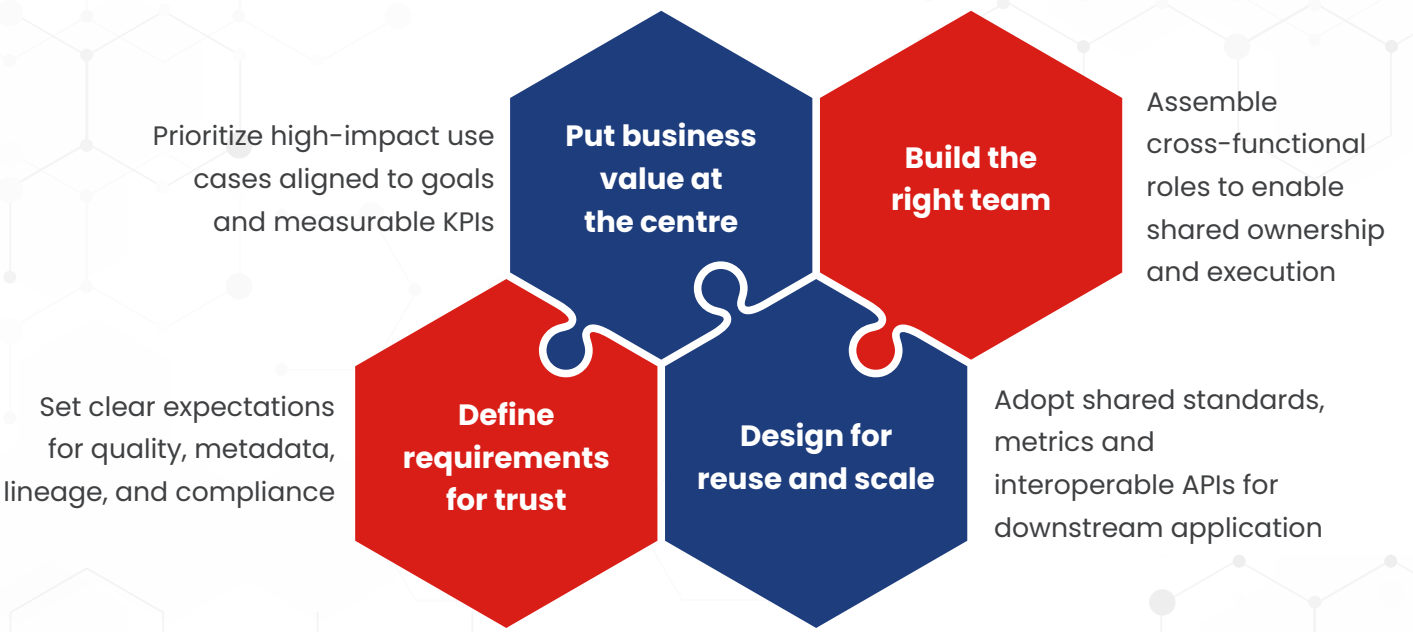# SIGMOID

Building Data Products

A primer on how to design trusted data products across domains in a data mesh
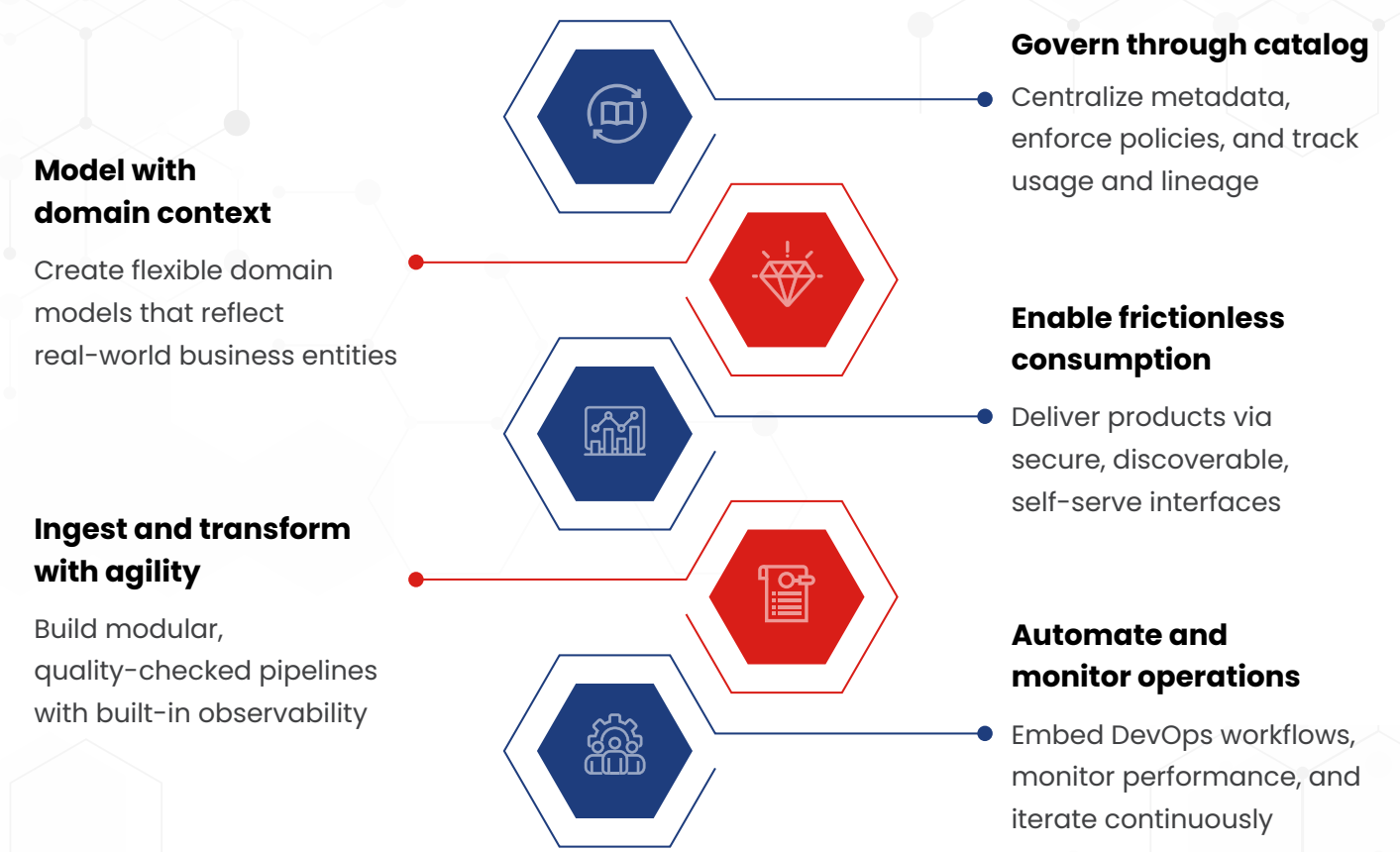
LAYING THE GROUNDWORK

Set the foundation for domain-aligned, value-driven data products

Prioritize high-impact use cases aligned to goals and measurable KPIs

Put business value at the centre

Build the right team

Assemble cross-functional roles to enable shared ownership and execution

Set clear expectations for quality, metadata, lineage, and compliance

Define requirements for trust

Design for reuse and scale

Adopt shared standards, metrics and interoperable APIs for downstream application

DATA PRODUCT EXECUTION CHECKLIST

Build scalable, governed products that drive adoption

Govern through catalog
Centralize metadata, enforce policies, and track usage and lineage

Model with domain context
Create flexible domain models that reflect real-world business entities

Enable frictionless consumption
Deliver products via secure, discoverable, self-serve interfaces

Ingest and transform with agility
Build modular, quality-checked pipelines with built-in observability

Automate and monitor operations
Embed DevOps workflows, monitor performance, and iterate continuously

PITFALLS TO AVOID

What holds back scalable data product democratization

Building one-off assets without a product mindset

Skipping change management and user enablement

Centralized teams owning domain-specific data

Creating inconsistent metrics and siloed pipelines

Ignoring domain input during product lifecycle

Overengineering or neglecting platform investments