

# How to Become a Data Driven Organization (DDO)

By:

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# Why DDO?



Analytics pays back **\$13** for every \$1 spent.

Reference:

<https://nucleusresearch.com/research/single/analytics-pays-back-13-01-for-every-dollar-spent/>





# Why DDO?



In Vodafone, they reduced the cost of each process order **from \$3.22 /PO to \$2.85 /PO**, by applying analytics.

Also, in addition to the increase in perfect purchase orders to 85%, time to market improved by 20%.

Source:  
<https://www.celonis.com/case-studies/vodafone-orders-up-process-mining-to-make-procurement-more-efficient/>

In EISSMANN, they used process mining to detect the problematic process steps, and completely eliminating them.

This has improved the entire process and **reduced throughput times by 30 percent**.

Source:  
[https://assets.ctfassets.net/zmrtlfup12q3/4nl9KdvnaUQsMmEOMKmcG4/54008084bbb81f1ec29b9e5f223412dc/Celonis\\_Eissmann\\_-\\_Success\\_Story.pdf](https://assets.ctfassets.net/zmrtlfup12q3/4nl9KdvnaUQsMmEOMKmcG4/54008084bbb81f1ec29b9e5f223412dc/Celonis_Eissmann_-_Success_Story.pdf)

In DHL, They applied analytics to **reduce the audit time by 25%** in comparison to classical data analytics.

In addition, they are now able to identify unknown risks in processes, which helps to add more value to the audits.

Source:  
<https://www.celonis.com/case-studies/vodafone-orders-up-process-mining-to-make-procurement-more-efficient/>







# What is **NOT** DDO?



Having Lots of reports does not make you data driven!



# What is **NOT** DDO?



Having Lots of dashboards does not make you data driven!





# What is **NOT** DDO?



Having BIG Data clusters does not make you data driven!



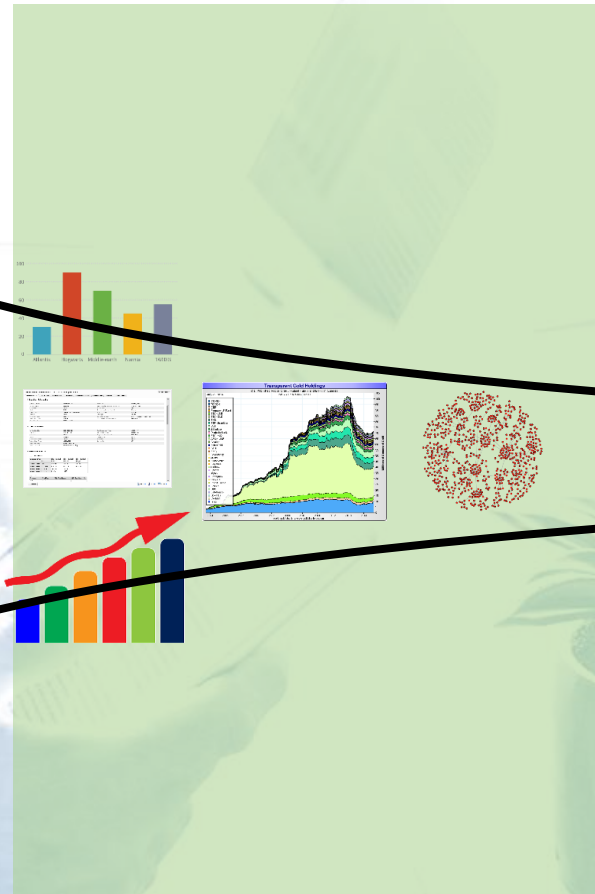
What really **IS** DDO?



