The Path to the Data-Powered Organization

Becoming a data-driven business involves fundamental organizational change via self-service analytics and operationalization, which should coexist and drive each other forward.

Provide Self-Service Analytics

VALUE — **Quick answers** to ad-hoc questions

SCALE — **For smaller-scale** or one-off business questions; immediate insights

FOR/BY WHOM — **Used regularly by business** team(s), but built and maintained behind the scenes by data and/or IT team

DRIVEN BY — **Intimate business knowledge** *(i.e., of the specific problems or roadblocks the business is facing and how data can help solve them)*

IMPACT — **Frees resources to work on more high-gain opportunities** *(IT/data teams don't constantly have to pull data or build one-off reports and dashboards)*

Execute on Model Operationalization

Keras · TensorFlow · scikit learn

VALUE — **Robust machine** learning solutions driving business value

SCALE — For **larger** and more complex business problems; longer-term execution and vision

FOR/BY WHOM — For **larger** and more complex business problems; longer-term execution and vision

DRIVEN BY — hadoop · R · python — **Technical knowledge** *(i.e., of how data systems and projects work and can be optimized and automated)*

IMPACT — **Frees resources to work on more high-gain opportunities** *(self-designed data products providing business value can easily be operationalized to prevent repetitive work on the business side)*

Foundation

Data science, machine learning, and AI (whether driven by self-service analytics or operationalization) cannot happen in a central team that exists in a vacuum without deep understanding of the business.

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