

WELCOME
TO THE
DATA AGE

Innovating with Data

Alex Campos | ac@cloudera.com

[@campossalex](#)



What's the expiration date
of your company?



EVIDENCE

STORE CLOSING



BLOCKBUSTER VIDEO

EVIDENCE

4111

ALL PREVIOUSLY VIEWED
DVD's
\$9.99
OR LESS!

STORE CLOSING
EVERYTHING
10:30

ALL PREVIOUSLY VIEWED
DVD's
\$9.99
OR LESS!

ENTIRE
STORE
ON
SALE

NOTHING
HELD
BACK!

ENTIRE
STORE
ON
SALE



EVIDENCE



EVIDENCE



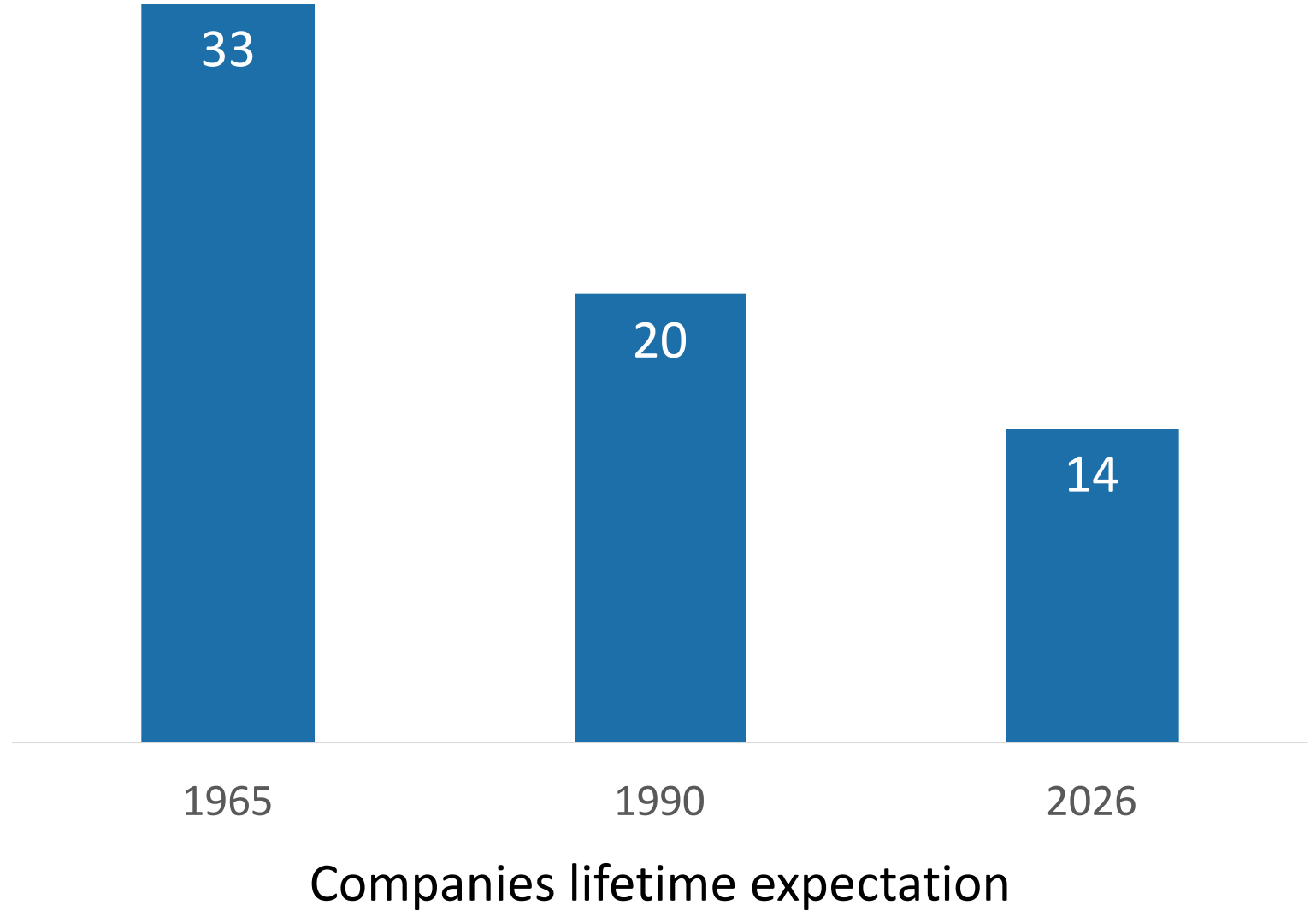
EVIDENCE

Now let's talk seriously...

