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# (Big) Data for Decision Makers

You May Not Need Big Data After All

[itsmecevi.github.io](https://itsmecevi.github.io)

[widyaanalytic.com](https://widyaanalytic.com)



DATA:= "INFORMATION"



NAPOLEON

War is 90% information



GARTNER

Oil of the 21st century

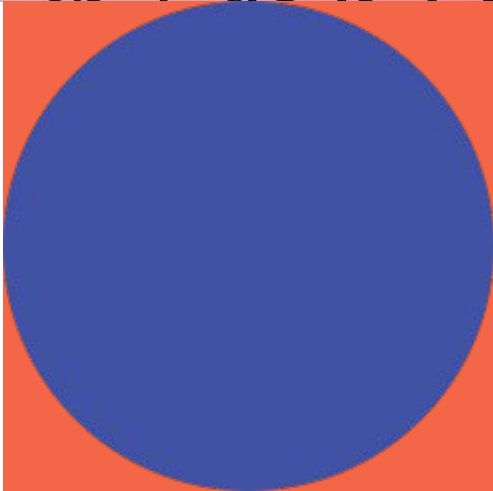
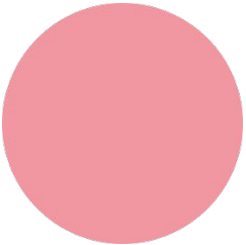
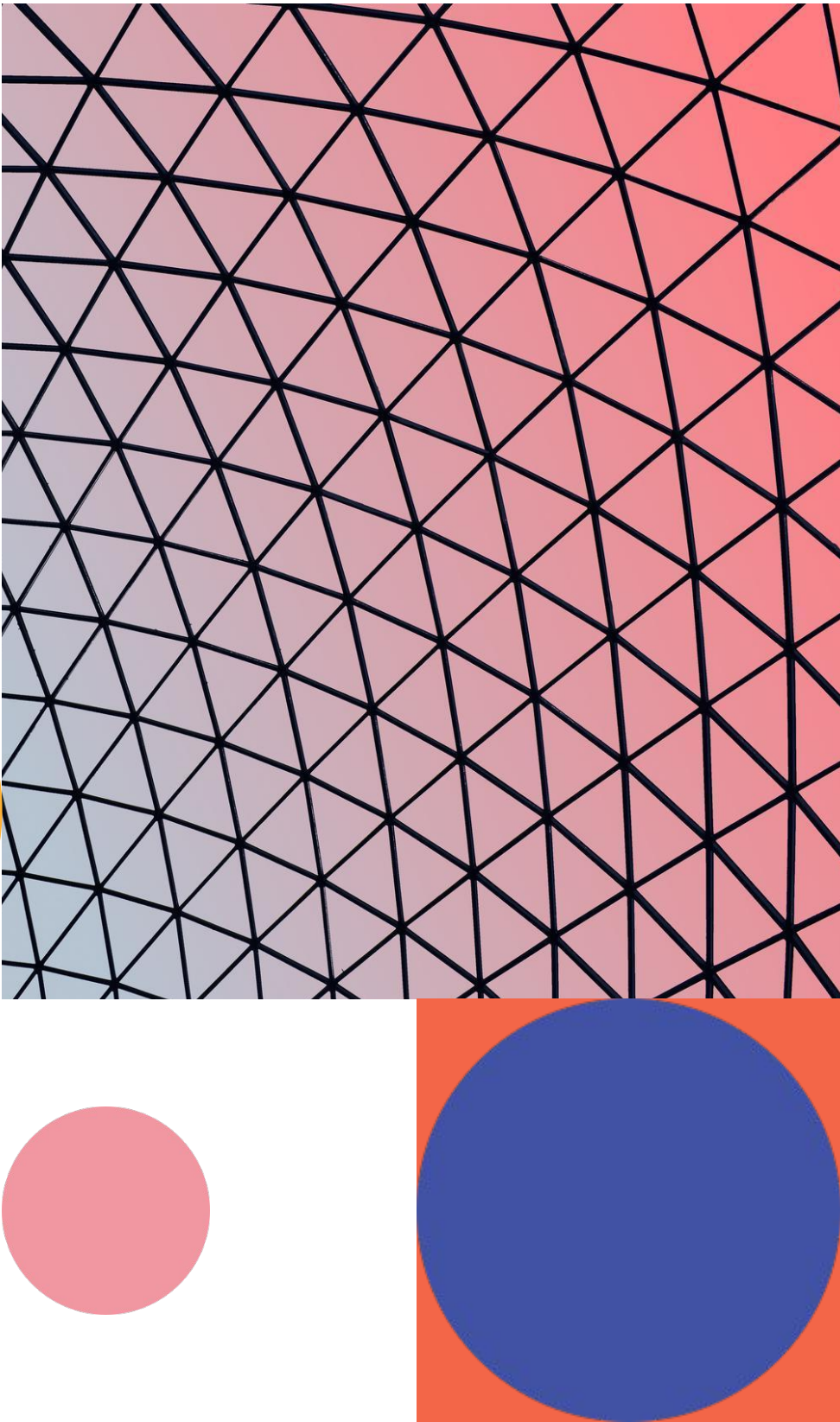


