

**MBA
USP
ESALQ**

CLOUD COMPUTING

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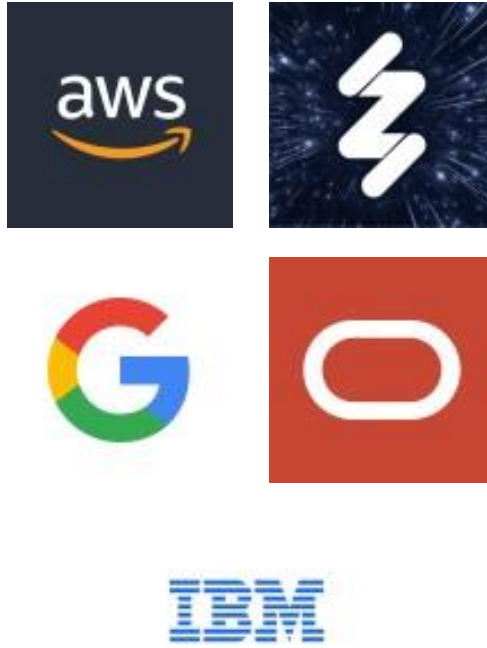
Message

View in Sales Navigator

More

-  Amazon Web Services (AWS)
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2.318-04



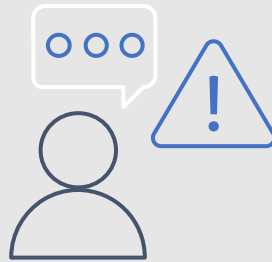
Data Strategy

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

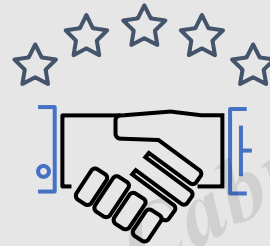
Why to guide the company through *Data*?



