ESALO

CLOUD COMPUTING

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Principal Data Strategist Solutions Architect for Latin America at Amazon Web Services.

Talks about #aws, #data, #analytics, #datadriven, and #awsdataengineer

Contact info

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Amazon Web Services (AWS)



Universidade de São Paulo













Data Strategy

Planning of technical capacities, data sharing and processes that allow to achieve business objectives that depend on data, creating directed actions by data.

Why to guide the company through Data? Data? Eduardo Aparecido Sereguata?











Better decisions

Respond to the unexpected

Improve the customer experience and engagement

Discover opportunities

Improve efficiency



Journey for data strategy

Working Backwards (working backwards)

Selection of business problems to address with initiatives that are driven by Data

Definition of benefits for business and vision of future - PR/FAQ

Prioritization initiatives that have impact for business and qualifying projects

Develop technical and data sharing capacities

Data Sharing

Technical Capacities

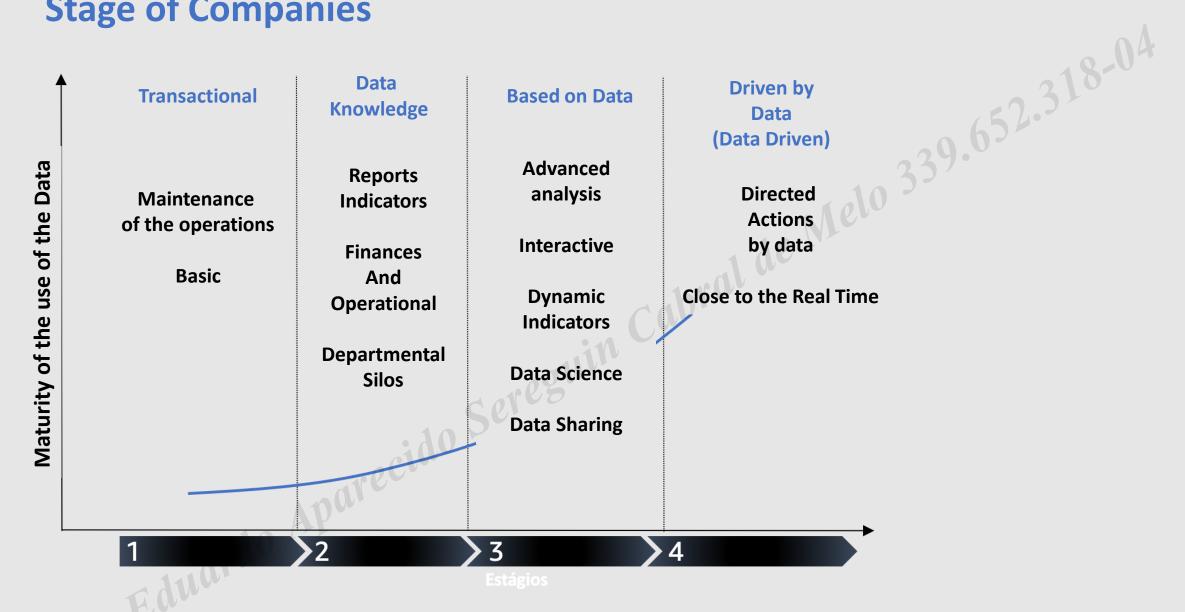
Define roles and responsibilities for the Data Driven culture

