1st Seminar on Data & Analytics
21st July 2018
Bengaluru

Democratization of Data & Analytics

Subhash Chandra
Managing Director - Singular Labs Inc.

Institute of Actuaries of India

Consumer Trends in the Enterprise

Alone → Teams

Office 9-5 → Anywhere Anytime

Size → Speed

PC → Any device

Yesterday's technology falls short of today's aspirations

Social Media & Interactions

Machine & Monitoring Data

Market Data

Emails & Docs
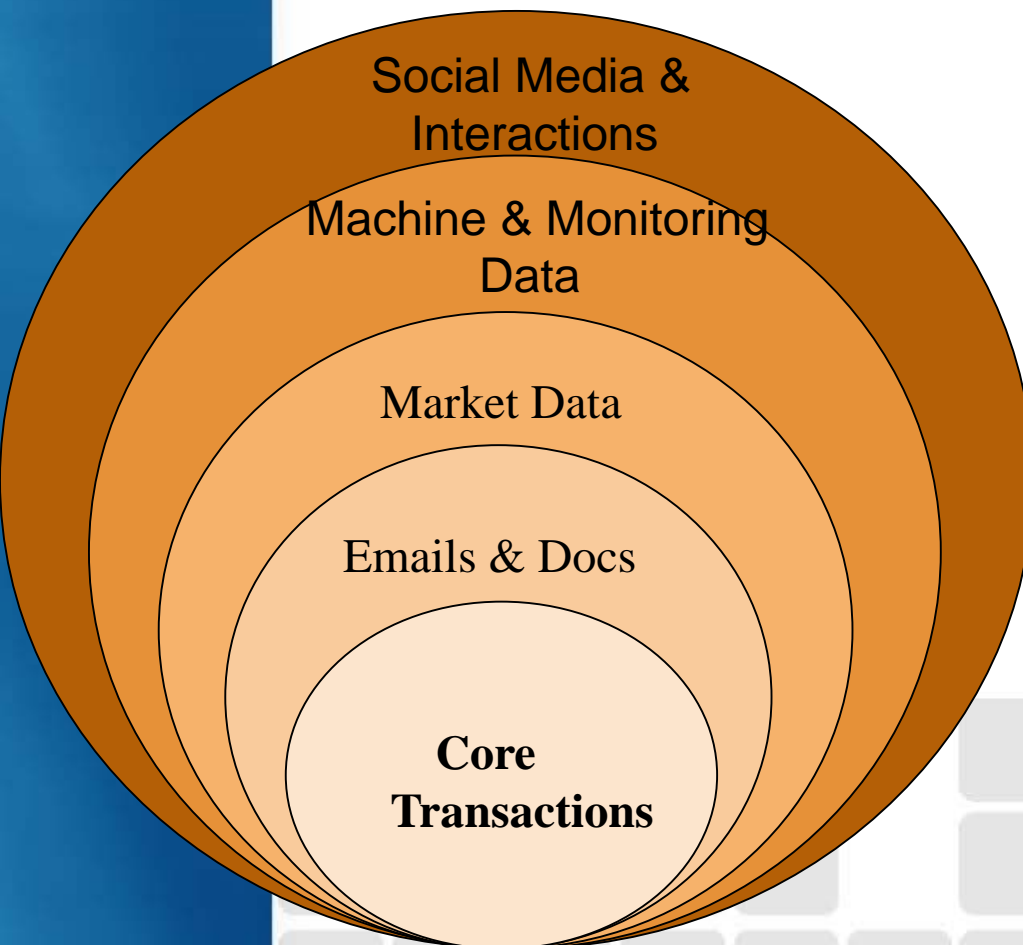
Core Transactions

- The volumes of data are exploding

- The ability to control and dictate in an "outside-in" world is minimal

- More and more business value is beyond the core transactions

- The old approach of "a single view" is impossible in a world of federated internal and external data
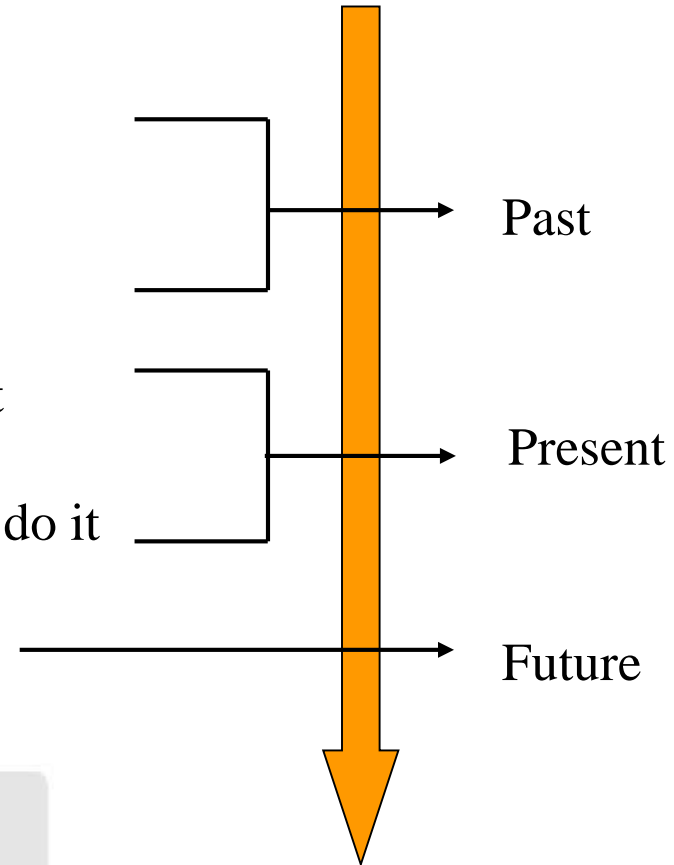
Basic Use Case of Data Intelligence

What happened

What is happening

Past

Why it happened & Who did it

What will happen & Who will do it

Present

What I want to happen

Future

What organizations want to achieve with data-derived insights

- Efficiency and cost reduction by leveraging both real-time data and historical information

- Growth of existing business streams New analytics is changing the way businesses engage with customers.

- Growth through market disruption from new revenue streams Analytics and insight can deliver new ways to sell existing products.

- Monetization of data itself, with the creation of new lines of business As data volumes increase and analytics becomes the differentiation, so the data itself becomes a valuable business commodity.