# Data vs Information vs Insights



Input



**SO WHAT?**

Actionable Insights







# 4 Angles of Actionable Insights







# Do not get trapped in your Data and Reports



## Be an **Analytics Ninja** because ...







**Actions** drives business forward  
not data or reports!





# How to generate Actionable Insights?



<https://www.youtube.com/watch?v=tsq8tokyKSk>



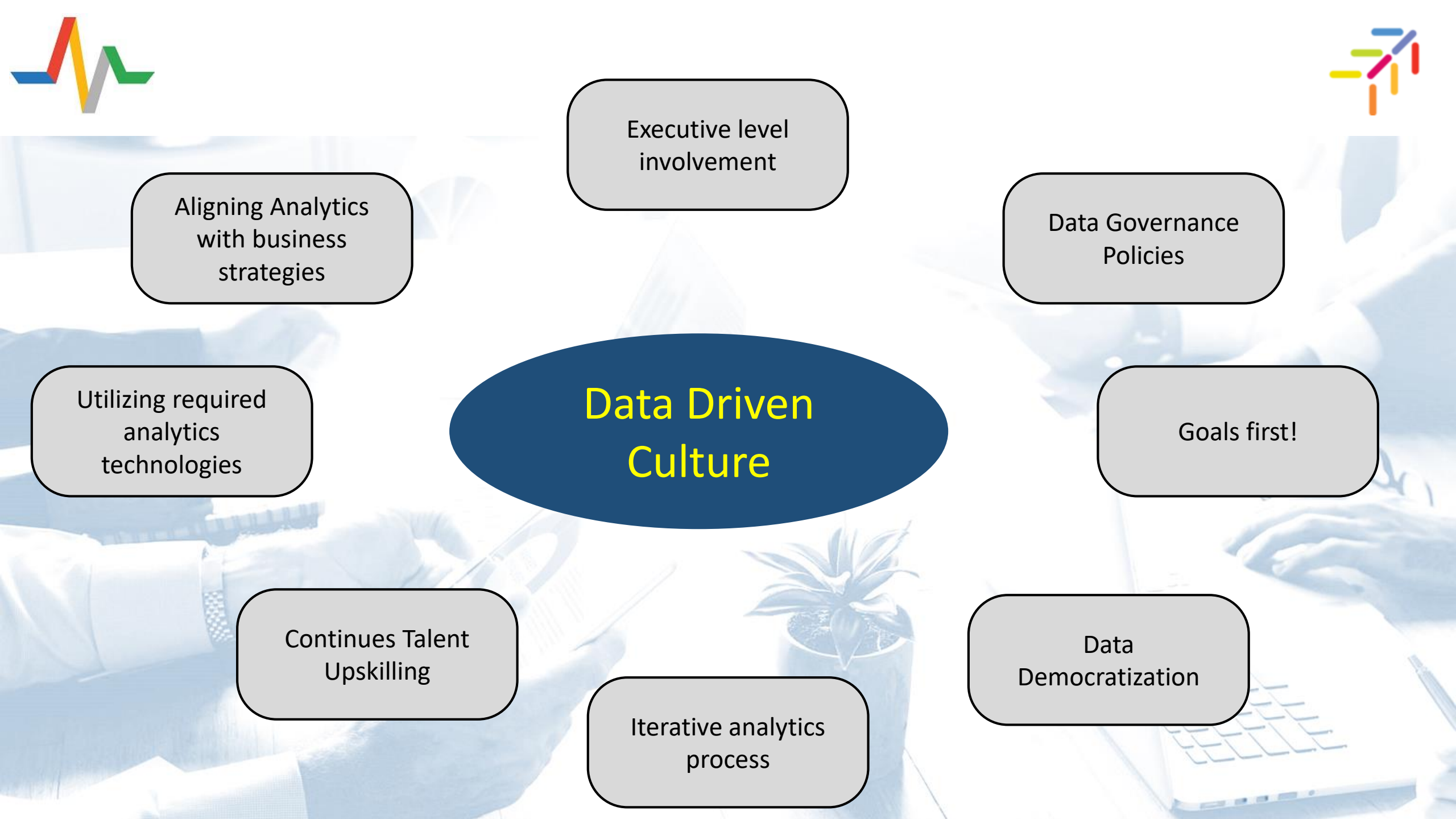


# What **is** DDO?



To become DDO, you need to create a **Data-Driven Culture** in your organization









**“Analytics is about the impact ...**

If you have brilliant insights and you did great research,  
and no one changes in your organization,  
You get zero credit!”