**What's the expiration date
of your company?**

Why Half of the S&P 500 Companies Will Be Replaced in the Next Decade

S&P turnover



S&P
turnover

Focus on
Today

Startups
Threat



Jump in with everyone else.
Or jump right.

**But,
from expectation to reality...**









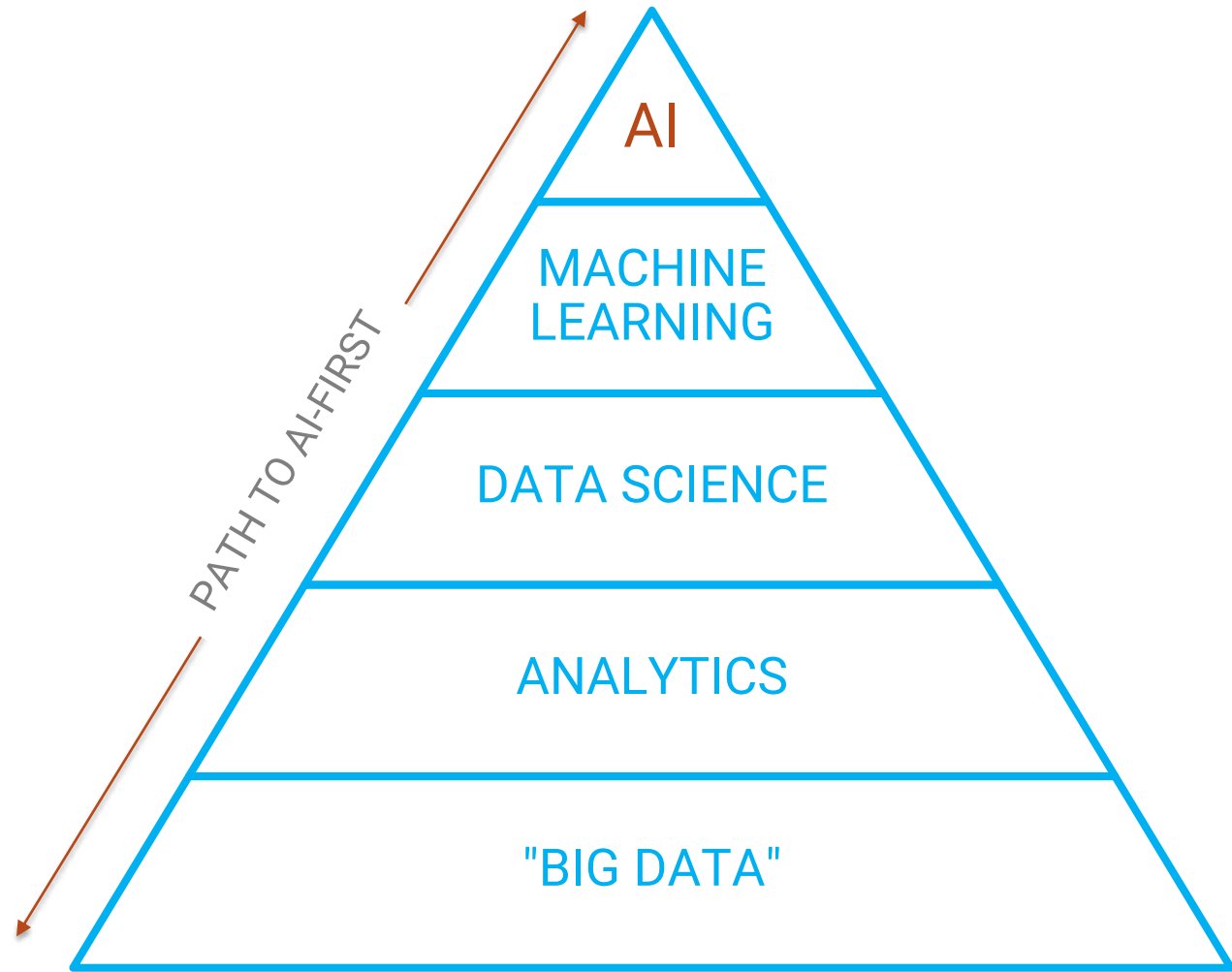
Strategy Execution Success



**So,
what's the secret sauce?**

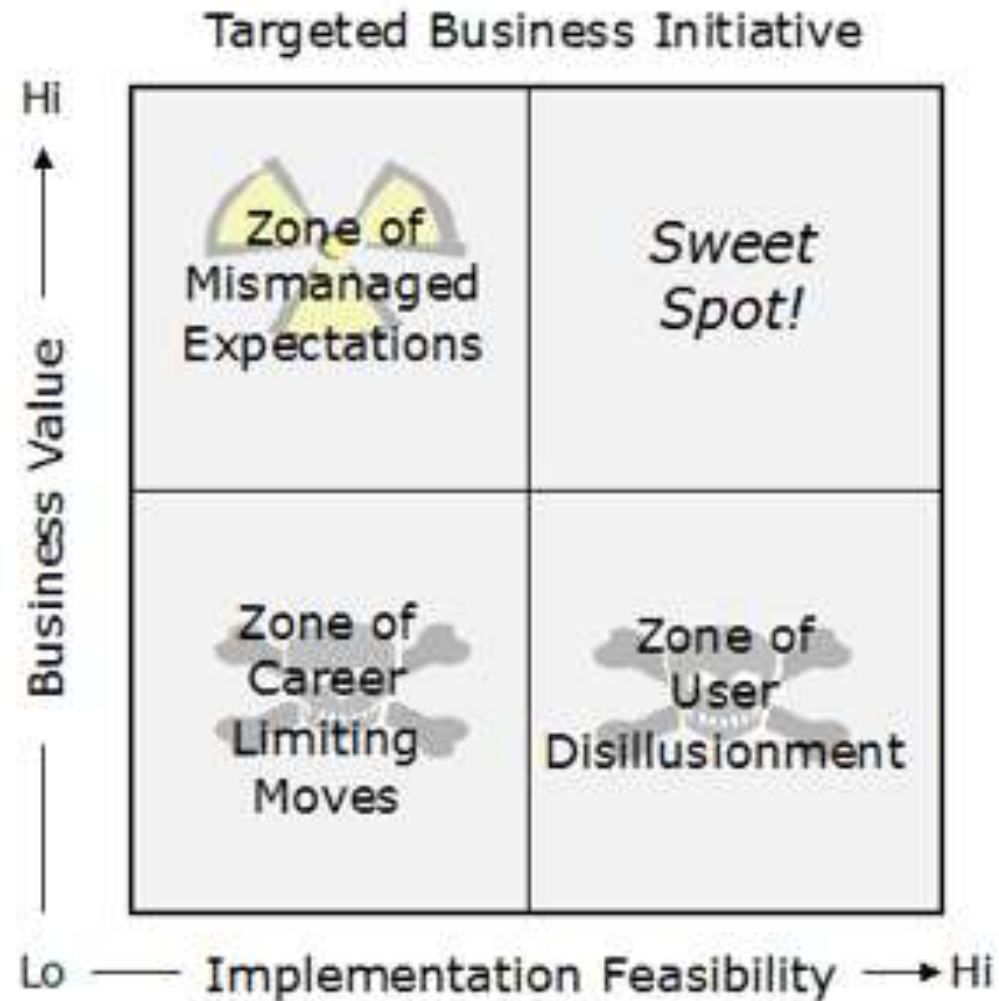
There is no secret sauce...