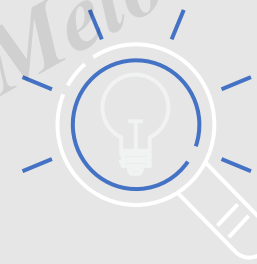
Better
decisions



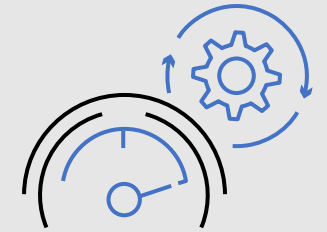
Respond to the
unexpected



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

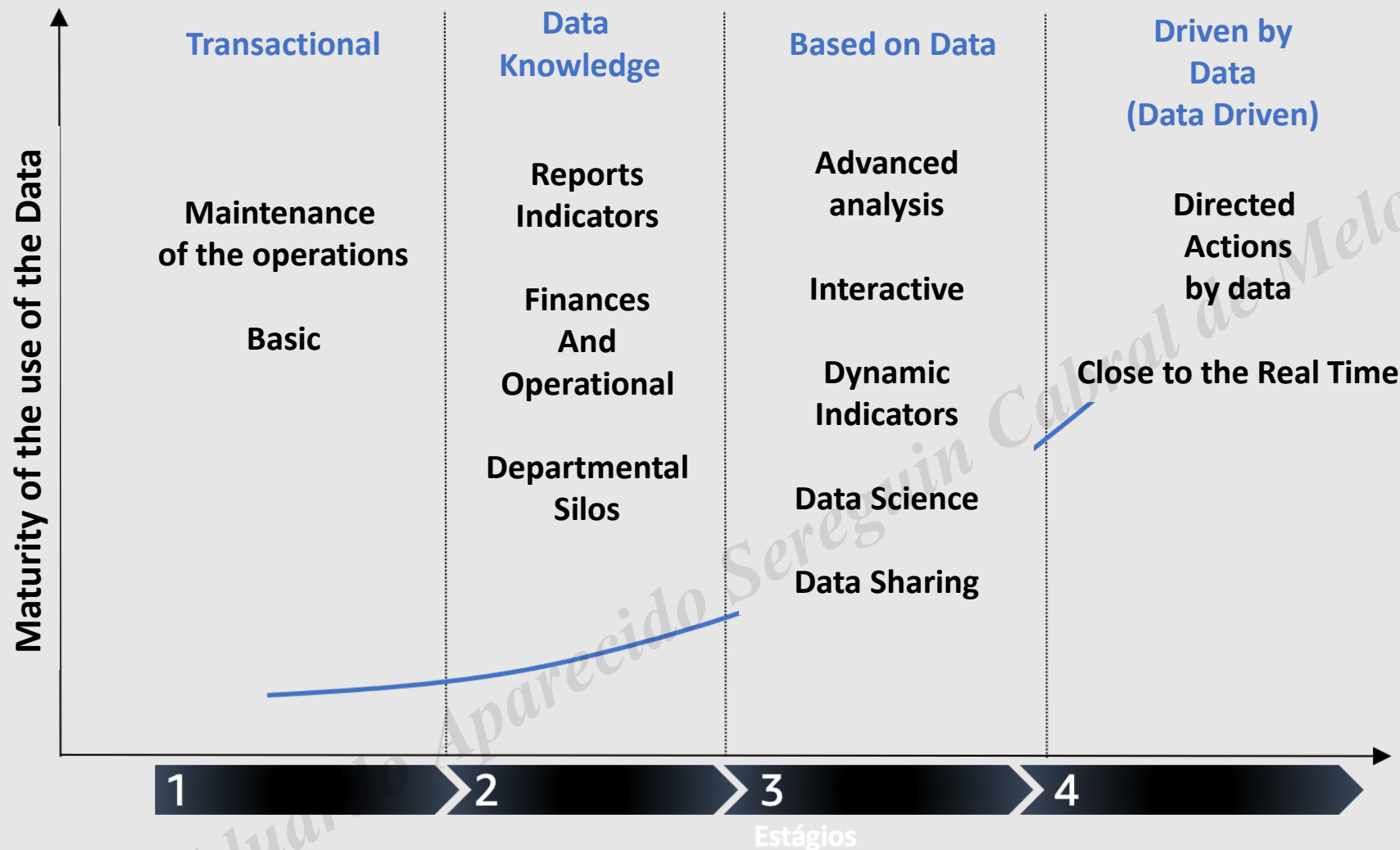
Technical Capacities

Define roles and responsibilities for the *Data Driven* culture

People

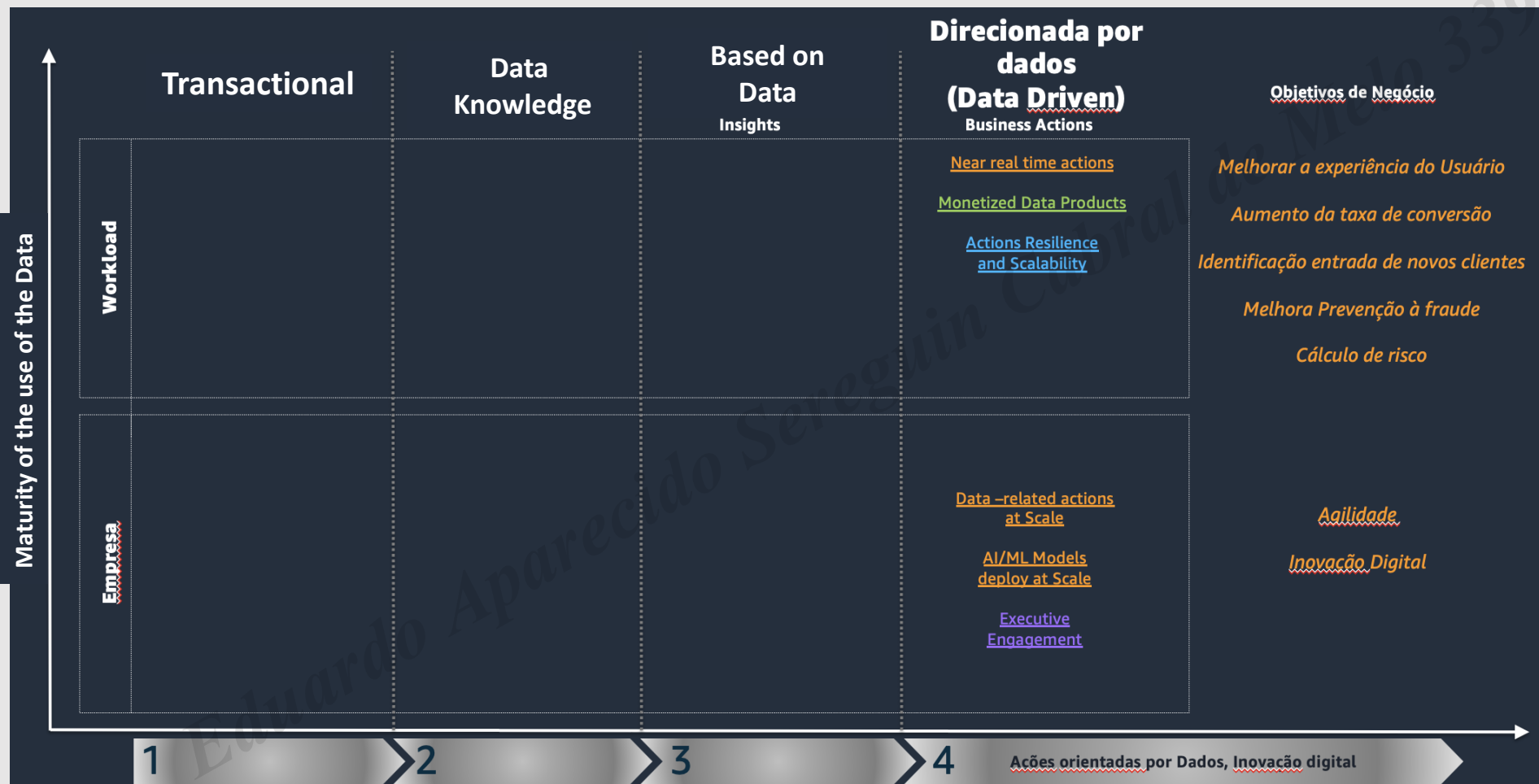
Benefits for Business

Stage of Companies



Qualifying Topics per stage

Driven by Data



Caption

(Technical Capacities)
 (Data Sharing)
 (People)
 (Results for Business)

Qualifying Topics per stage

Based on Data



Caption

(Technical Capacities)
(Data Sharing)
(People)
(Results for Business)

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Qualifying Topics per stage

Knowledge of the Data



Caption

(Technical Capacities)
(Data Sharing)
(People)
(Results for Business)

