

# Creating a Data-Driven Organization

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9:15am, Grand 2

Why data-driven?



Controlling for other factors, data-driven orgs are

5% more productive



Analytics pays back

**\$13** / \$1 invested



What is data-driven?





Having lots of reports does not make you data-driven.

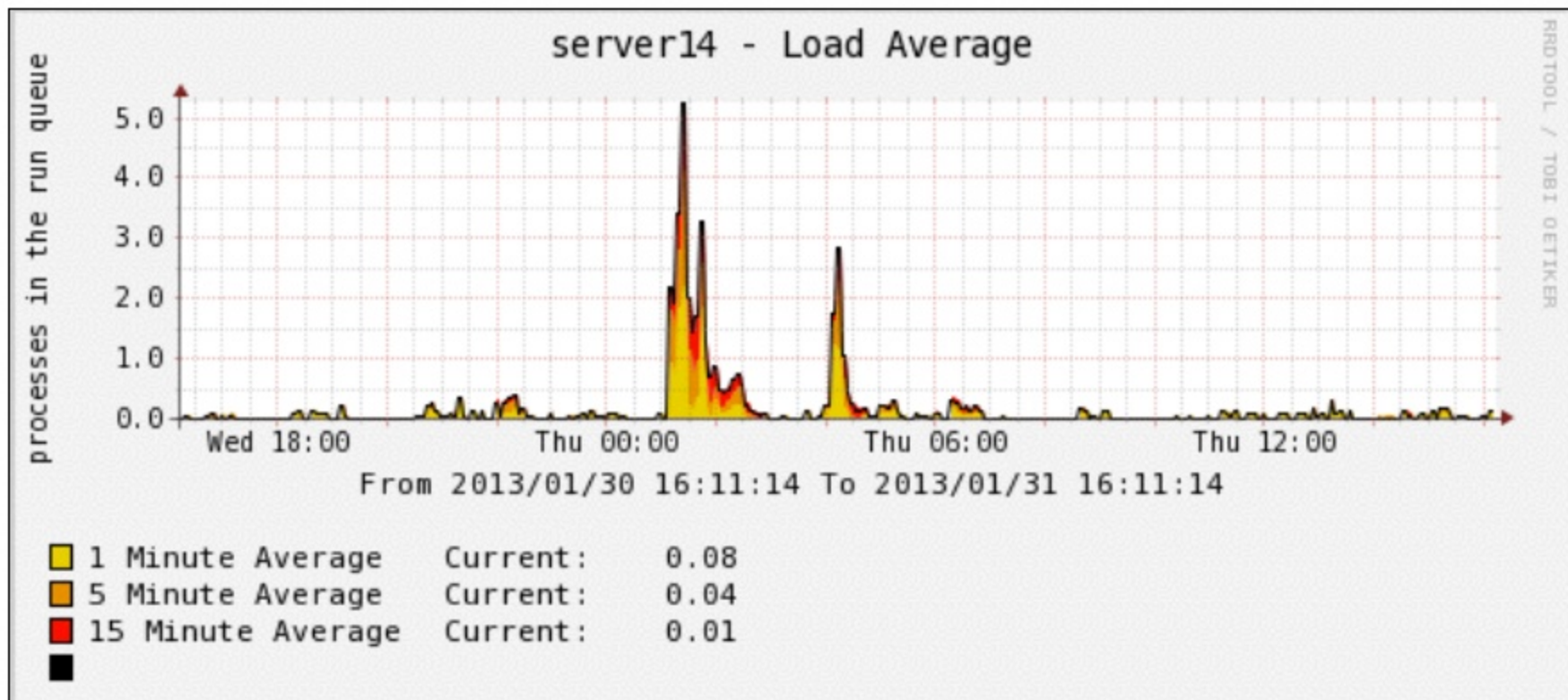


Having lots of dashboards does not make you data-driven.





Having lots of alerts does not make you data-driven.