Smart Roadmap



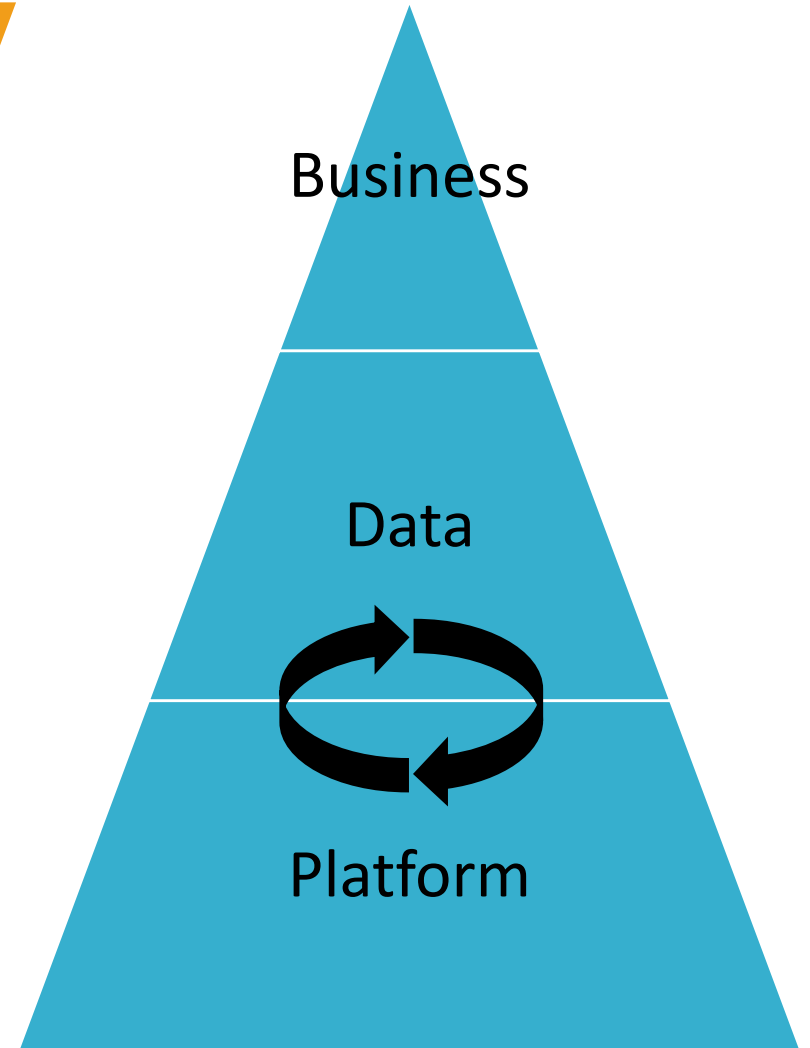
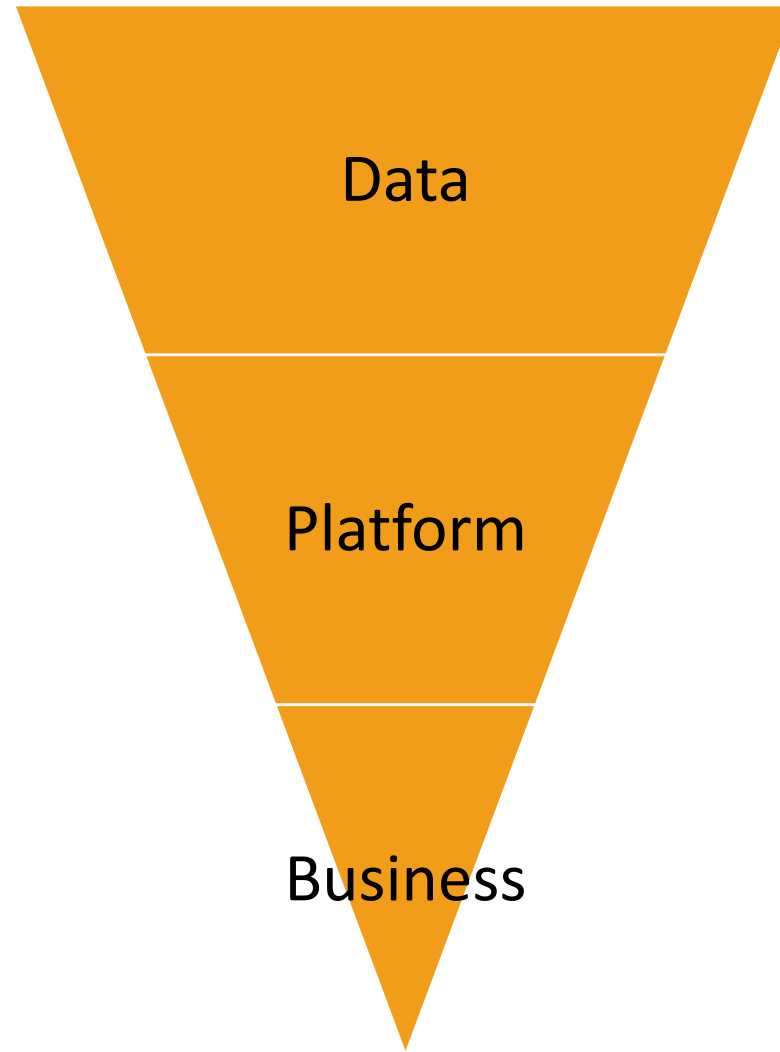
Data science and machine learning hierarchy of needs