Qualifying Topics per stage

Transactional



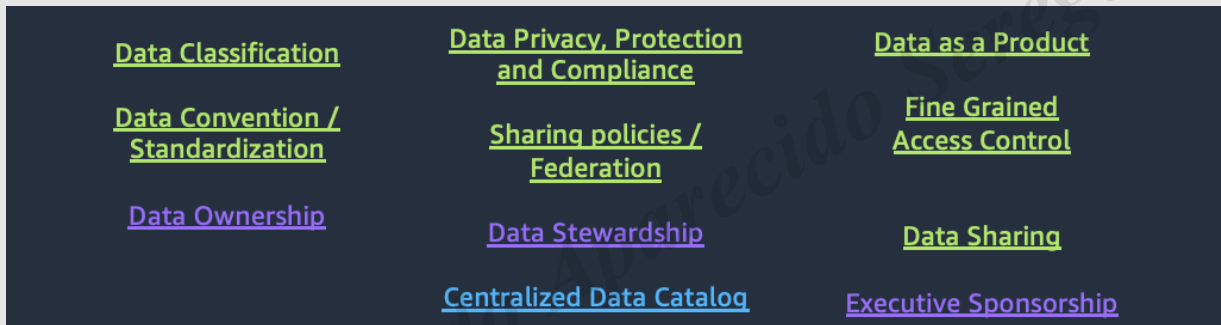
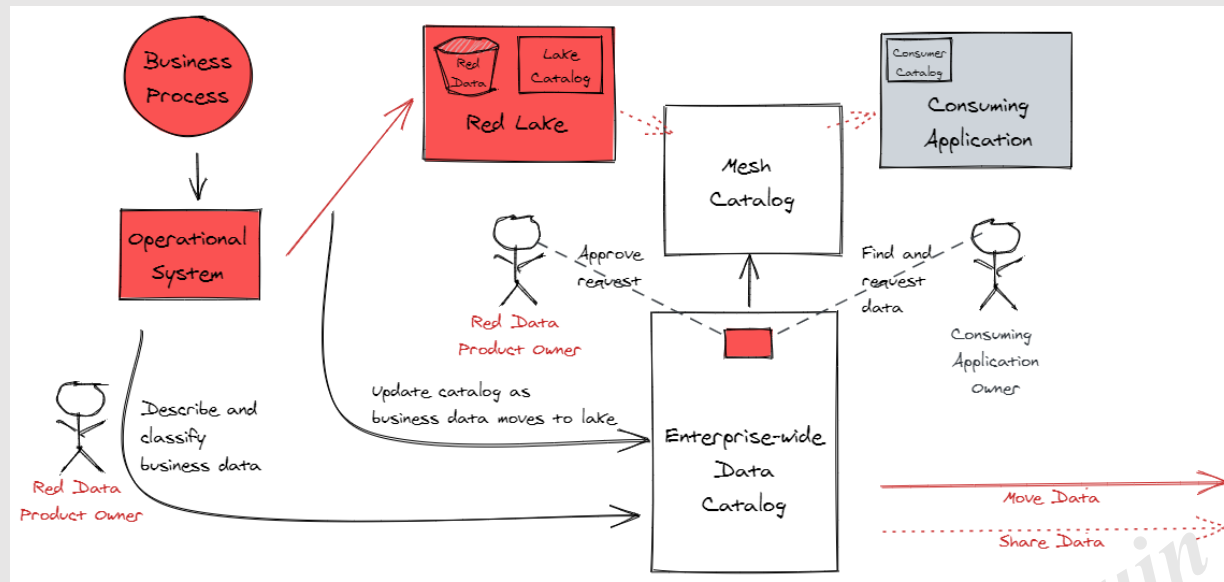
Caption

(Technical Capacities)
(Data Sharing)
(People)
(Results for Business)

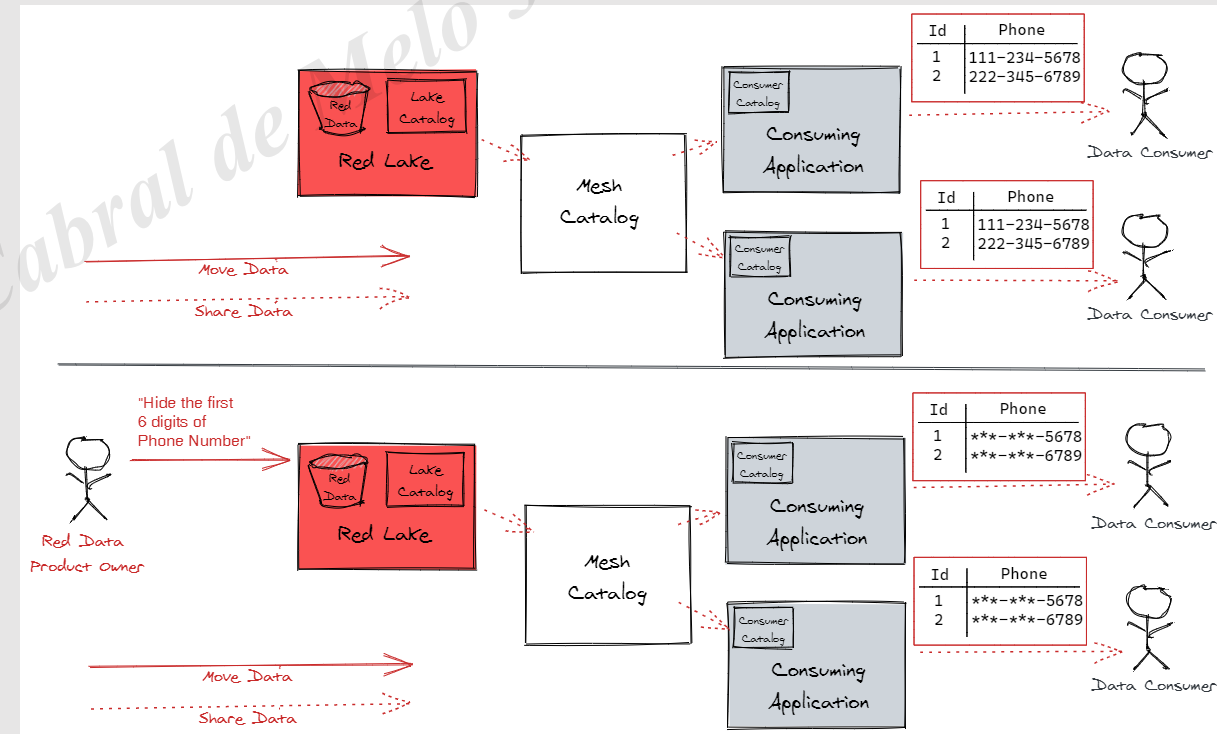
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Data democratization