What is Democratization of Data

Democratization of data and analytics is the phenomenon of making data available to people who need it and have the skill sets to deriving meaningful insights from it. By freeing themselves from data silos and the traditional practice of data collection, storage and access, agile businesses can not only improve their dynamic decision-making, but they can also expedite enterprise data integration and decentralization.

- **Derive your problem** : List down your problems and define your metrics

- **Focus on internal & external data** : Have a balance (lot of traditional companies focus only on internal data) - mining of external data is become available

- **Take it through prediction phase**

Need for the democratization of data and analytics

To get all employees to focus on organization's ultimate goal

This approach is democratic in two sense

- Data is directly available to the business with minimal IT intervention.
- Decision-makers at any level of the business can access all the information they have permission to receive.

This moves away from a central, planned, committee-based approach that dictates the way data is organized and limits the variety of new analyses that are possible. The result is a more agile business that is better poised to build competitive advantage.

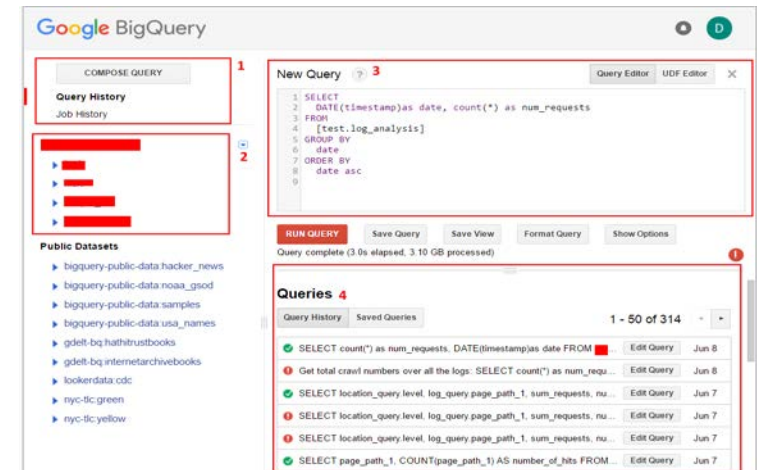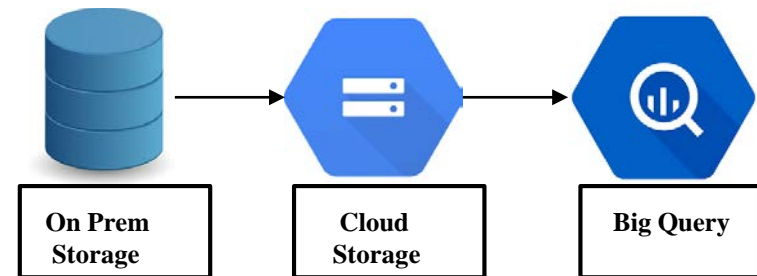|	
Time to insight: The criticality of speed depends on the opportunity and the window for response	**Time to value**: The faster it can be deployed the greater the competitive advantage

