Evolution & Maturity of Analytics Capabilities

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September 12, 2013
Agenda

• Analytics Evolution and Maturity
• How Big Data Platforms Fit In
• Approach
• Teams and Roles
Analytics Evolution and Maturity

Impact on Decisions and Performance

Increasing Levels of Competency

Measure

Discover

Optimize

Innovate

Increasing Business Value

Business Analytics Capabilities

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**Approach**

**Traditional Approach**  
*Structured & Repeatable Analysis*

**Business Users**  
Determine what questions to ask

**IT**  
Structures the data to answer the questions

- Monthly sales reports
- Profitability analysis
- Customer surveys

**Big Data Approach**  
*Iterative and Exploratory Analysis*

**IT**  
Delivers a platform to enable creative discovery

**Business Users**  
Explore what questions could be asked

- Brand sentiment
- Product strategy
- Maximum asset utilization

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From the Bottom or from the Top?

Top Down

Strategy, Goals, Objectives

Monitor, Analyze, Report

Business Intelligence

Predefined Metrics

Data Warehousing

Bottom Up

Model, Predict, Score

Advanced Analytics

Query & Analyze

Big Data

Theory, Postulate, Business Problem

Symbiosis

Predefined Metrics

We lead. You succeed.
The Big Data Platform and the Data Warehouse

- Data Warehouse
- Enterprise Integration
- Traditional Sources
- New Sources
- Big Data Platform

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We lead. You succeed.
The Next Evolution: Data Scientist

Data Scientist
• Strong business acumen
• Influence how organizations approach a business challenge
• *Pick the right problems that have the most value to the organization*
Team Roles

Centralized

- Stakeholder
- Business Analyst
- Data Modeler
- BI/Report Developer
- ETL Specialist
- Data Quality Specialist
- Tester

Decentralized

- Stakeholder
- Data Scientist
- Programmer
- Statistician
- Visualizer

BI/DW Team

Data Science Team
Challenges

A HELPFUL VENN DIAGRAM

PRIVACY
THE INTERNET
SECURITY
INERTIA
Opportunities

- Fraud Detection and Modeling
- 360° View of the Customer
- Email, Call Center Transcript Analysis
- Call Detail Record Analysis
- RFID Tracking and Analysis
- Smart Grid / Smarter Utilities
- Cyber Security
- Risk Modeling & Management
- Threat Detection / Multi-modal Surveillance
- Geo-marketing
Summary

• BI/DW and Big Data are complimentary
• Differences
  – Approach
  – Rigid vs. Fluid
  – Skills
  – Team composition
• Change management is important
• Opportunities are only limited to one’s imagination
For More Information

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