

Analytics



Topics not covered today ☺

5.000.000,
users across Europe.



schuberthundschuberth.at

TODAY DATA CHAOS

HIDDEN DATA

37%

TIME, SEARCHING FOR
RELEVANT DATA

COMPLEX DATA
LANDSCAPE

5+

5 OR MORE DATA SOURCES

INEFFICIENT
MODELLING

80%

TIME, SPENT ON MANUAL
DATA PREPARATION

LOST
PRODUCTIVITY

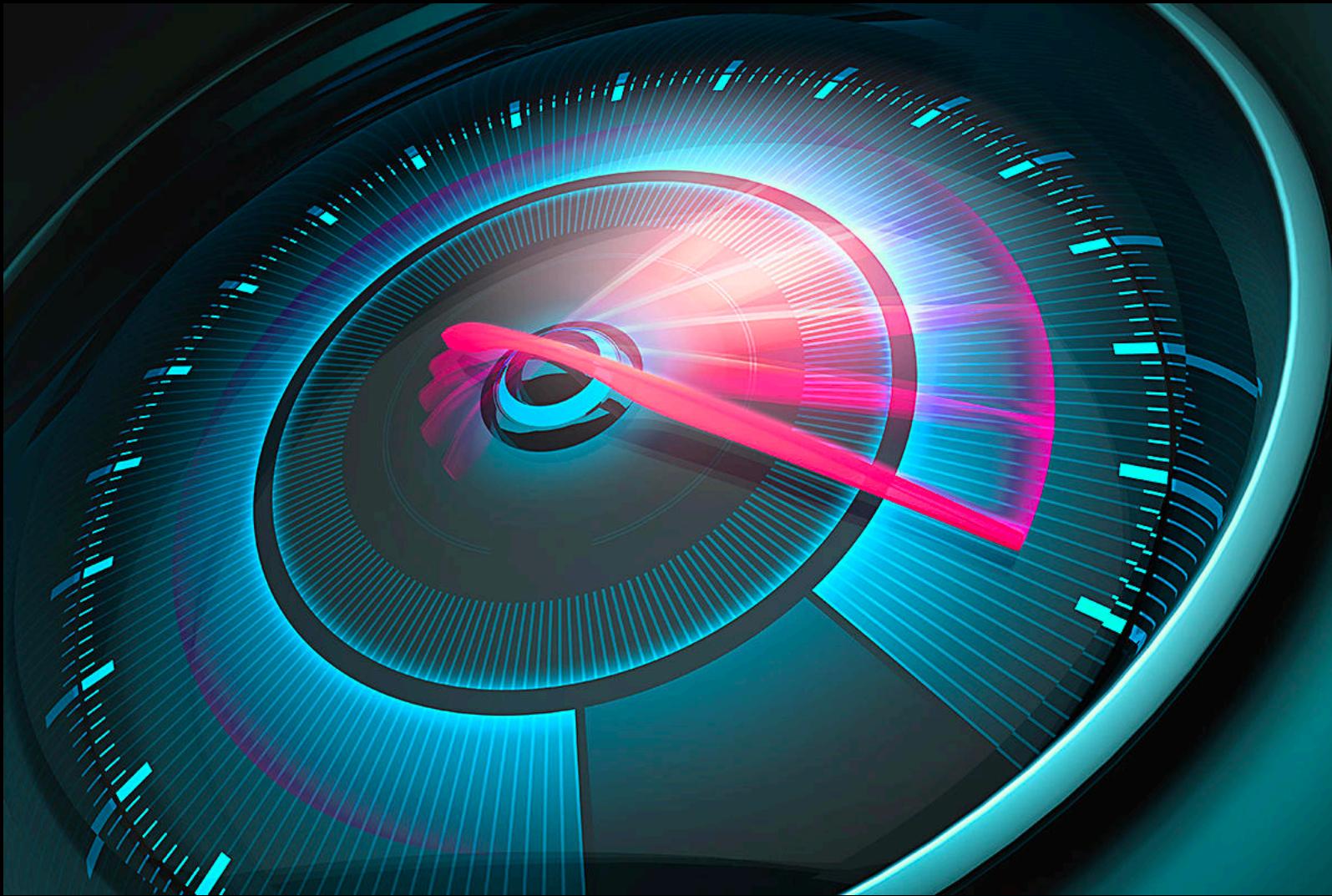
23%

ONLY 23 % OF DATA
SCIENCE MODELLS GO
LIVE

IDC, The State of Data Discovery and Cataloging
HBR, Data Blending: A Powerful Method for Faster, Easier Decisions
IDC, The State of Self-Service Data Preparation and Analysis Using Spreadsheets
Rexer Analytics Data Science Survey, 2017

alteryx | The Thrill
of Solving





Topics today

Experimentation (A/B Testing, ...)