O'REILLY

Data maybe maybe more important than  
software

# Biases of Beliefs

Data reduces Biases & Increasing Beliefs



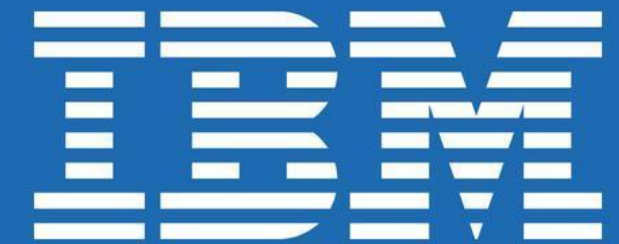
# BIG DATA UTOPIA...

The Gartner logo, featuring the word "Gartner" in a bold, blue, sans-serif font with a registered trademark symbol.

GARTNER  
85% of big data projects  
fail



CAPGEMINI  
Only 27% success

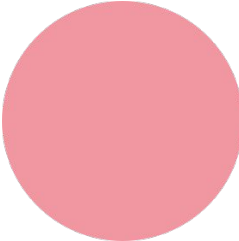
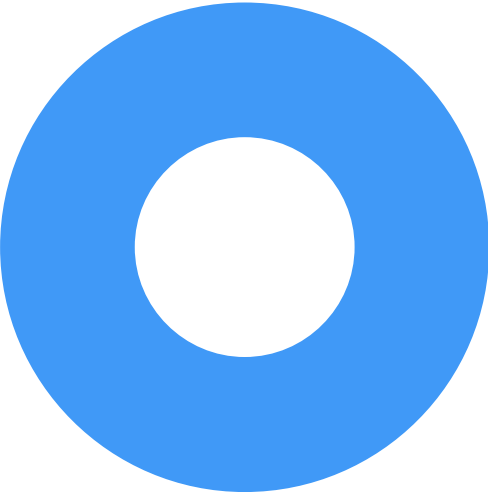
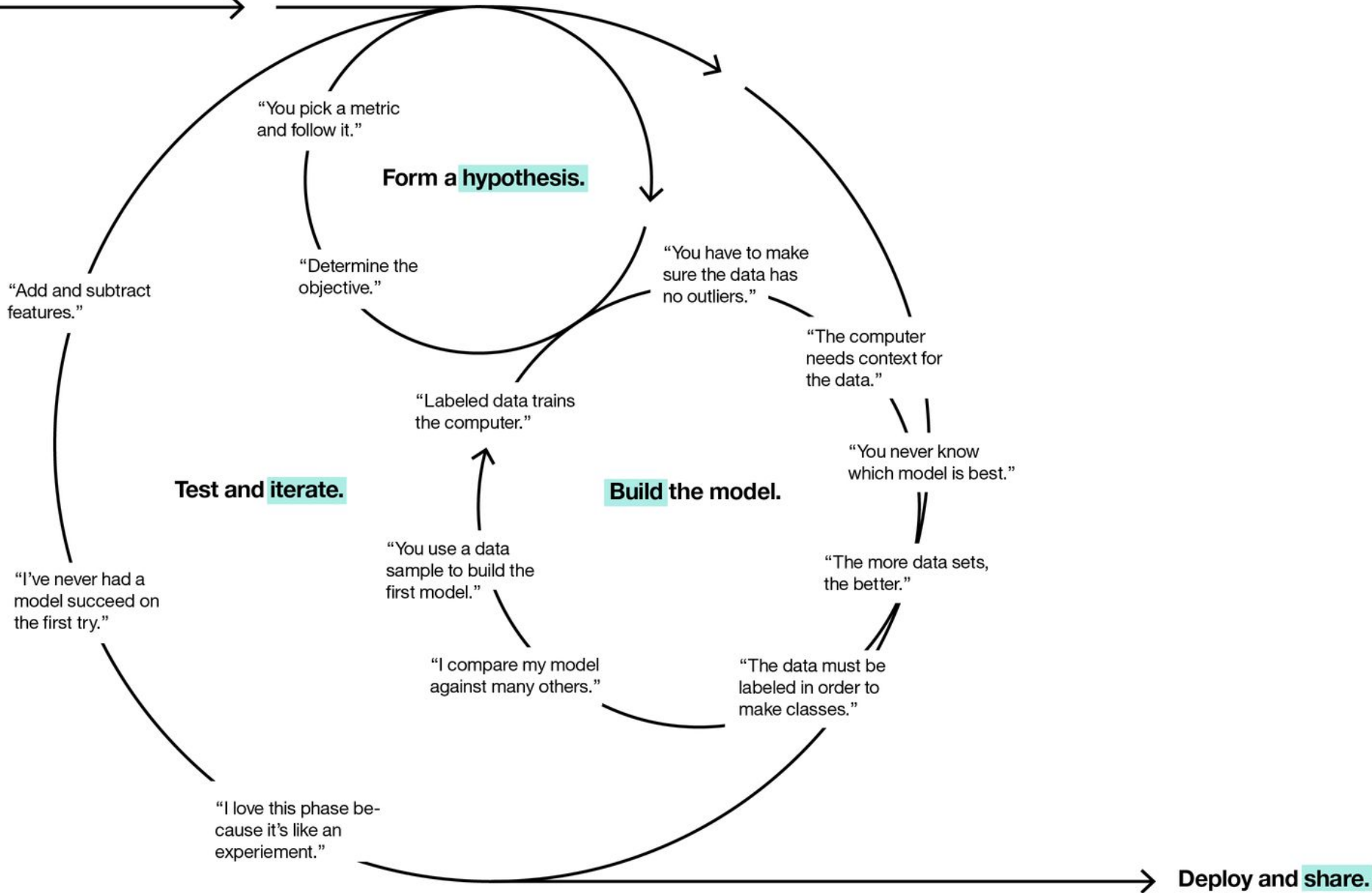
The IBM logo, featuring the word "IBM" in a white, stylized, sans-serif font with horizontal stripes, set against a blue background.