Smart Roadmap

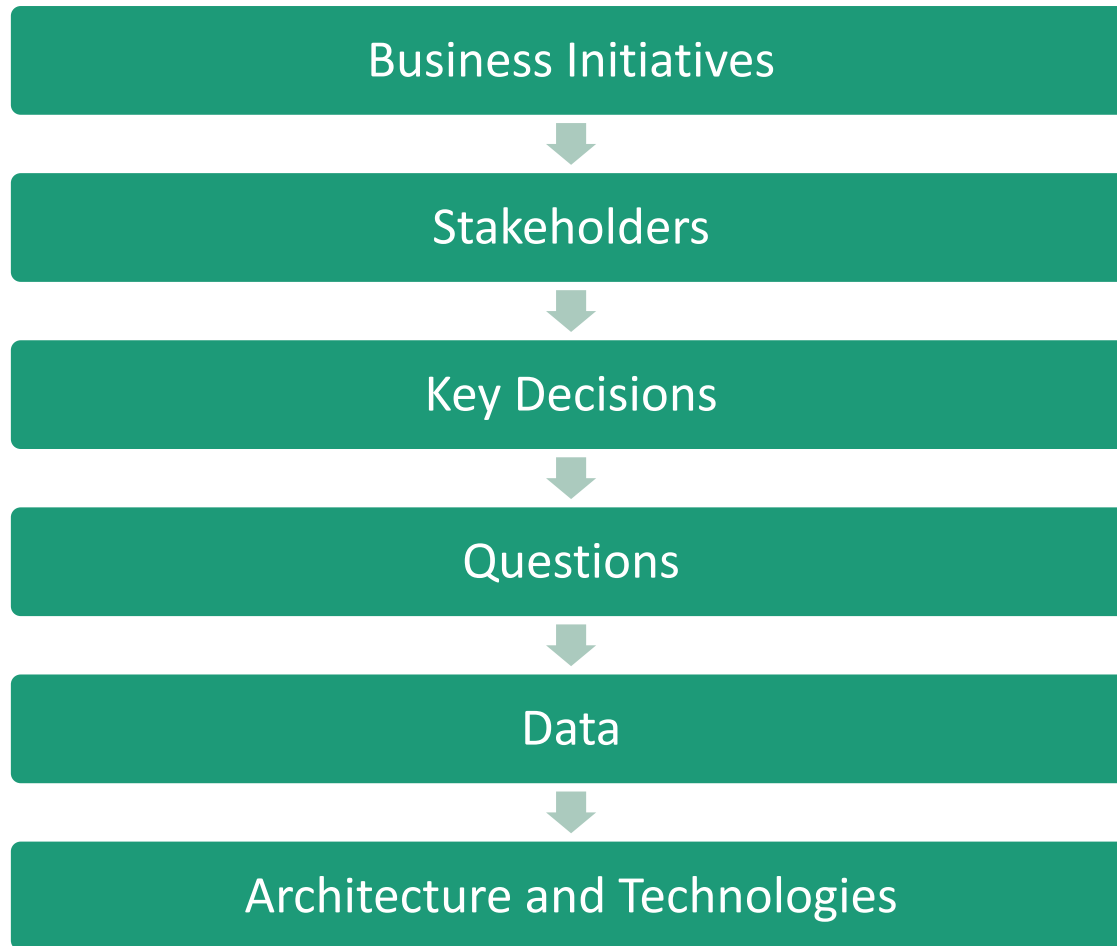


Prioritization Matrix

**Align with
Business
Needs**



Align with Business Needs



Start with the end in mind

Align with Business Needs



DATA COLLECTION
(ETL)



DATA PROCESSING



DATA STORAGE



DATA VISUALIZATION

**Use Case
Factory**

