Flow Of Modern Data, Intelligence & Knowledge

Or the story of how messy information could get

Manh NGUYEN, VnInfo

20 September 2018

Introduction and Motivation

Introduction and Motivation

Introduction

- ▶ Your profiles ? A little survey to start
- ▶ My profile:
    - ▶ Maths & Engineer background
    - ▶ 4 years in Economic & Finance Studies
    - ▶ 3 years as Data Scientist
    - ▶ Still not a specialist Data Scientist, good enough to get more specialised

Context and Motivation

- The context:
  - Data, Intelligence, Knowledge, Insights, etc are forms of information
  - The current digital revolution has changed the landscape of these values. They happen to co-exist more and more inside a business unit.
  - The data asset has become more and more messy.
- The motivation:
  - A try to make the data portfolio less messy and more structured
  - A plan allowing us to predict future trends