle Miles Operated. Operating cost sourced from finance system and includes fuel, driver wages, and maintenance allocation. | Finance system + CAD/AVL | Route, Depot, Month |
| Mean Distance Between Failures (MDBF) | The average number of miles a vehicle travels between road calls (unplanned breakdowns that take a vehicle out of service). Higher is better. | Total Fleet Miles / Number of Road Calls in Period. Road calls sourced from CMMS incident logs. | CMMS + CAD/AVL | Vehicle Type, Depot, Month, Rolling 13-Week |
| Passenger Load Factor | The average percentage of vehicle capacity occupied by passengers across all | (Total Passengers Carried / Total Available Seat/Standing Capacity) | Ticketing system + Fleet spec table | Route, Time Band, Day Type (Weekday/Weeke |

| KPI / Metric | Definition | Formula / Calculation | Data Source | Reporting Grain |
|---|---|---|---|---|
| | services. Used to identify overcrowded routes and optimise service frequency. | x 100. Passengers from ticketing system; capacity from fleet specification table. | | nd) |
| Fuel Efficiency | Average fuel or energy consumption per vehicle mile. Tracked separately for diesel, hybrid, and electric vehicle types. | Total Fuel / Energy Consumed / Total Vehicle Miles. For EVs: kWh per mile. For diesel/hybrid: MPG. | Fuel management system + CAD/AVL | Vehicle Type, Depot, Month |
| Incident Rate | The number of safety or operational incidents per 100,000 vehicle miles operated. Includes collisions, near-misses, and passenger injuries. | (Total Incidents / Total Vehicle Miles) x 100,000. Incidents sourced from safety management system. | Safety management system + CAD/AVL | Depot, Incident Type, Month, Rolling 13-Week |

## 3.2 Understanding Data Freshness & Pipeline Timing

One of the most common sources of confusion in data teams is the difference between "the data is wrong" and "the data hasn't updated yet." The table below documents the refresh schedule for each data source at Client ABC, so any team member can understand the currency of what they're looking at.

| Data Source | What It Feeds | Refresh Frequency | Available in Microsoft Fabric By | Latency Expectation |
|---|---|---|---|---|
| CAD/AVL System | OTP, Fleet Utilisation, Vehicle Miles, Fuel Efficiency | Every 2 hours (incremental via Databricks Delta Live Tables) | 06:00 UTC daily (daily mart build in dbt) | Same-day data available by 06:00 UTC the following morning. |
| Ticketing & Fare System | Revenue per Mile, Passenger Load Factor | Daily at 01:00 UTC | 07:00 UTC daily | Yesterday's revenue and passenger data available each morning. |
| Fuel Management System | Fuel Efficiency | Daily at 02:00 UTC | 07:00 UTC daily | Yesterday's fuel data available each morning. Monthly totals reconcile on the 1st of each month. |
| CMMS (Maintenance) | MDBF, Fleet Utilisation | Daily at 01:30 UTC | 07:00 UTC daily | Work orders closed yesterday are included in today's MDBF calculation. |
| Safety Management System | Incident Rate | Daily at 02:00 UTC | 07:00 UTC daily | Incidents logged by 23:59 are included in the following morning's refresh. |
| Finance System | Cost per Mile | Monthly (1st of month, 03:00 | 08:00 UTC on the 1st | CPM reflects the prior month's actuals. Intra- |

| Data Source | What It Feeds | Refresh Frequency | Available in Microsoft Fabric By | Latency Expectation |
|---|---|---|---|---|
| | | UTC) | | month estimates are not available in the current build. |

**HOW TO CHECK DATA FRESHNESS IN POWER BI:** Every Client ABC report has a "Data as of" timestamp in the top-right corner of the first page. This reflects the last successful dataset refresh time. If the timestamp is more than 24 hours old, the dataset refresh may have failed — raise with the internal data owner.