Data

Analytics Capabilities

Design

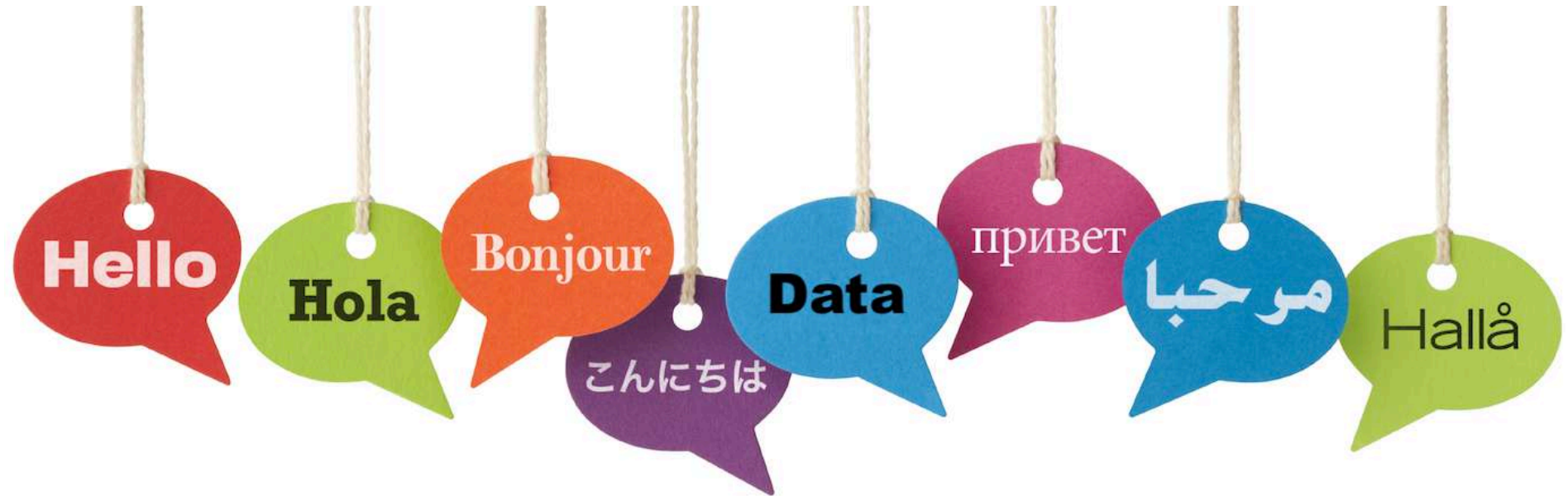
Generation Capabilities

Use Case Factory

When Design Thinking meets Analytics

- Agility to create analytics use cases
- Fail fast, learn in the path
- Past pace from Lab to Production

Data Literacy



Do you speak data?