Concept of Data Warehouse

Past
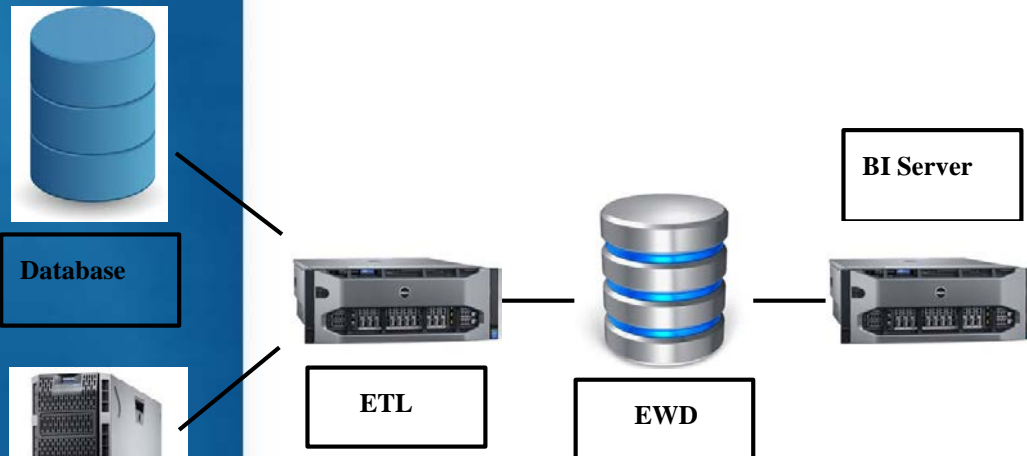
Present

Analyse Data The Way You Want

A fully-managed service designed to help enterprises assess, enrich, and analyze their data in real-time, or stream mode, as well as historical or batch mode.
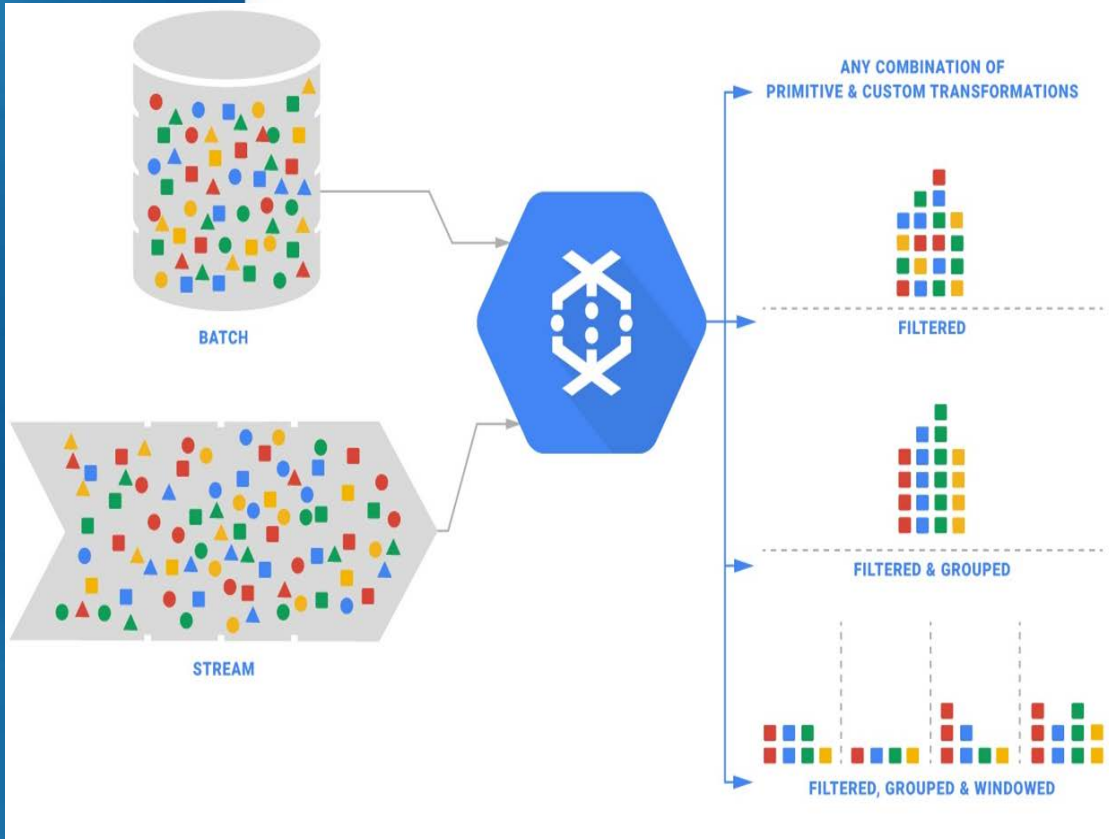
There are use cases for Dataflow across countless industries, including:

