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Characteristics of Single View Use Cases

The next logical category is Single View. A lot of times, the use cases that fit under this category are driven by the desire to build dashboards to watch priorities and KPIs end-to-end. More specifically, if you notice that the business is struggling with:

- **Storage fragmentation**, where the company already stores the data it needs, but the data is scattered across many heterogenous platforms
- **Customer blind spots**, where the business leadership only sees a subsection of customer interactions
- **Incomplete failure analysis**, where it becomes difficult to identify root causes across multiple business touch points
- **Imperfect collaboration**, where different groups within the same enterprise routinely ask other groups for data,

you can be fairly certain that a Single View approach should be your next step in unlocking the business value of big data.

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