Ken Rudin  
Facebook Analytics VP

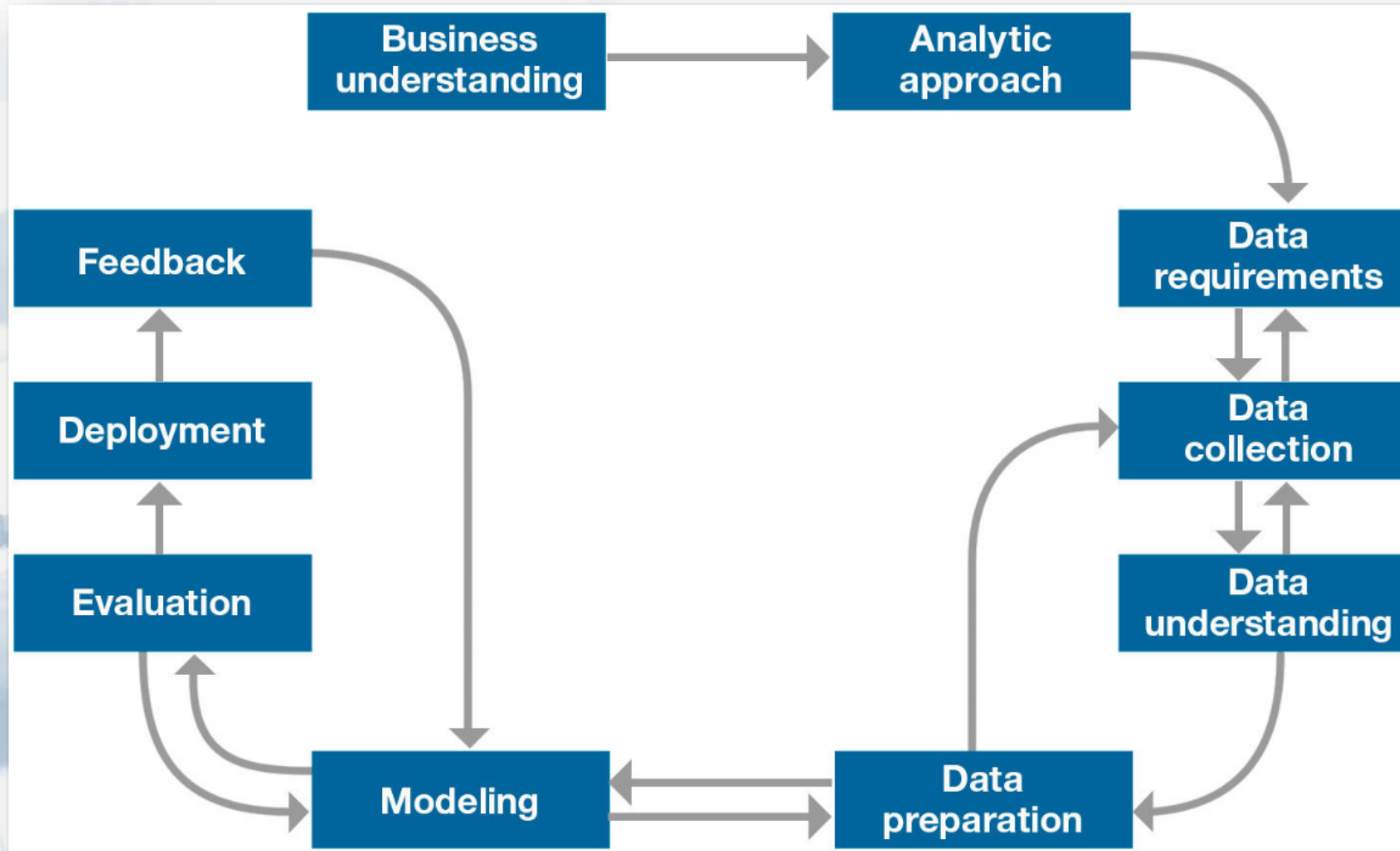


# What is **Data Science Methodology?**





# Data Science Methodology





# What skills you need to become **Data Scientist?**



# DATA SCIENCE SKILL SET

BASIS

CORE

ENABLEMENT

## TECHNICAL SKILLS

- CODING SKILLS
- HANDLING DATA
- COMPUTATIONAL TOOLS
- BASIC SOFTWARE DEVELOPMENT
- BIG DATA
- HIGH PERFORMANCE COMPUTING
- PARALLEL COMPUTING

*TECH-SAVVY*

## ANALYTICAL SKILLS

- ADVANCED STATISTICS & INFERENCE
- MODELLING & SIMULATION
- MACHINE LEARNING
- COMPUTER SCIENCE
- ADVANCED MATH
- DATA VISUALIZATION
- EXPERIMENT DESIGN
- RESEARCH EXPERTISE

*SCIENTIFIC PROBLEM  
SOLVING*

## BUSINESS SKILLS

- EVALUATION AND DEVELOPMENT OF BUSINESS CASES
- PROJECT MANAGEMENT
- BUSINESS PROCESSES
- CHANGE MANAGEMENT
- COMMUNICATION SKILLS
- LEADERSHIP SKILLS

*APPETITE FOR  
BUSINESS PROBLEMS*

<https://www.datasciencecentral.com/profiles/blogs/data-scientist-skill-set>





What we do in

Data  Corner



# How we help our clients to be DDO



**Ana** has already heard about the usefulness of Data Analytics, and she is curious to know how to apply it in her own company to boost its business performance. She wants to have a data driven organization



**Sara** wants to know what is her company's sentiment in social media? How customers talk about the products and services? What are the spaces to improve? And, what is the level of sentiment for other competitors?