IBM  
1 in 3 Industry leaders  
lacks of data-driven  
cultures

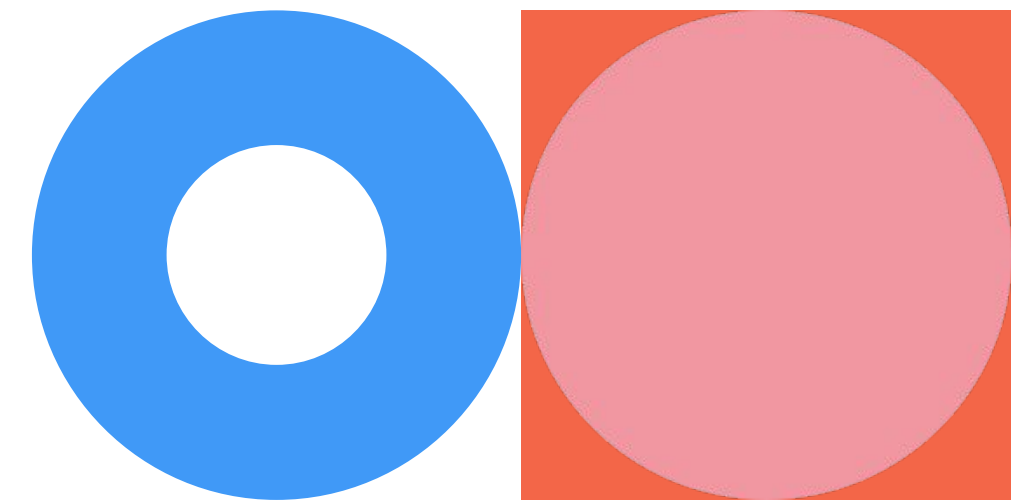
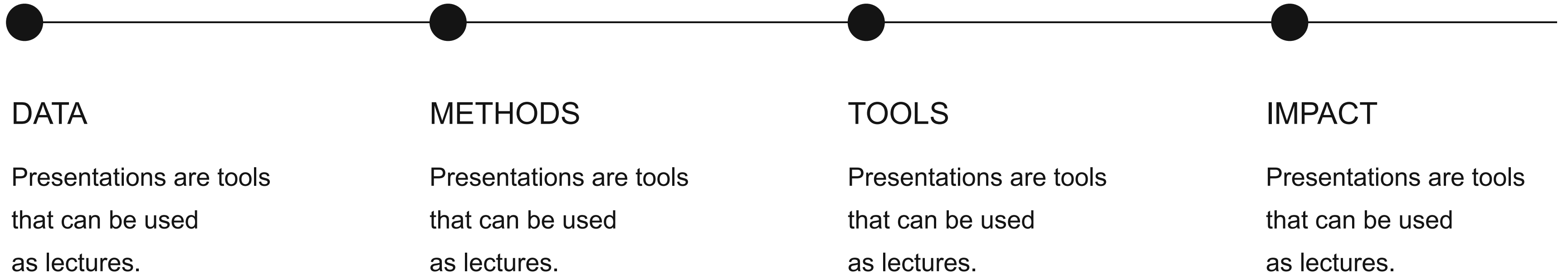


Start with a business question.