People

Benefits for Business



Stage of Companies



Qualifying Topics per stage Driven by Data



Caption



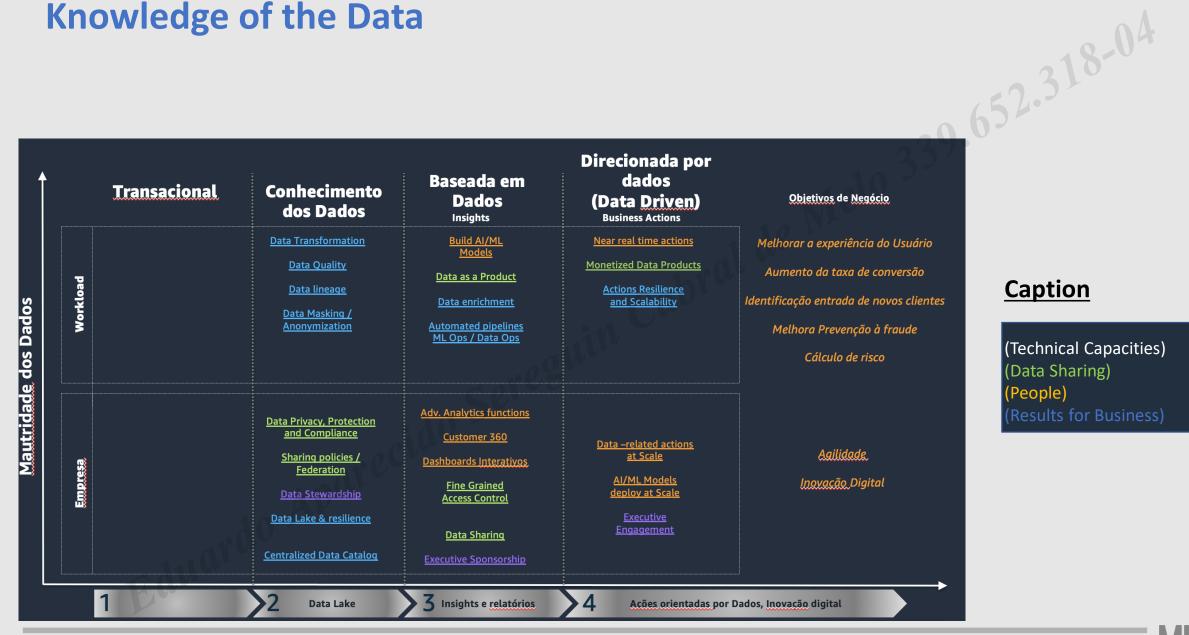
Qualifying Topics per stage Based on Data



Caption



Qualifying Topics per stage Knowledge of the Data



Caption



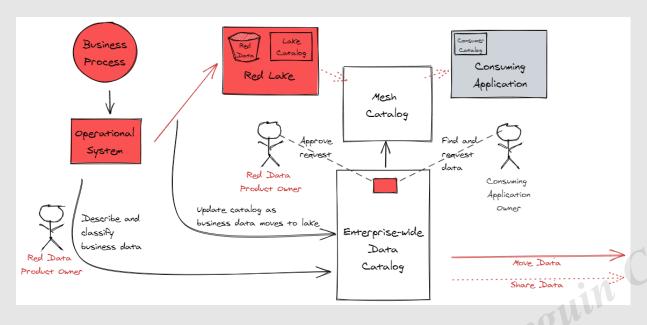
Qualifying Topics per stage Transactional