## 3.3 How to Read a Data Lineage Map

Data lineage shows the journey your data takes from source system to dashboard. Understanding lineage helps you answer: "where does this number come from?" and "if this source changes, what breaks?"

| Lineage Layer | Plain-Language Description | Client ABC Example |
|---|---|---|
| Source System | The operational system that originally generates the data. OBT does not own or modify these systems. | The CAD/AVL system records a bus departing Depot North at 08:04. This event is the origin of the OTP data point. |
| Raw Ingestion (Databricks) | Databricks ingests data from each source system using Delta Live Tables pipelines and lands it into Snowflake's RAW layer as-is. No business logic is applied at this stage. | The 08:04 departure event is loaded into the CLIENTABC_RAW.CAD_AVL.VEHICLE_EVENTS table in Snowflake via a Databricks pipeline. |
| Staging (dbt) | dbt reads the raw data, cleans it (renames columns, casts data types, removes system noise), and writes it to the STAGING layer. Still no business logic. | The event is transformed into stg_cad_avl__vehicle_events with a standardised departure_time column in UTC. |
| Intermediate (dbt) | Business logic is applied here. Source data from multiple systems is joined together to create enriched records. | The departure event is joined to the schedule data to calculate scheduled_departure_time and derive the on_time_flag field. |
| Mart / Semantic Layer (dbt) | The final, business-ready model that Microsoft Fabric connects to. What you see in a dashboard comes from here. | mart_otp_performance aggregates on_time_flag by route, depot, and date — producing the OTP % that appears in the Operations Overview dashboard. |

# 04 SELF-SERVICE ENABLEMENT GUIDE

This section is a practical reference guide for all Microsoft Fabric users at Client ABC. It is designed to be kept open alongside Microsoft Fabric and answers the most common questions that arise during day-to-day use of the platform.

## 4.1 What You Can Answer Yourself vs. When to Escalate

| Question Type | Self-Serve? (Microsoft Fabric) | Who to Ask | Example Question |
|---|---|---|---|
| View a pre-built report or dashboard | YES | No escalation needed | "What was our network OTP last week?" |
| Filter a report by depot, route, or date range | YES | No escalation needed | "Show me Route 47 performance in March." |
| Drill down from network to route to service level | YES | No escalation needed | "Why did Depot South drag the average down?" |
| Export a report to Excel or PDF | YES | No escalation needed | "I need the monthly KPI summary for the board pack." |
| Subscribe to a scheduled report email | YES | No escalation needed | "I want the weekly OTP summary delivered every Monday morning." |
| Understand why a metric looks unexpected | PARTIAL | Internal Data Owner first | "Our MDBF has dropped sharply — is this a data issue or real?" |
| Add a new metric or field to a report | NO | Internal Data Owner | "Can we add average dwell time to the route report?" |
| Change the underlying calculation of a KPI | NO | Internal Data Owner + OBT (support window) | "Finance wants to change how we calculate Cost per Mile." |
| Connect a new data source | NO | Internal Data Owner + OBT | "We want to include customer satisfaction scores from our new survey tool." |

## 4.2 Microsoft Fabric Quick Reference — Common Tasks

1. **Filter a report:** Open the Filter Pane (funnel icon, top-right of any report). Expand the field you want to filter (e.g. "Depot Name"). Check the values you want to include. The entire report page updates automatically. To clear: click the eraser icon next to the filter field.
2. **Drill into a visual:** Hover over a bar or line in a chart. Click the down-arrow icon that appears in the top-right corner of the visual to enable drill mode. Click a data point (e.g. a specific route) to drill to the next level. Use the up-arrow to drill back up.
3. **Use a pre-set bookmark:** Click the Bookmarks icon in the View menu. Select a pre-set view (e.g. "Peak Hour Routes" or "Underperforming Depots This Month"). The report will update to the saved filter state instantly.

4. **Export to Excel:** Click the three dots (More options) on any table visual > Export data > Select "Underlying data" for the full dataset or "Summarised data" for what you see on screen. Choose Excel format and click Export.
5. **Export to PDF:** In the top menu, click File > Export > Export to PDF. Choose whether to export the current page or all pages. The PDF captures the report in its current filtered state.
6. **Subscribe to a scheduled report email:** Click Subscribe (envelope icon in the top menu). Set your preferred frequency (daily, weekly), time of delivery, and email recipients. Microsoft Fabric will send a snapshot of the report at your chosen time.
7. **Share a report link:** Click Share (top-right). Select "Copy link" and choose whether the recipient needs a Microsoft Fabric Pro licence to view it. Paste the link in an email or Teams message. Note: the recipient must have at least ANALYST_READ access in Snowflake and a Fabric (Power BI Pro or Premium Per User) licence to view published reports.

## 4.3 If the Data Looks Wrong — Escalation Path

Before raising an issue, work through the following checks in order. Most apparent data errors resolve at step 2 or 3.