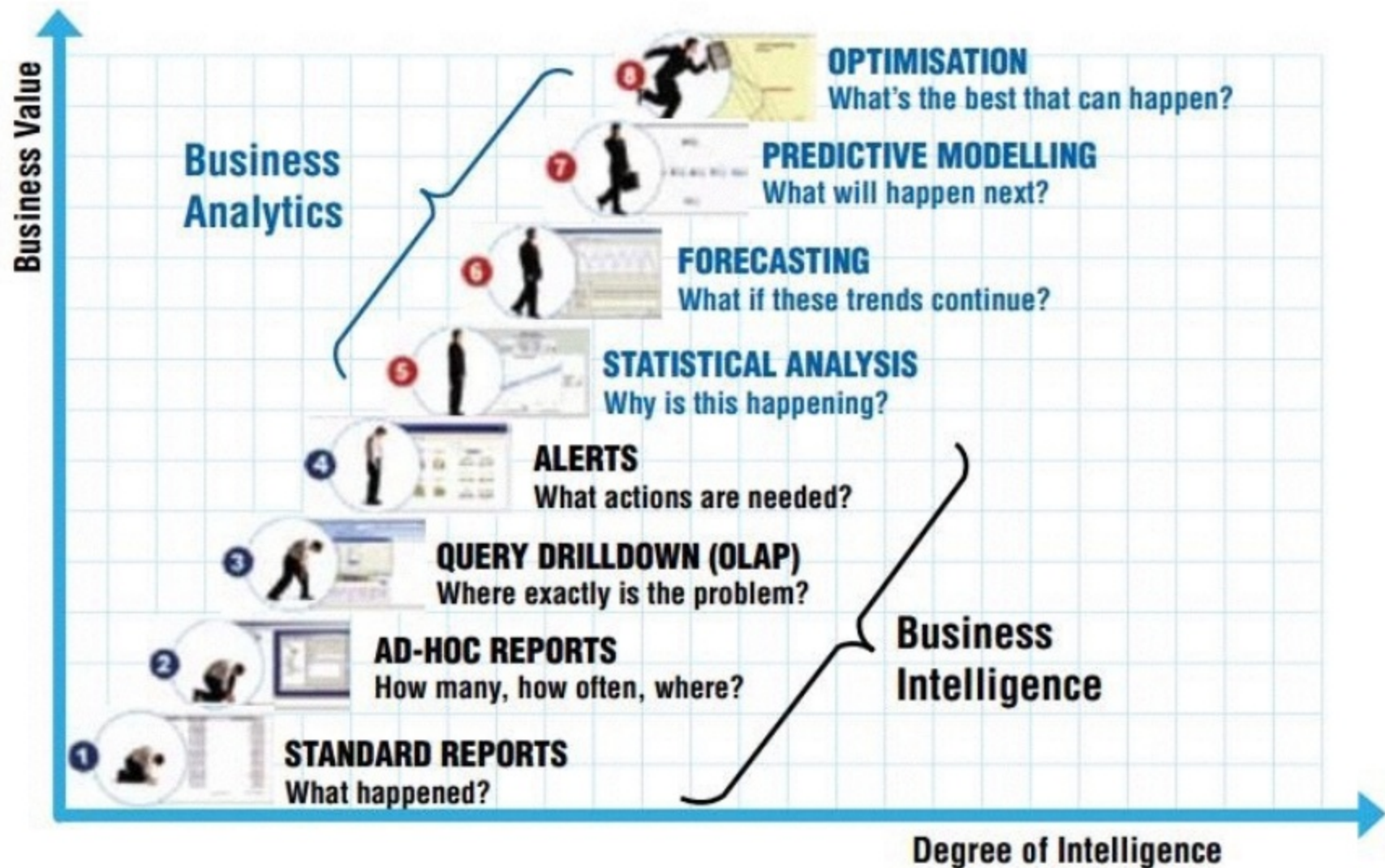


## Data-driven: you must have analytics

Reporting	Analysis
Descriptive	Prescriptive
What?	Why?
Backward-looking	Forward-looking
Raise questions	Answer questions
Data → Information	Data + Information → insights
Reports, dashboards, alerts	Findings, Recommendation
No context	story telling

Not necessarily data-driven !

# Levels of Analytics

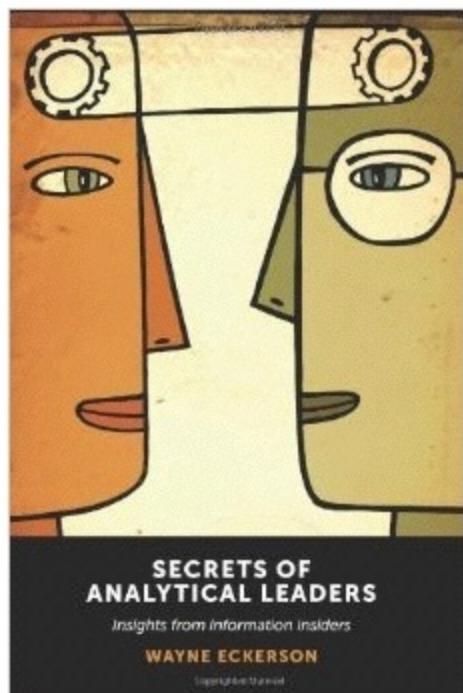


# Analytics Value Chain





"Analytics is about **impact**...In our company [Zynga], if you have brilliant insight and you did great research and no one changes, you get zero credit."



Ken Rudin

Facebook







Train analysts to be business savvy



Having a hadoop cluster does not make you data-driven.

WHY ARE WE DOING  
A/B TESTING?



WHY ARE WE PREDICTING  
FUTURE TRENDS?



WHY ARE WE ANALYZING  
SENTIMENT?



WHY ARE WE CREATING  
A RECOMMENDER SYSTEM?



WHY?  
WHY?  
WHY!





Leverage data as a strategic asset.



Data-driven requires a **data culture**

# Data Driven Culture