Customer Satisfaction Analytics

Self Service Analytics

Interactive Analytics

Insights Sharing

THE DATA SCIENCE HIERARCHY OF NEEDS

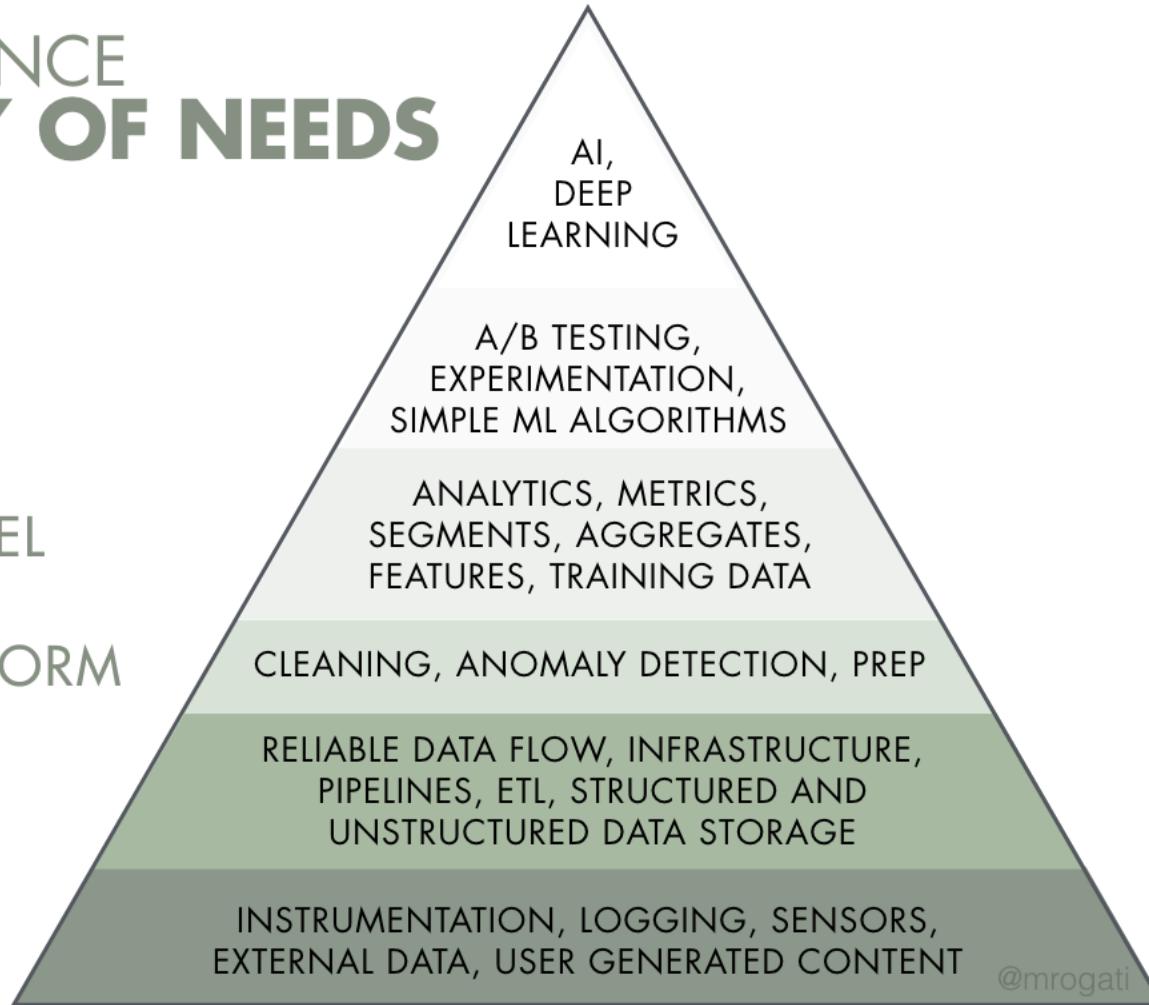
LEARN/OPTIMIZE

AGGREGATE/LABEL

EXPLORE/TRANSFORM

MOVE/STORE

COLLECT