1. **Check the "Data as of" timestamp** (top-right of every report page). If it is more than 24 hours old, the daily refresh may have failed. Raise with the Internal Data Owner — do not assume the data is wrong.
2. **Check your filters.** A common cause of unexpected numbers is an active filter that was applied in a previous session. Clear all filters (eraser icon in the Filter Pane) and check if the number changes.
3. **Compare against the KPI Glossary.** Check whether your interpretation of the metric matches the official definition in Section 03. Many apparent discrepancies are calculation methodology differences (e.g. how cancelled services are counted in OTP).
4. **Raise with the Internal Data Owner** if steps 1–3 do not resolve the issue. Provide: the report name, the metric, the value you see, and the value you expected. Include a screenshot.
5. **Internal Data Owner escalates to OBT** if the issue cannot be resolved at the platform level. Use the support email provided in the handover credentials pack. OBT's 30-day support window applies.

# 05 ENABLEMENT OUTCOMES & SUCCESS BENCHMARKS

By the end of the four-week programme, Client ABC's team should be able to operate the data platform independently across all core use cases. The following benchmarks define what "successful enablement" looks like for each audience group.

## 5.1 Competency Benchmarks by Role

| Role | Benchmark: What They Can Do Independently After Enablement |
|---|---|
| Operations Manager / Route Planner | Open and navigate any pre-built report. Filter by route, depot, date range, and day type. Interpret OTP, Fleet Utilisation, and Load Factor in context. Identify underperforming routes and escalate with data evidence. Export a filtered view to Excel or PDF for a board report. |
| Finance Analyst | Access and filter the Revenue & Cost report. Understand and apply the Cost per Mile and Revenue per Vehicle Mile definitions. Export monthly actuals to Excel. Identify the difference between actuals and estimates (e.g. Finance system monthly vs. daily operational data). |
| Senior Leadership / Executive | Open the Executive Summary dashboard. Interpret the network-level KPI scorecard. Understand what each metric means and what drives movement. Ask a self-service question using filters without analyst support. |
| Internal Data Owner / Data Engineer | Monitor all pipeline runs (Databricks + dbt Cloud) daily. Resolve the 5 most common incident types without OBT support. Provision a new Snowflake user and assign the correct role. Promote a dbt model change to production via GitHub pull request. Monitor Snowflake credit consumption and respond to Resource Monitor alerts. |

## 5.2 Programme Success Metrics

OBT measures the success of the enablement programme against the following indicators, reviewed at the end of Week 4.

| Success Metric | Target | How It Is Measured |
|---|---|---|
| Workshop attendance rate | 100% of targeted attendees per session | Attendance log from each session. |
| Self-service report usage (Week 4) | At least 80% of enrolled users open Microsoft Fabric at least once per week without prompting | Microsoft Fabric usage analytics (Activity Log in the Fabric Admin Portal at app.powerbi.com/admin-portal). |
| Data ticket volume reduction | Reduction of at least 40% in ad hoc data requests to the internal data owner by Week 4 vs. Week 1 baseline | Compared against the pre-programme ticket log provided by Client ABC. |

| Success Metric | Target | How It Is Measured |
|---|---|---|
| Internal data owner simulation pass | Data owner resolves all 5 incident scenarios in the Week 4 simulation without OBT intervention | Observed by OBT lead consultant during Workshop 04. |
| Metric definition accuracy | At least 85% of participants correctly define 5 of 8 core KPIs in the end-of-programme quiz | Short multiple-choice quiz delivered at the end of Workshop 02, Session B. |
| 30-day post-programme ticket volume | No more than 2 platform issues requiring OBT escalation in the 30-day support window | OBT support ticket log. |

## What a Data-Literate Client ABC Looks Like

□

**Ops teams self-serve**

Route and depot KPIs answered without raising a data ticket.

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**Metrics mean the same thing everywhere**

One agreed definition per KPI, documented and accessible to all.

□

**Platform runs without OBT**

Data owner resolves incidents, manages users, and promotes changes independently.

⚡

**Data team freed for insight**

Less time answering "what's our OTP?" — more time finding the why behind it.

**Data trust is earned**

Team understands freshness, lineage, and data quality — and knows when to escalate.

□

**Intelligence compounds**

A literate team asks better questions, which drives better decisions, which drives better outcomes.

**Ready to build a data-literate team?** Contact us at **hello@onebigtable.us** or visit **onebigtable.us** to learn how the Team Enablement Programme fits into your data platform engagement.