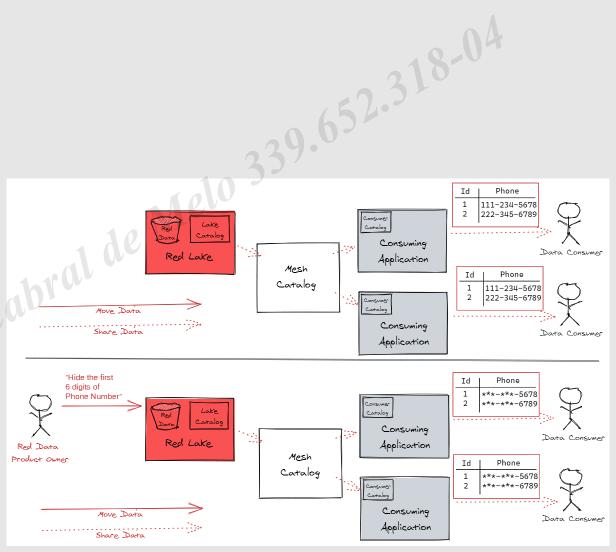
Caption



Data democratization Data Products





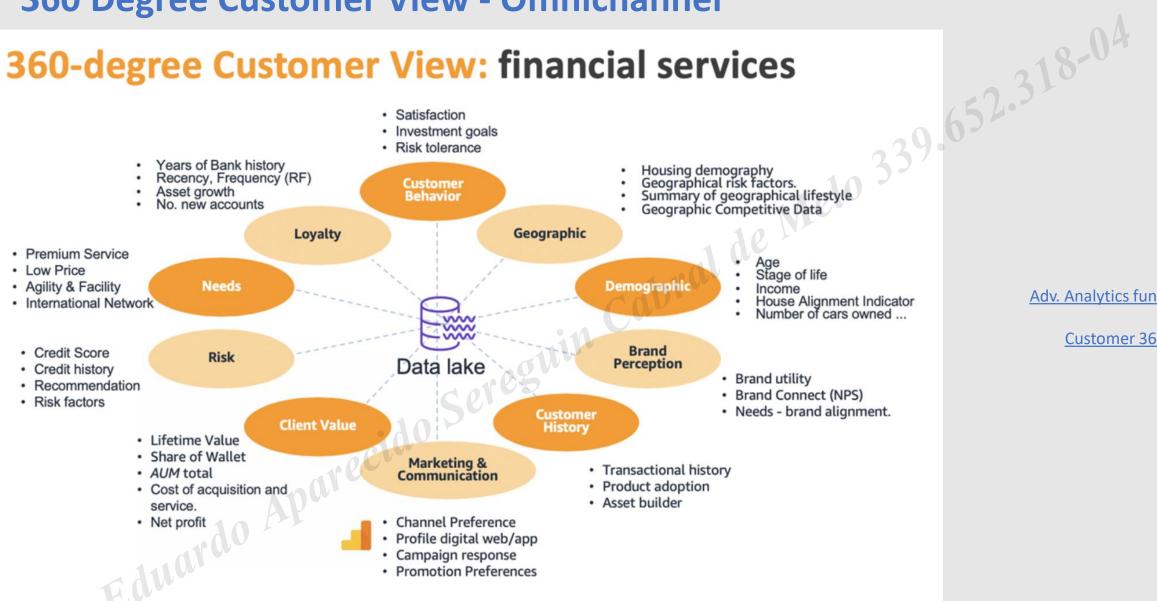


blog: https://aws.amazon.com/pt/blogs/big-data/how-jpmorgan-chase-built-a-data-mesh-architecture-to-drive-significant-value-to-enhance-their-enterprise-data-platform/



360 Degree Customer View - Omnichannel

360-degree Customer View: financial services



Adv. Analytics functions

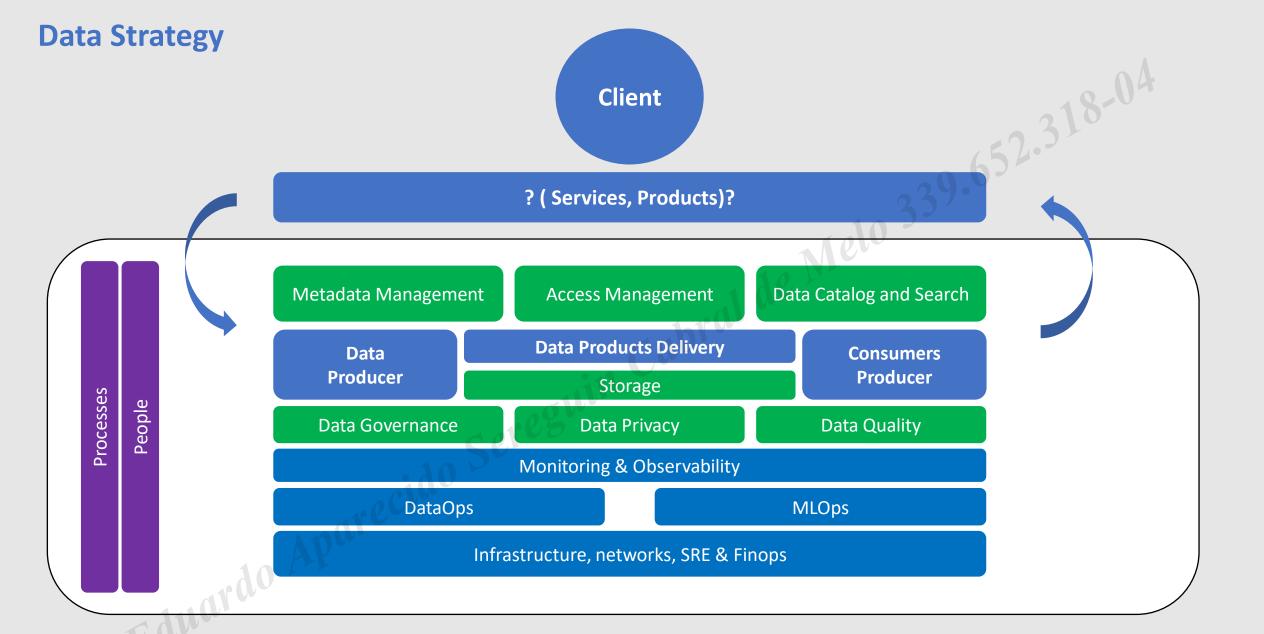
Customer 360

https://catalog.us-east-1.prod.workshops.aws/workshops/e9762329-33b6-46c1-a413-0cdc1725b869/en-US/introduction



