Discussion Group

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Data Led Insights

Efficiently & Effectively

DataCon 2019 CTICC

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Discussion Flow...

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



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.





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

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

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

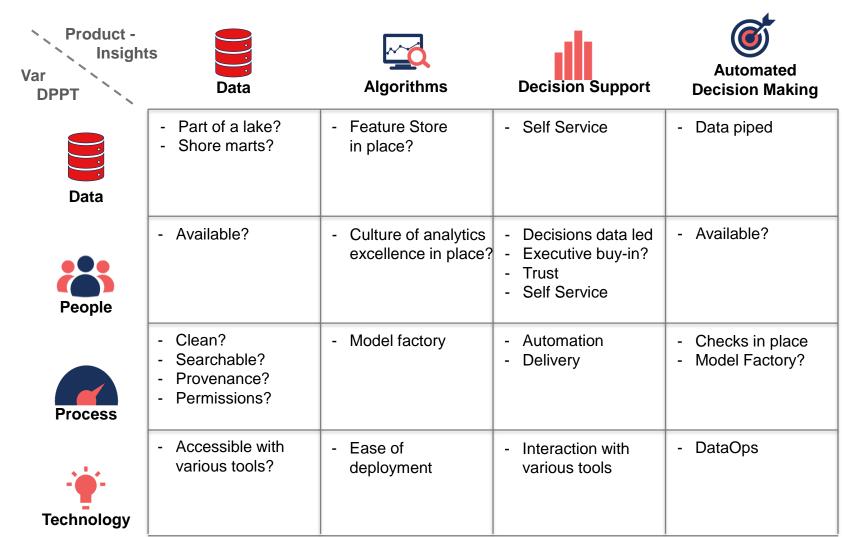
Technology



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



Interplay





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Thank you