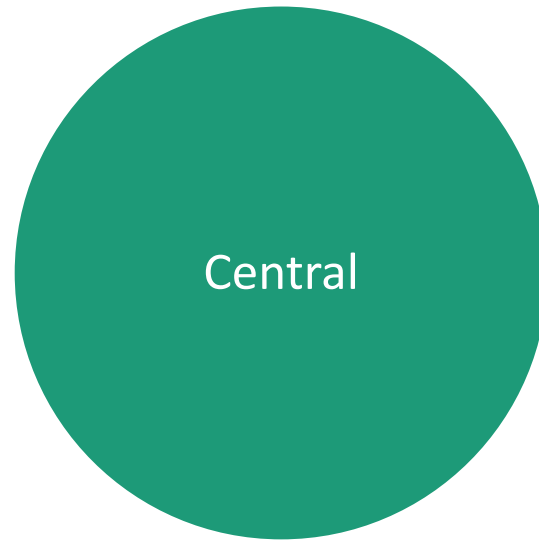
Data Literacy

“Data literacy as the ability to **read, write** and **communicate** data in context, including an understanding of data sources and constructs, analytical methods and techniques applied — and the ability to describe the use case, application and resulting value.”

Gartner

Democratize Analytics ... and data

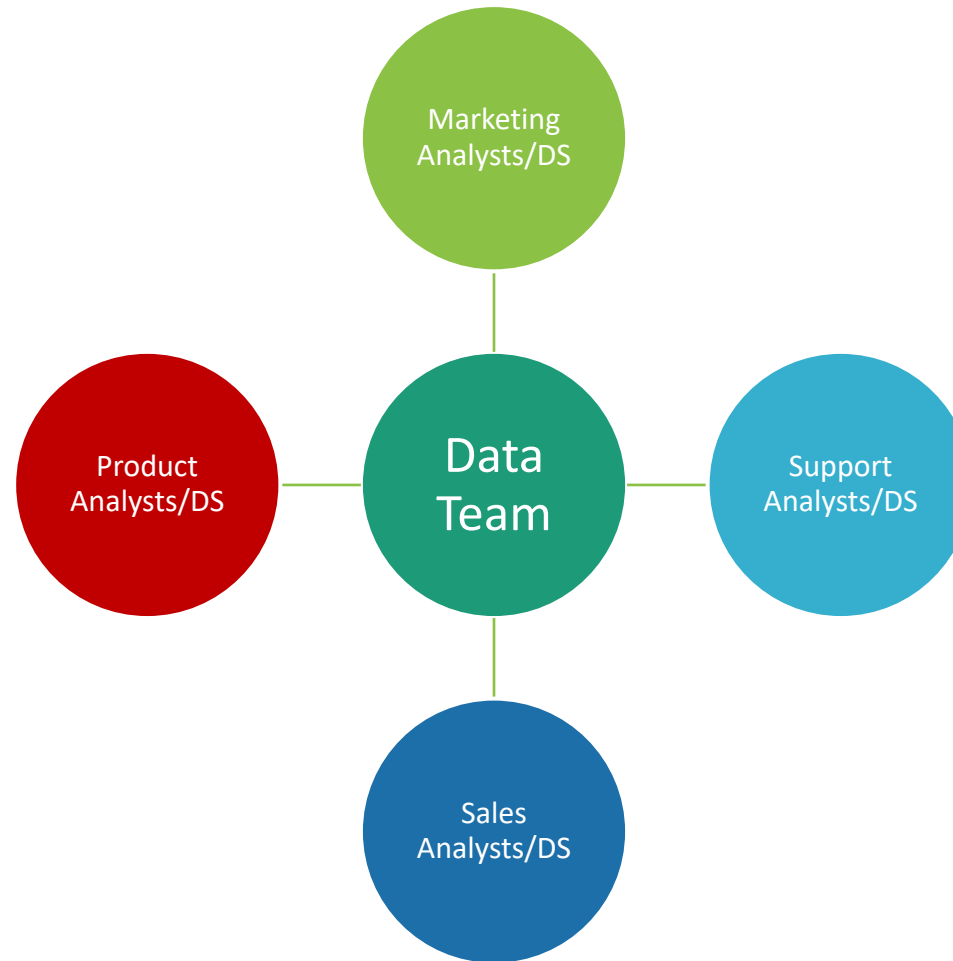
Organizational Structure Dilemma



Versus



Democratize Analytics ... and data