Improvement of the User Experience Plan **Credit Analysis Anti-fraud of transactions Digital Contracts Qualifying Projects Multichannel Communication Actions in Real Time** Ai/ML Pipelines – Machine learning 360 Degree Customer View Data Lake + Data Sharing **Data Governance**

MBAUSP





AWS support to data strategy **End-to-End**



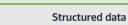
Data catalog

Crawls and catalogs your data; discover, prepare, and combine data for analytics and ML



Data governance

Centralized authorization layer to define data sources and data access & security policies



Data that are highly normalized with common schema and stored in relational databases. powering transactional line-of-business applications



Sensors

LOB

applications

Semistructured data

Data that contain identifiers without conforming to a predefined schema



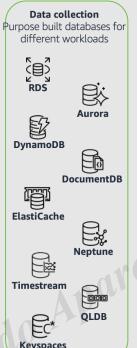
Email

Videos

POS

Unstructured data

Data that do not conform to a data model and are typically stored as individual files





Streaming

Ingests data that are generated from multiple sources such as log files, telemetry, mobile applications, and social networks



Amazon

Amazon S3 data lake

Cloud-scale centralized and scalable architecture that enables enterprise data science



Analytics

Leverage data warehouses, Spark, and graph databases to gain insights from your data









Amazon Neptune

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And data stored in the data lake can also be made directly searchable and queryable









Machine Learning

Storing data in an Amazon S3 data lake enables customers to leverage predictive or prescriptive analytics; perform ad-hoc analyses; and use AI/ML for automation and efficiency



Amazon











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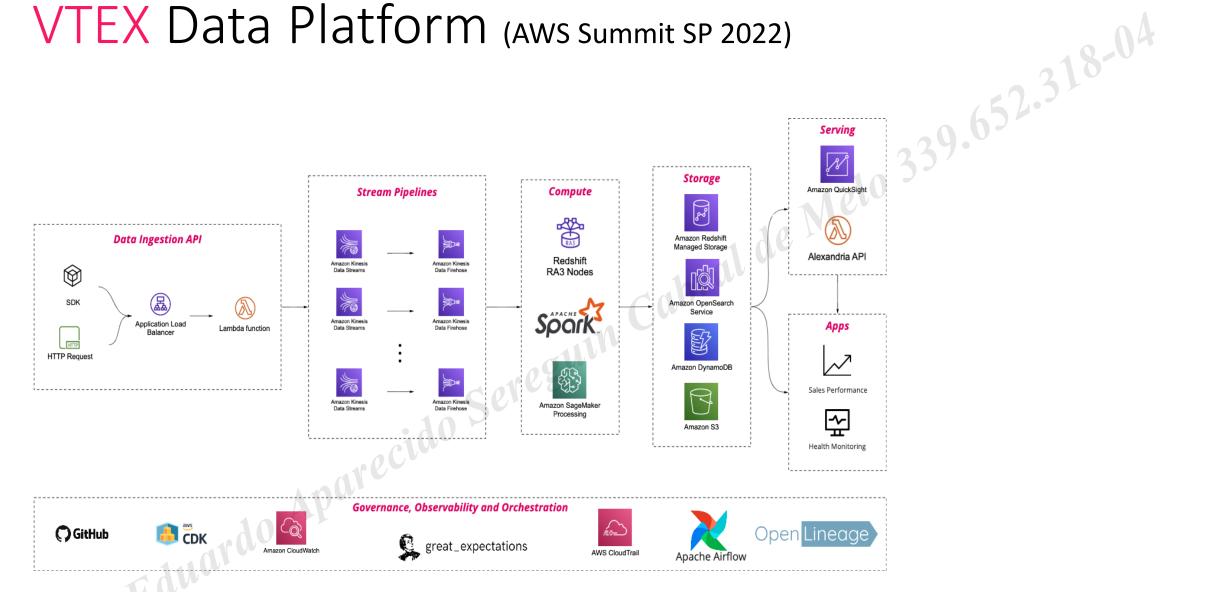