- Point-of-Sale analysis and segmentation in the retail world
- Fraud detection in the financial industry
- Personalized experiences in the gaming sector
- IoT information in the healthcare and manufacturing industries

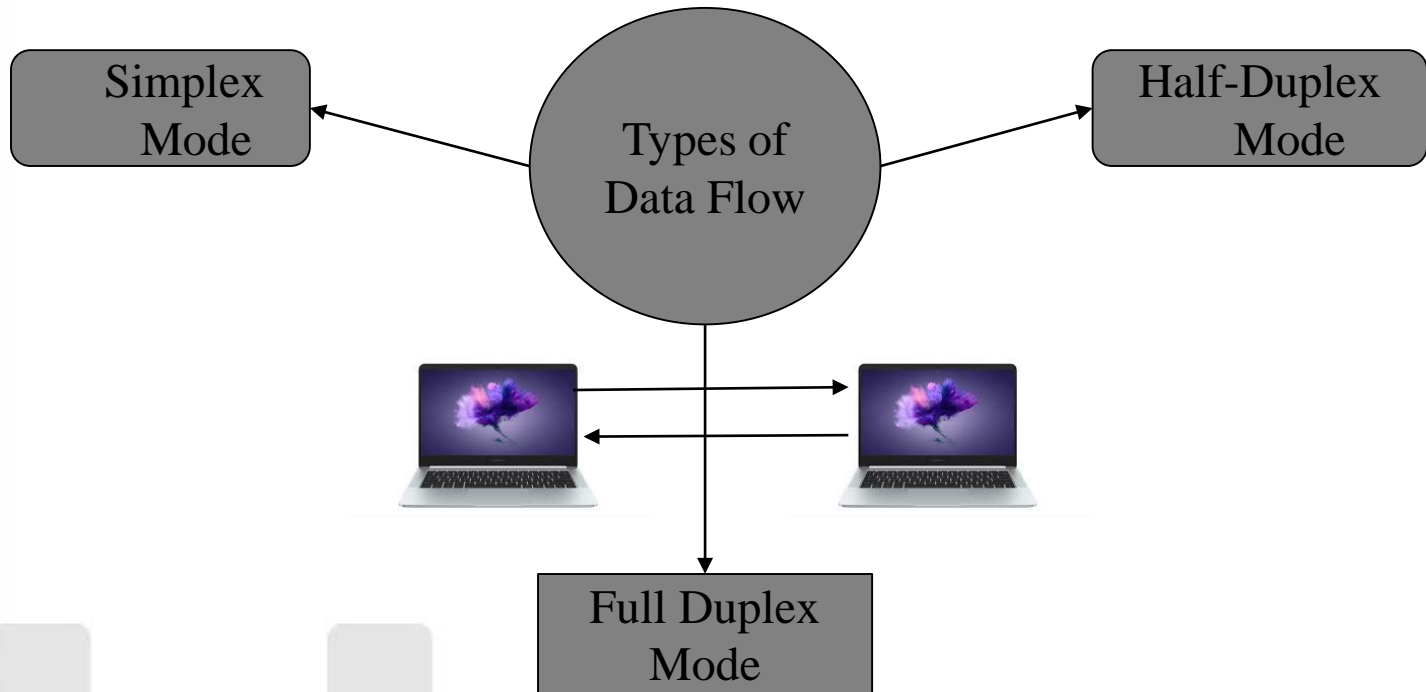# Start a journey towards democratized analytics

- Embark on the journey to insights within your business and technology context

- Enable your data landscape for the flood coming from connected people and things

- Master governance, security and privacy of your data assets

- Develop an enterprise data science culture

- Unleash data and Insights-as-a Service

- Make insights-driven value a crucial business KPI

- Empower your people with insights at the point of action

Thank You

It's a journey towards an insight-led enterprise

Types of Data Flow

Simplex Mode

Half-Duplex Mode

Types of Data Flow

Full Duplex Mode

Slide Title

- ABC