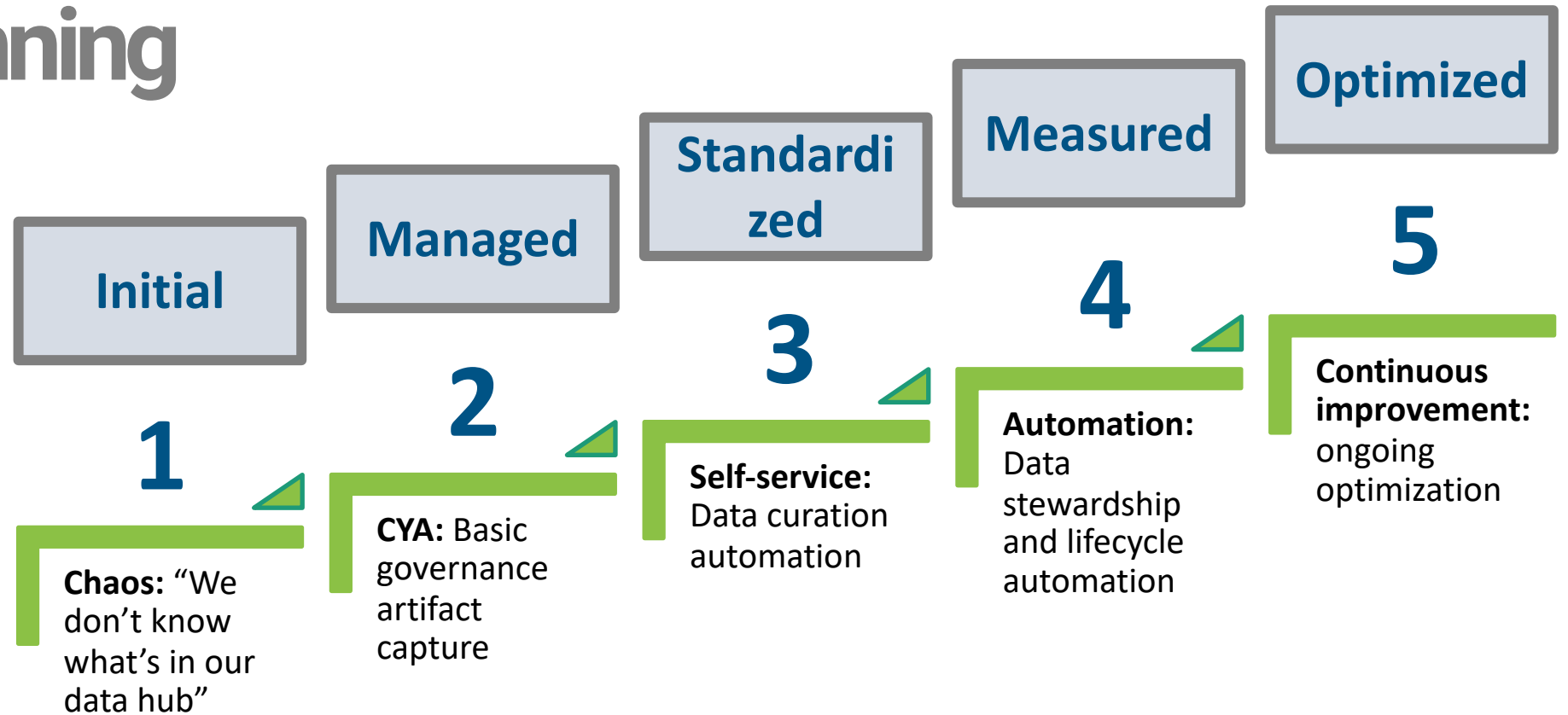


Hud-and-spoke Structure

**Govern, from
the beginning**



Govern, from the beginning



5 keys to success

1. Build a data-driven culture
2. Develop the right team and skills
3. Be agile/lean in development
4. Leverage DevOps for production
5. Right-size data governance

**Download
Presentation**



<https://github.com/campossalex>

Thanks!

Alex Campos | ac@cloudera.com

<https://www.linkedin.com/in/campossalex/>
@campossalex