Source: Monica Rogati's Medium post "The AI Hierarchy of Needs"

THE DATA SCIENCE HIERARCHY OF NEEDS

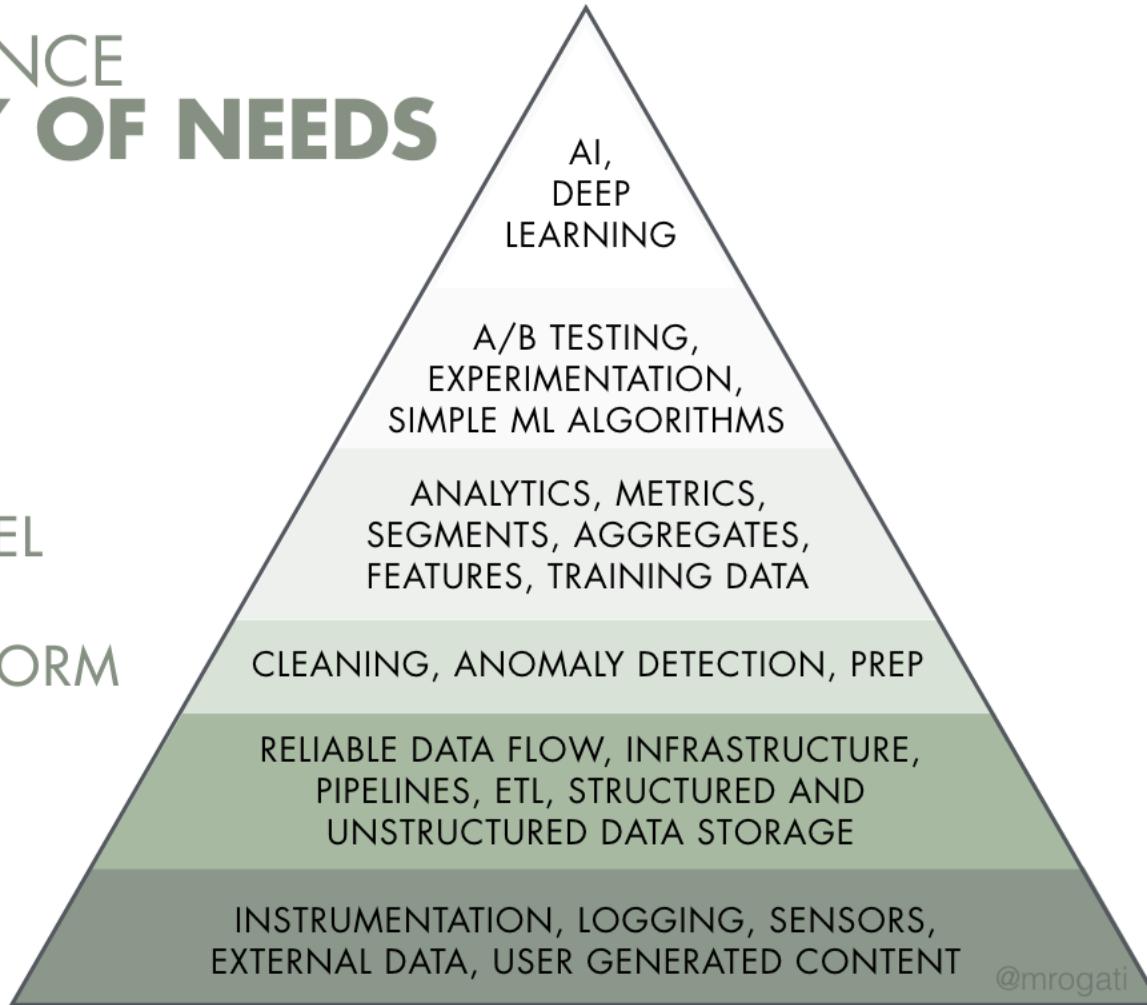
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Source: Monica Rogati's Medium post "The AI Hierarchy of Needs"

