Discussion Group

7B

Data Led Insights
Efficiently & Effectively

DataCon 2019 CTICC

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Discussion Flow…

- Def Recap
    - Efficient
    - Effective
- Insights: Data Products
- DPPT
- Interplay

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Cambridge Business Dictionary

- ***efficient*:**

> using resources such as time, materials, or energy well without wasting any

- ***effective***

> successful in achieving the result that you want

Insights: Data Products

'A product whose primary objective is to use data to facilitate an end goal'

Types of data products

Data as a Service   **Data Enhanced Product**   **Data as Insights**

Raw Data	Processed Data	Algorithms	Decision Support	Automated Decision Making

Data, People, Process, Technology

Data lake increasingly becomes **available** to everybody that needs it, structured and unstructured including logs of system/analytics performance.

Data

Disparate marts, structured data only.

All staff empowered with opportunities to educate themselves around analytics and **decision making is fundamentally made using data derived insights**.

People

Siloed analytics teams/individuals and gut feel decisions order of the day

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Strong **data management and governance** around quality and access control as well as searchable **data catalog** available.

Process

Strictly limited access to data and quality is up to the end user to assess

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Reusable analytics systems built, analytics delivery **architecture** in place. **Standardized tooling**.

Technology

Analytics 'tools' do not interact well with each other, once of code used for most that is done. No repo.

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Interplay

Var DPPT	Data	Algorithms	Decision Support	Automated Decision Making
Data	- Part of a lake? - Shore marts?	- Feature Store in place?	- Self Service	- Data piped
People	- Available?	- Culture of analytics excellence in place?	- Decisions data led - Executive buy-in? - Trust - Self Service	- Available?
Process	- Clean? - Searchable? - Provenance? - Permissions?	- Model factory	- Automation - Delivery	- Checks in place - Model Factory?
Technology	- Accessible with various tools?	- Ease of deployment	- Interaction with various tools	- DataOps

Product - Insights

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Thank you

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