Data Products

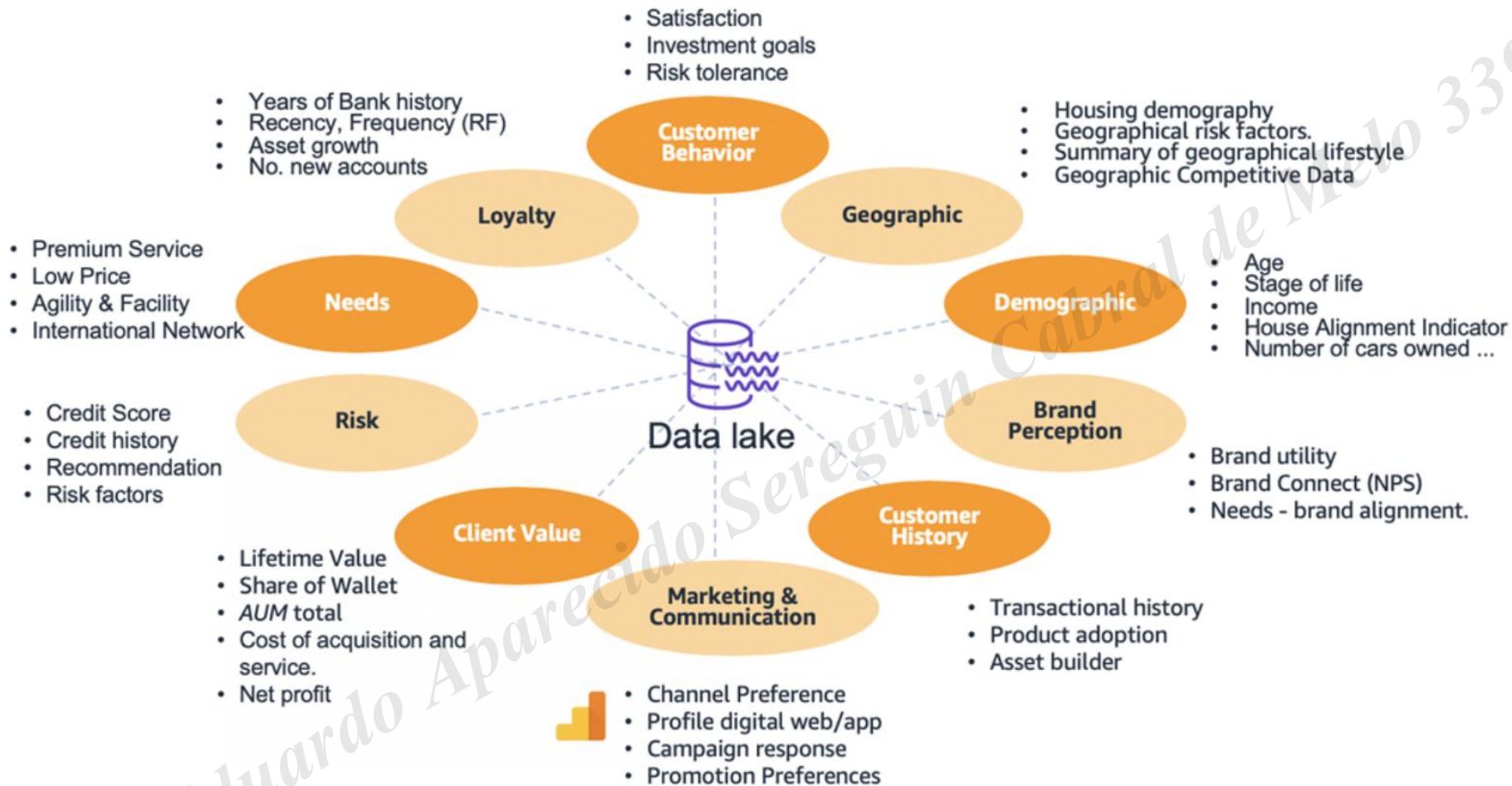


blog: <https://aws.amazon.com/pt/blogs/big-data/how-jpmorgan-chase-built-a-data-mesh-architecture-to-drive-significant-value-to-enhance-their-enterprise-data-platform/>



360 Degree Customer View - Omnichannel

360-degree Customer View: financial services



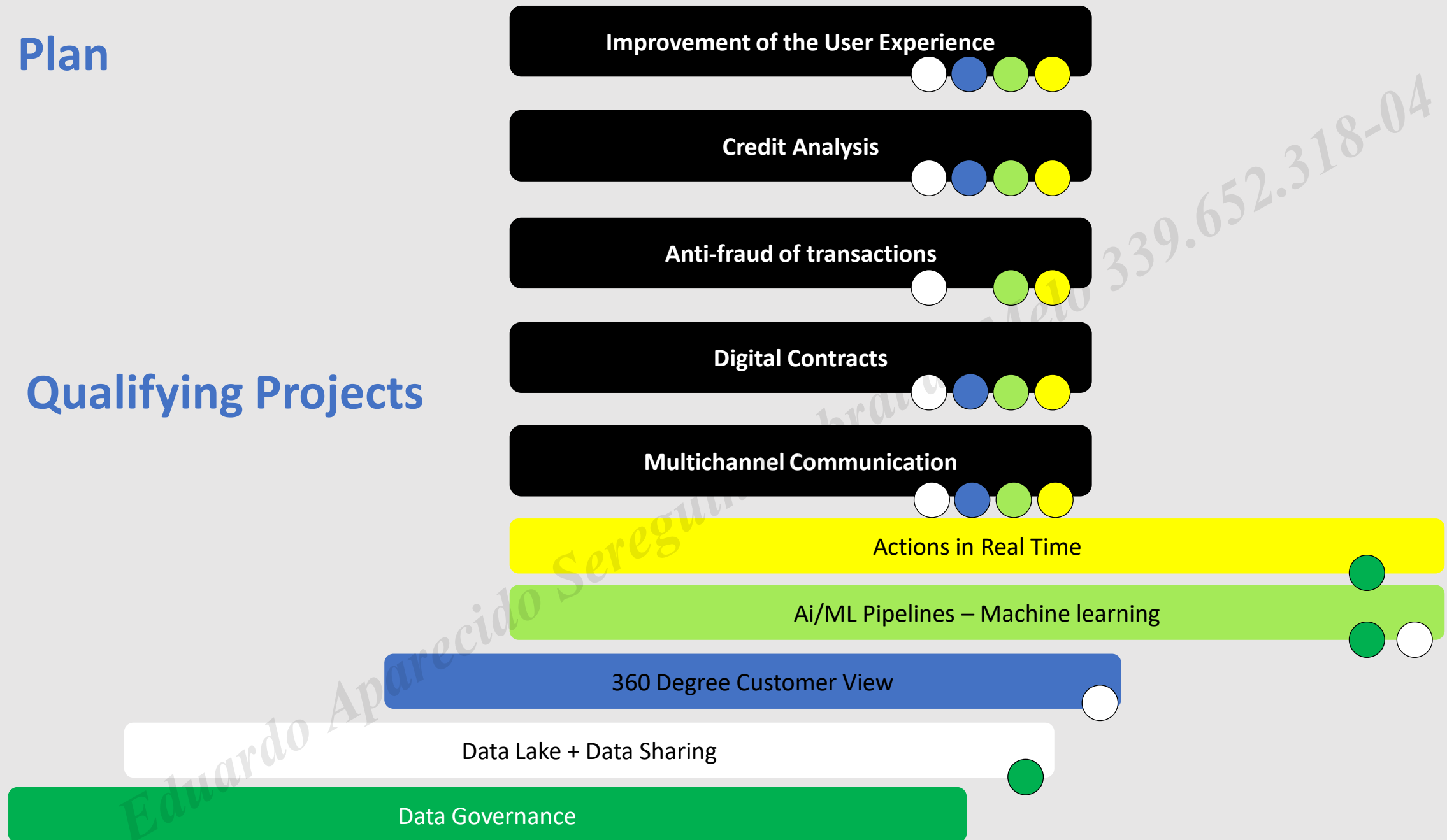
[Adv. Analytics functions](#)