What is the data volume generated by George?

What is the most important feature we have released in 2019?

THE DATA SCIENCE HIERARCHY OF NEEDS

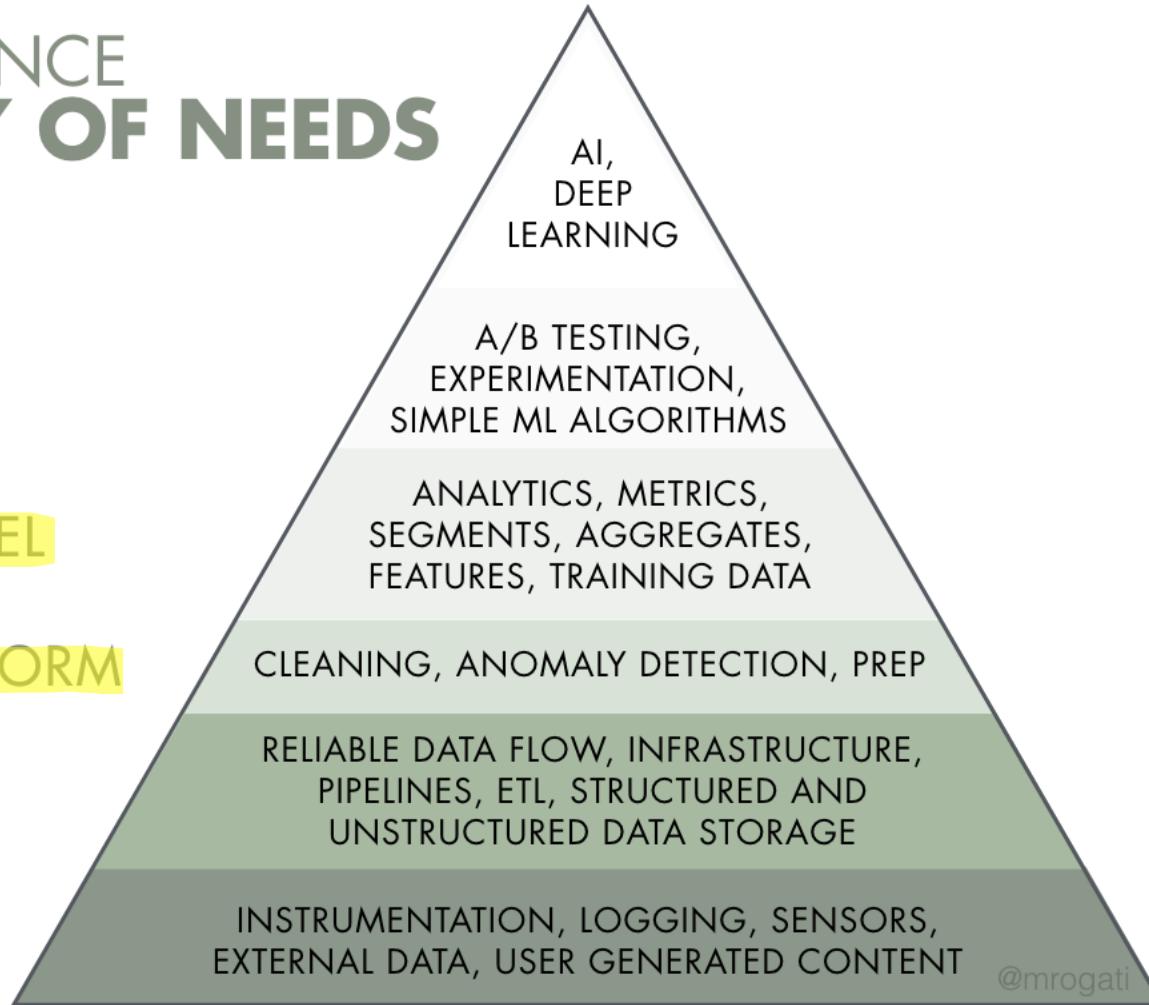
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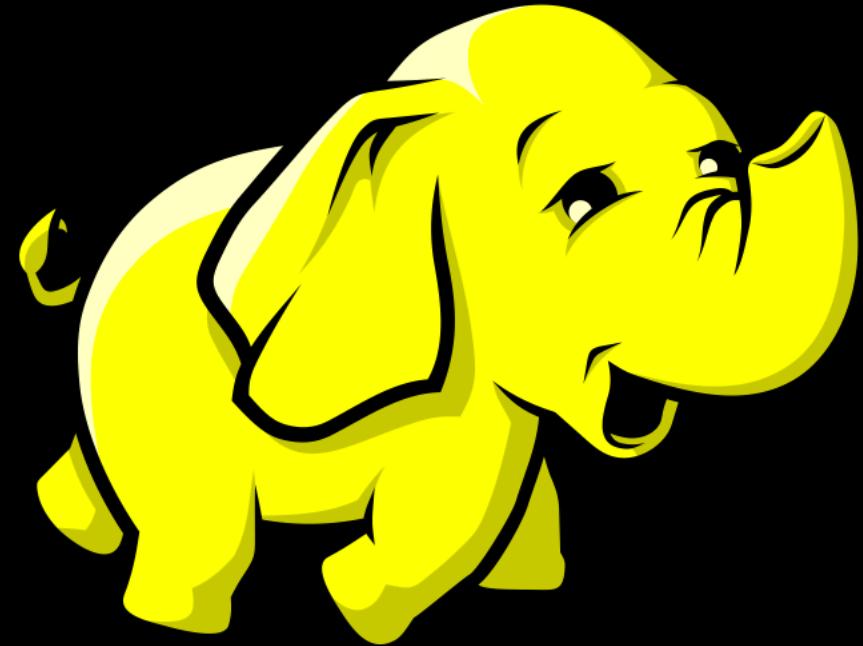
MOVE/STORE