**David** wants to build an in-house Data Science team in his company. So, he needs an effective upskilling plan aligned with the company's strategies and future analytics projects.



# Our Big Data Analytics Solutions

## Scenario #1 (Applied Analytics)

To help **Ana** having a data driven organization and boosting her business performance. In doing so, she needs to gain actionable insights through analyzing her company's data.



Analytics  
Awareness Workshop



Domain Study  
&  
Identifying Business Problems



Data Collection  
&  
Data Cleaning



Data Analysis



ETL  
Design & Implementation



Building  
Analytics War Room

- Descriptive Analysis
- Diagnostic Analysis
- Predictive Analysis
- Process Mining
- ONA
- Exploratory Analysis





# Our Big Data Analytics Solutions

## Scenario #2 (Sentiment Analysis)

To help **Sara** hearing the customers' voice through a comprehensive Social Media Analytics solution including Sentiment Analysis, Emotion Mining, Influencers Network, and Topic Detection.



Domain Study  
&  
Identifying target topics  
to analyze



Social Media  
Listening



Data Cleansing



Social Media Analysis

- Sentiment Analysis
- Emotion Mining
- Topic Modeling
- Influencers Detection
- Word Cloud Analysis



Updating the  
online dashboards



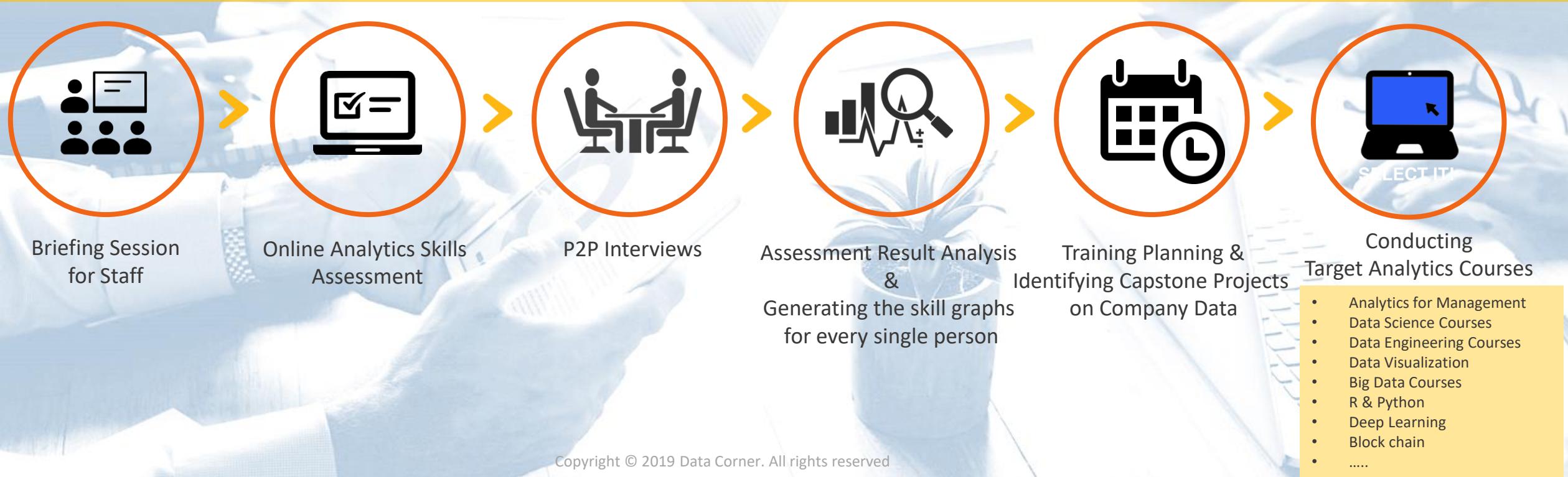
Generating  
Actionable Insights



# Our Big Data Analytics Solutions

## Scenario #3 (ATU Program)

To help **David** upskilling the analytics knowledge of his staff, and build an in-house data science team in his company. To this end, the first step is assessing the existing level of analytics skills, and then planning to fill the gaps.





## Contact us

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