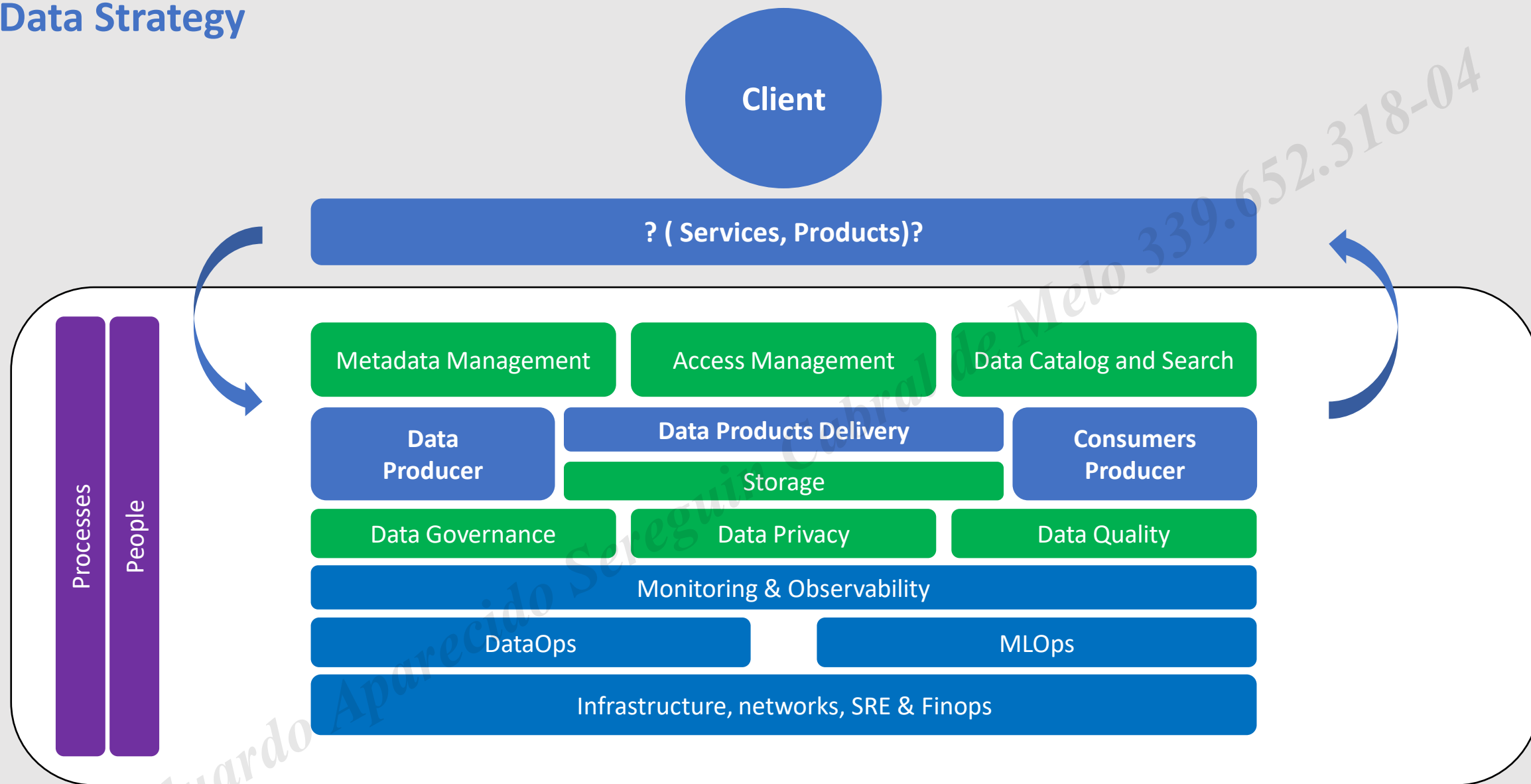
[Customer 360](#)