COLLECT

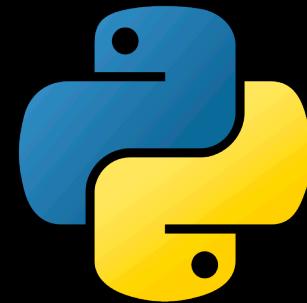


Source: Monica Rogati's Medium post "The AI Hierarchy of Needs"

ORACLE®



eX



python™

APACHE
Spark™

THE DATA SCIENCE HIERARCHY OF NEEDS

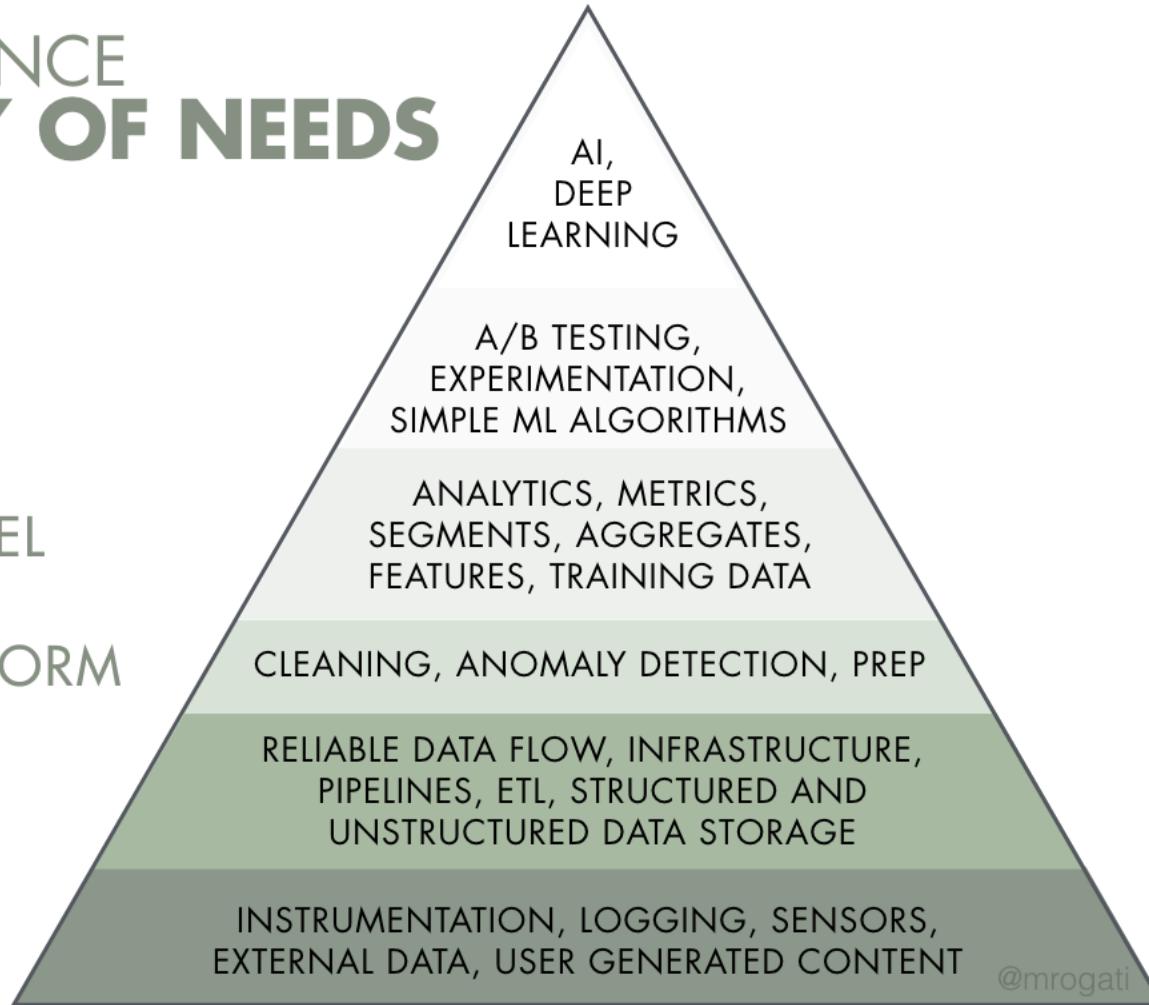
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The A/B Testing Process

1. Define your experiment
Treatment
How do you measure success? Set a metric.
2. Randomly assign users to control group and treatment group
3. Go live: expose users
4. Once sample size is reached, analyze collected data

What is this?



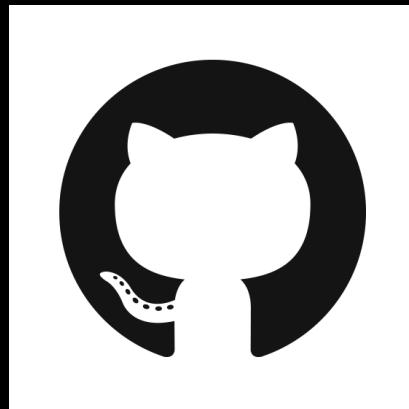
Insights Sharing



Knowledge Repo



Flex Dashboard



GitHub

Thank you