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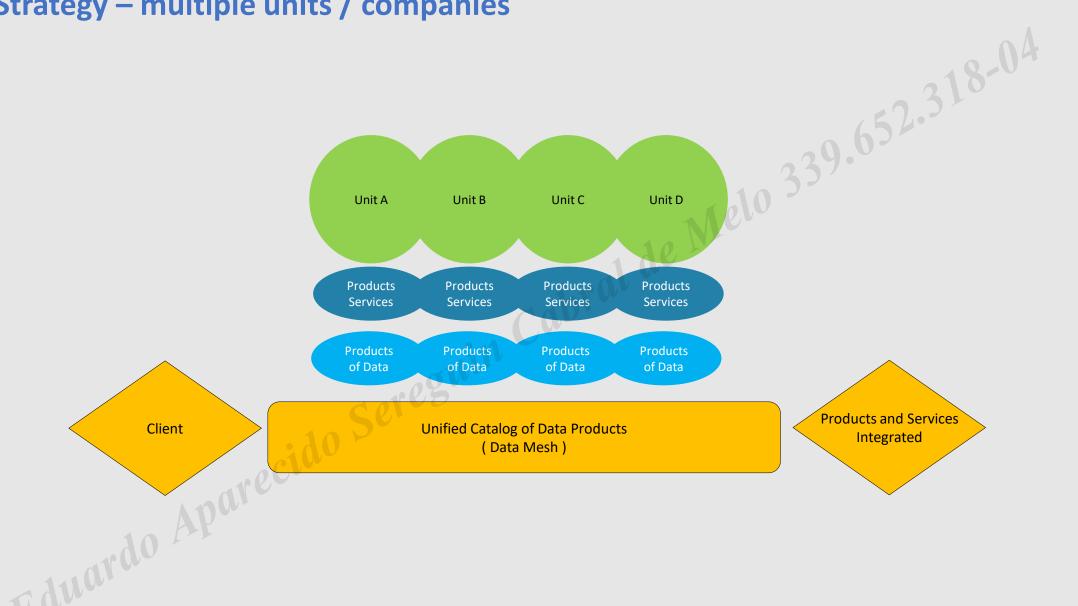
MBAUSP

VTEX Data Platform (AWS Summit SP 2022)

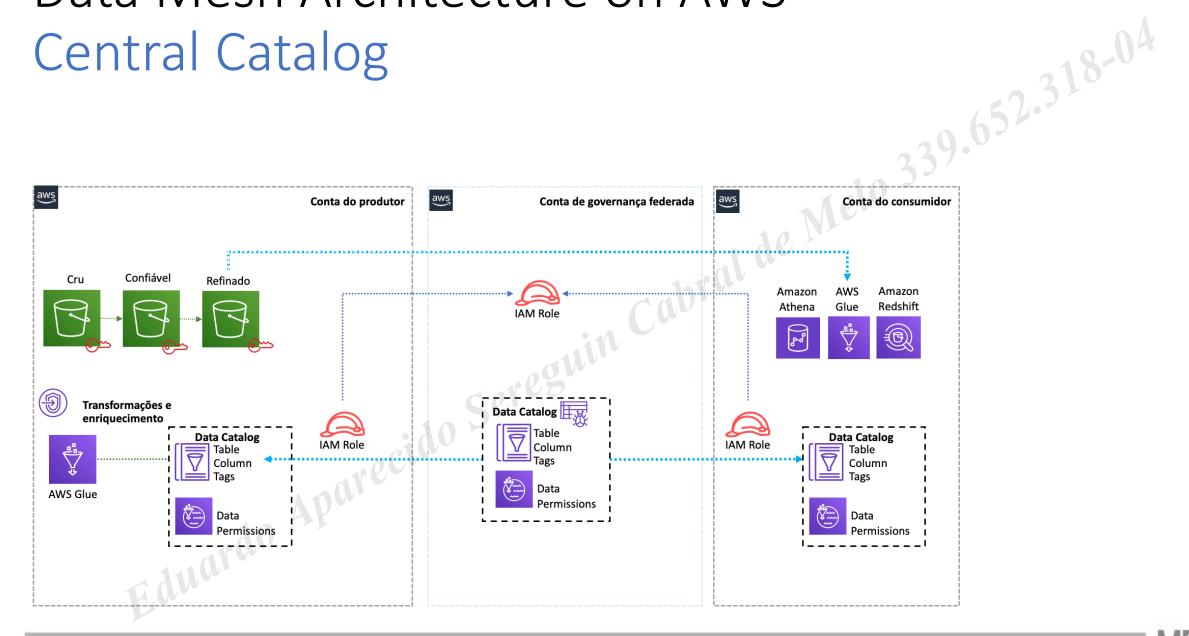




Data Strategy – multiple units / companies



Data Mesh Architecture on AWS Central Catalog





Obrigado

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