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

Plan

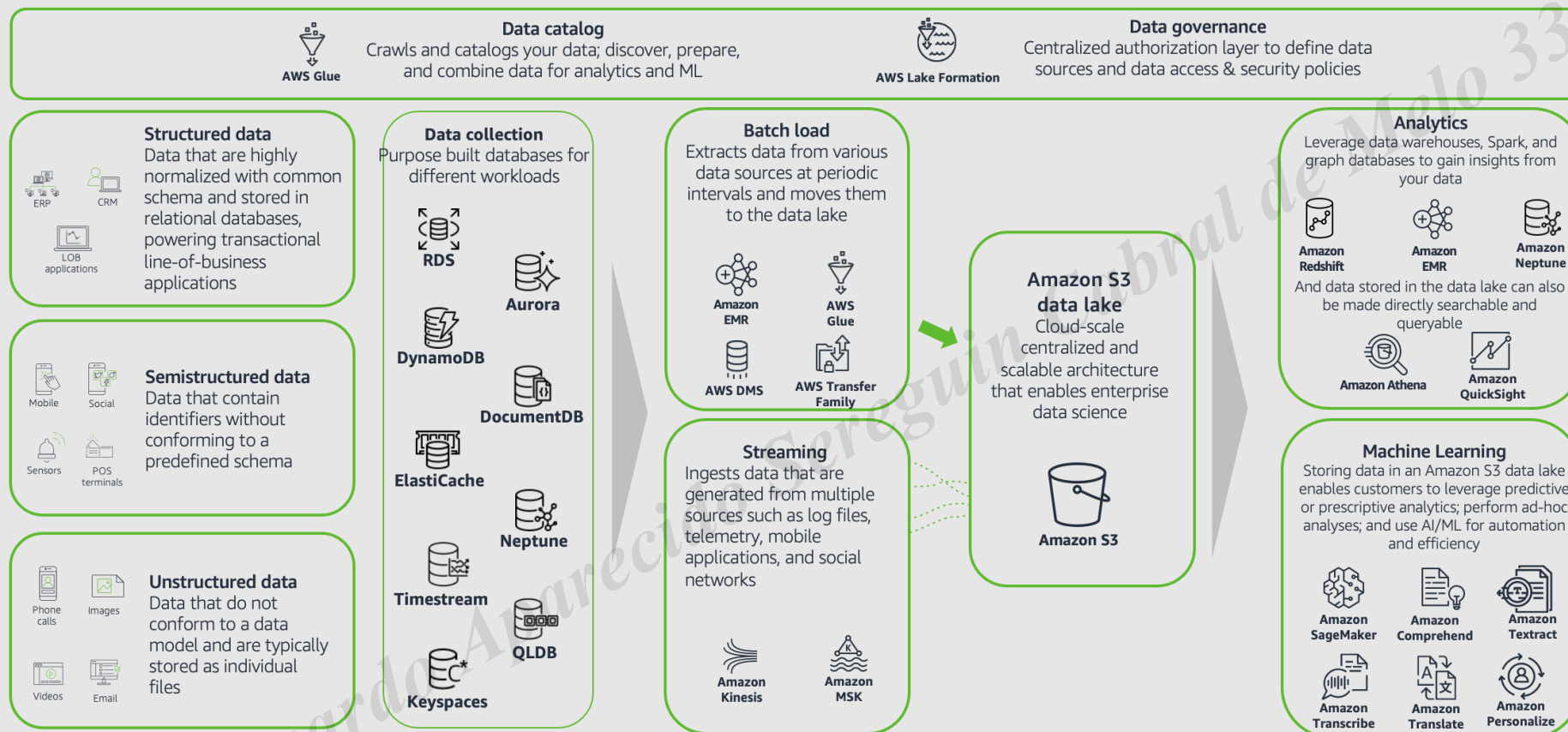
Qualifying Projects





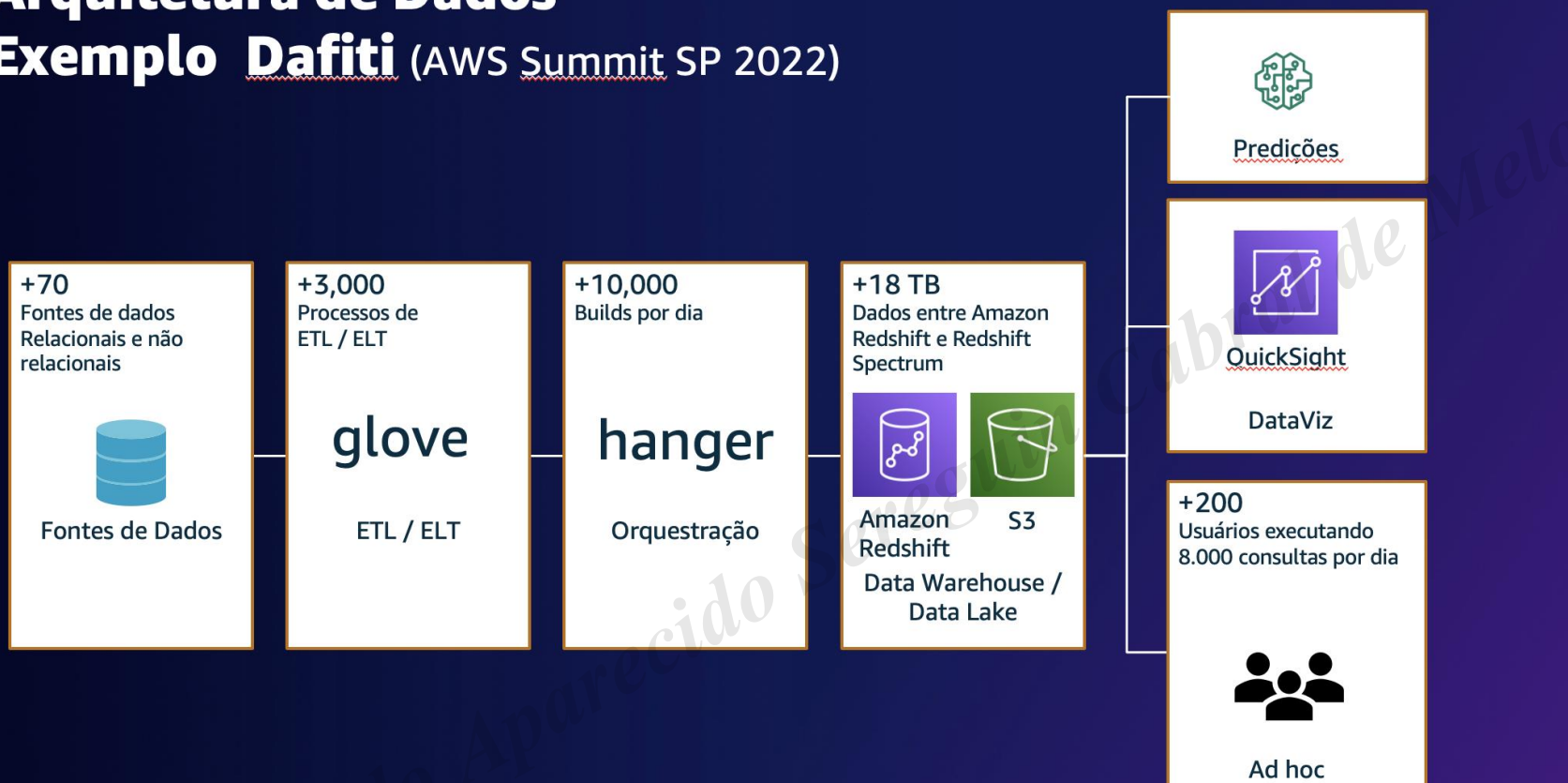
AWS support to data strategy

End-to-End

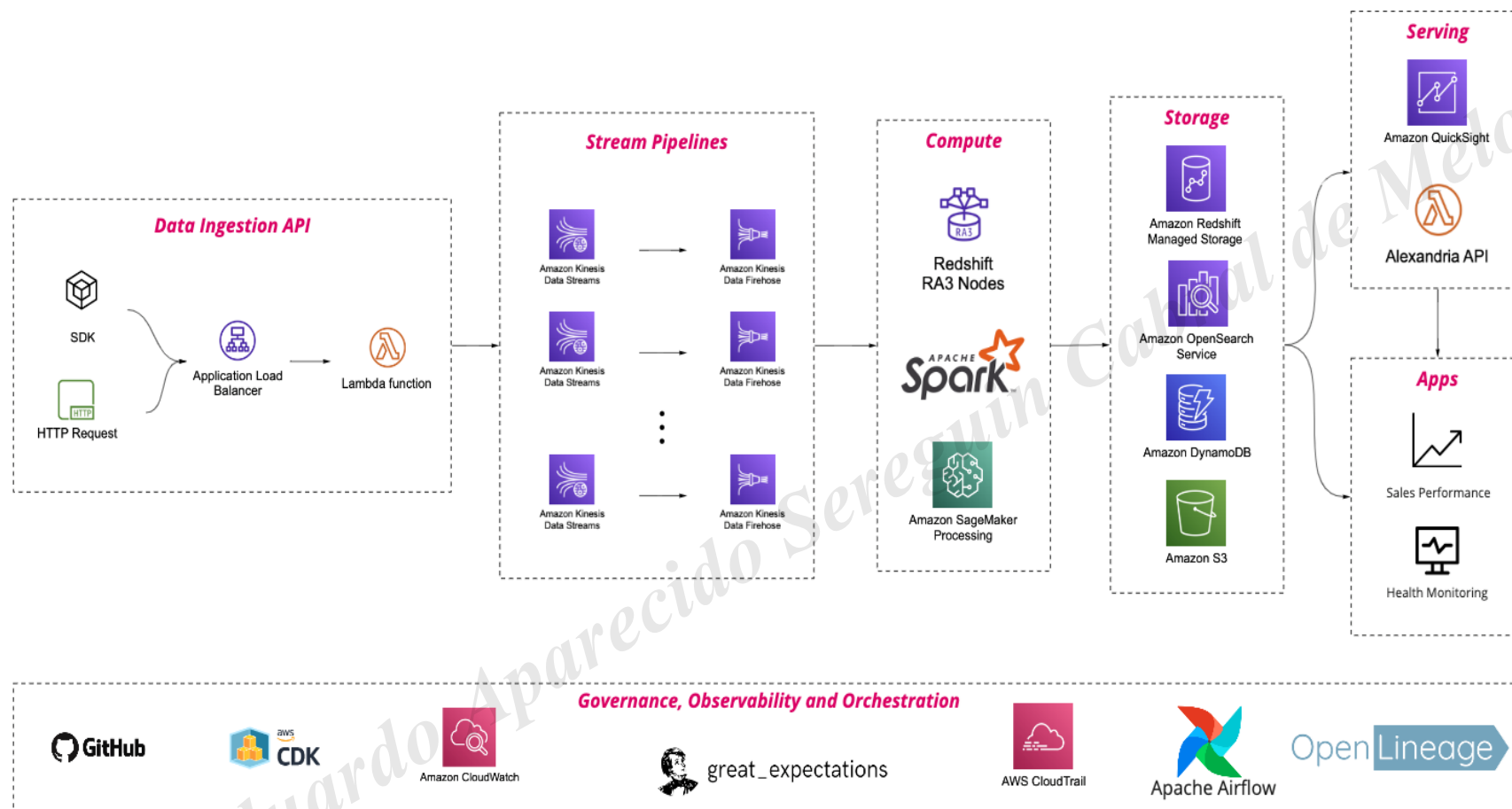


Arquitetura de Dados

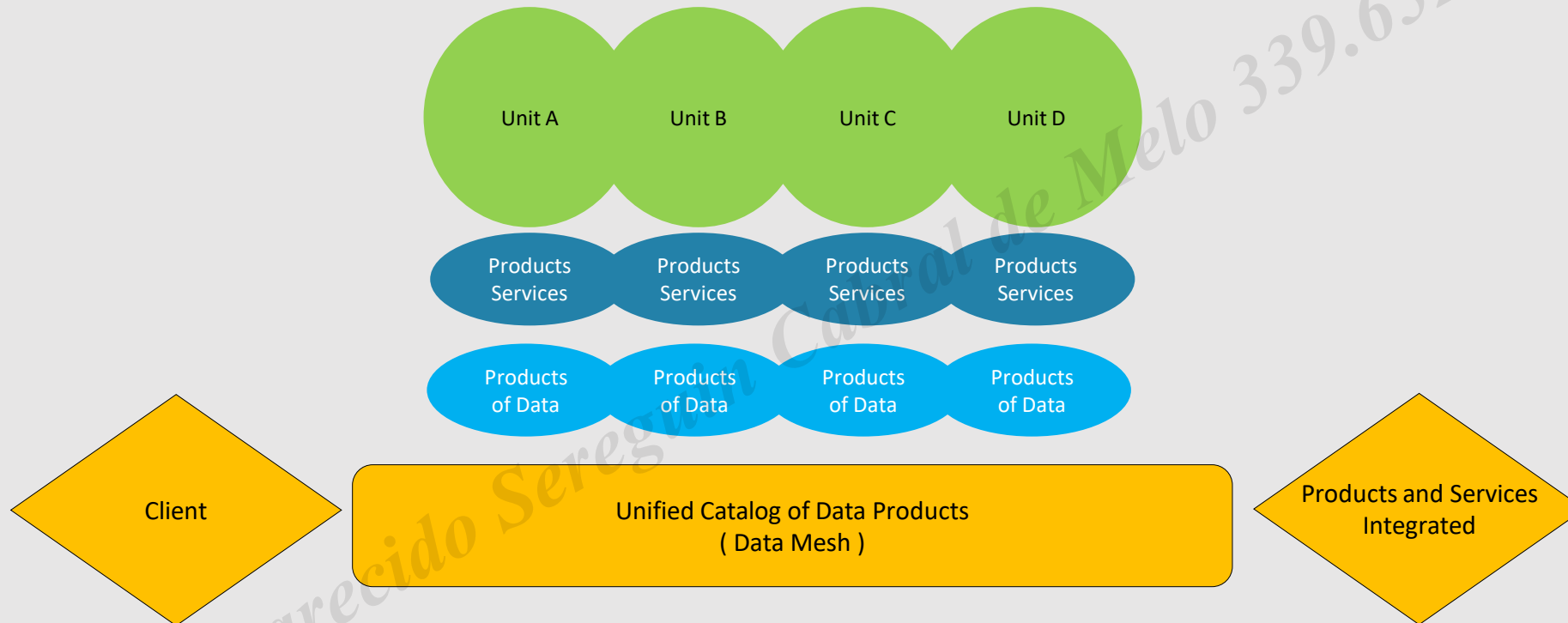
Exemplo Dafiti (AWS Summit SP 2022)



VTEX Data Platform (AWS Summit SP 2022)

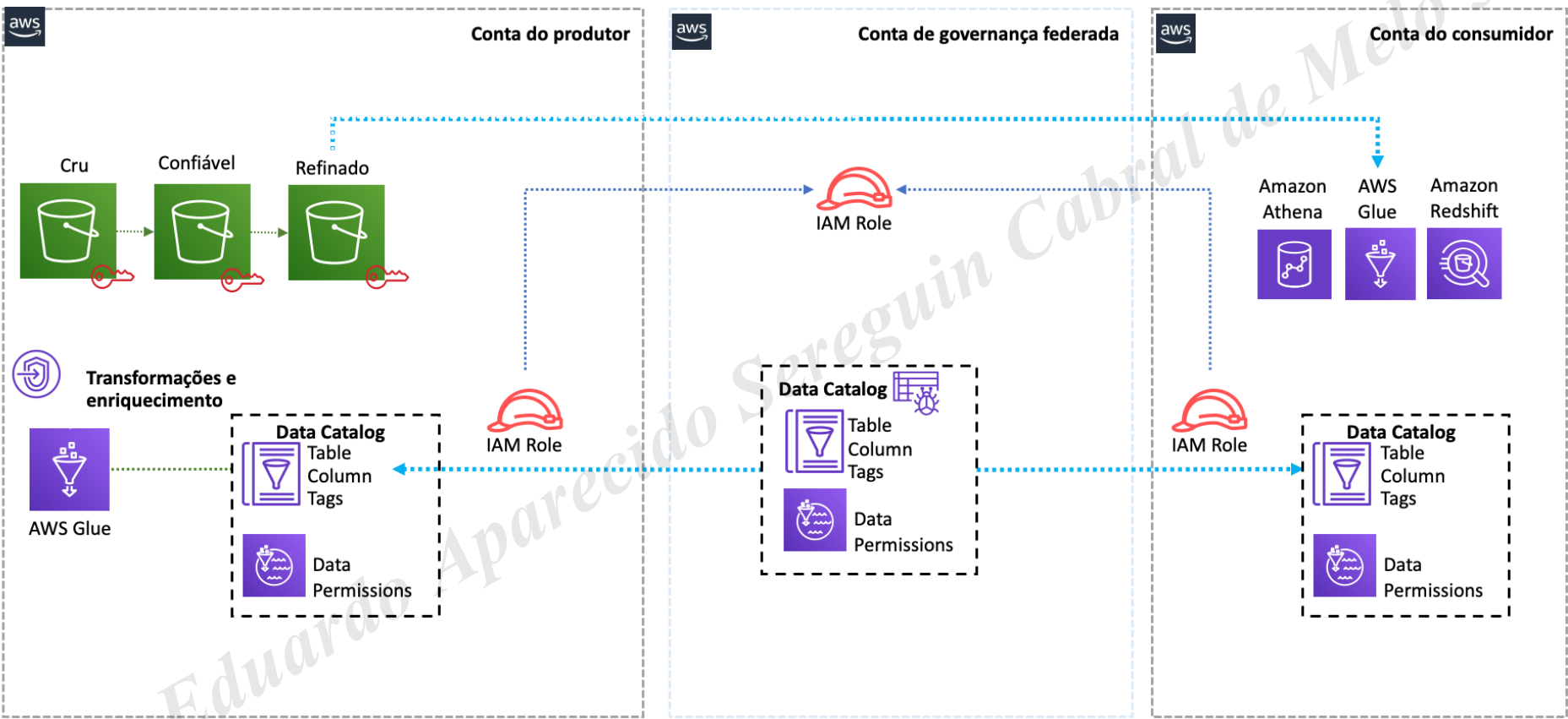


Data Strategy – multiple units / companies



Data Mesh Architecture on AWS

Central Catalog



Obrigado

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