# Hypothesis



# Connecting the dots...

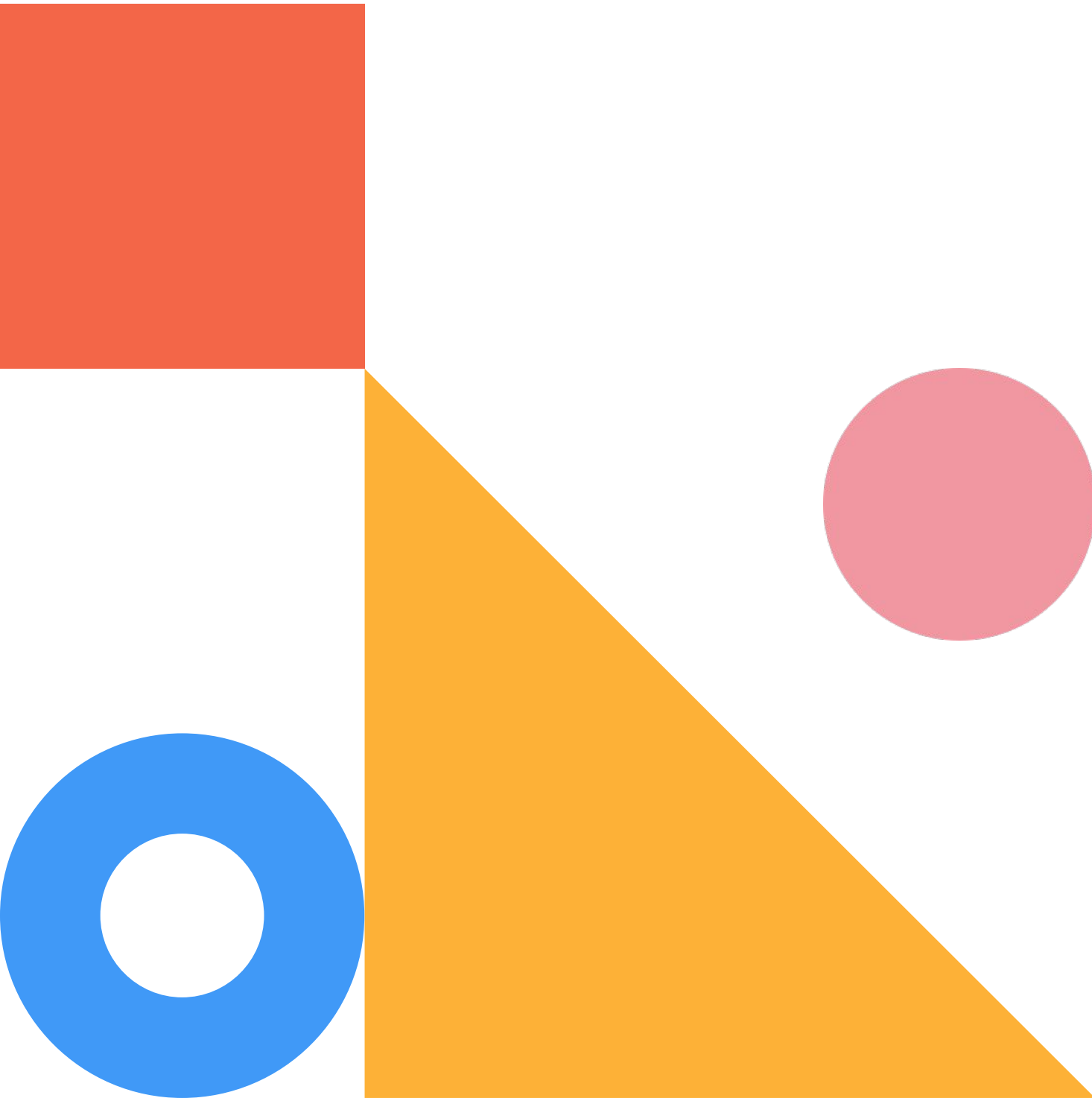


# Big Data Decision Sciences

Data, Methods, Tools, Impact

AGILE, KANBAN, LEAN,  
MVP, STARTUPS

MU-SIGMA.COM



Researchers typically are  
focussed on publications  
rather than business value.

Consultants can  
help companies build  
prototypes but typically fail  
to productionize. Let's us  
fullfiled the gap.



# Commercial vs Open Sources:



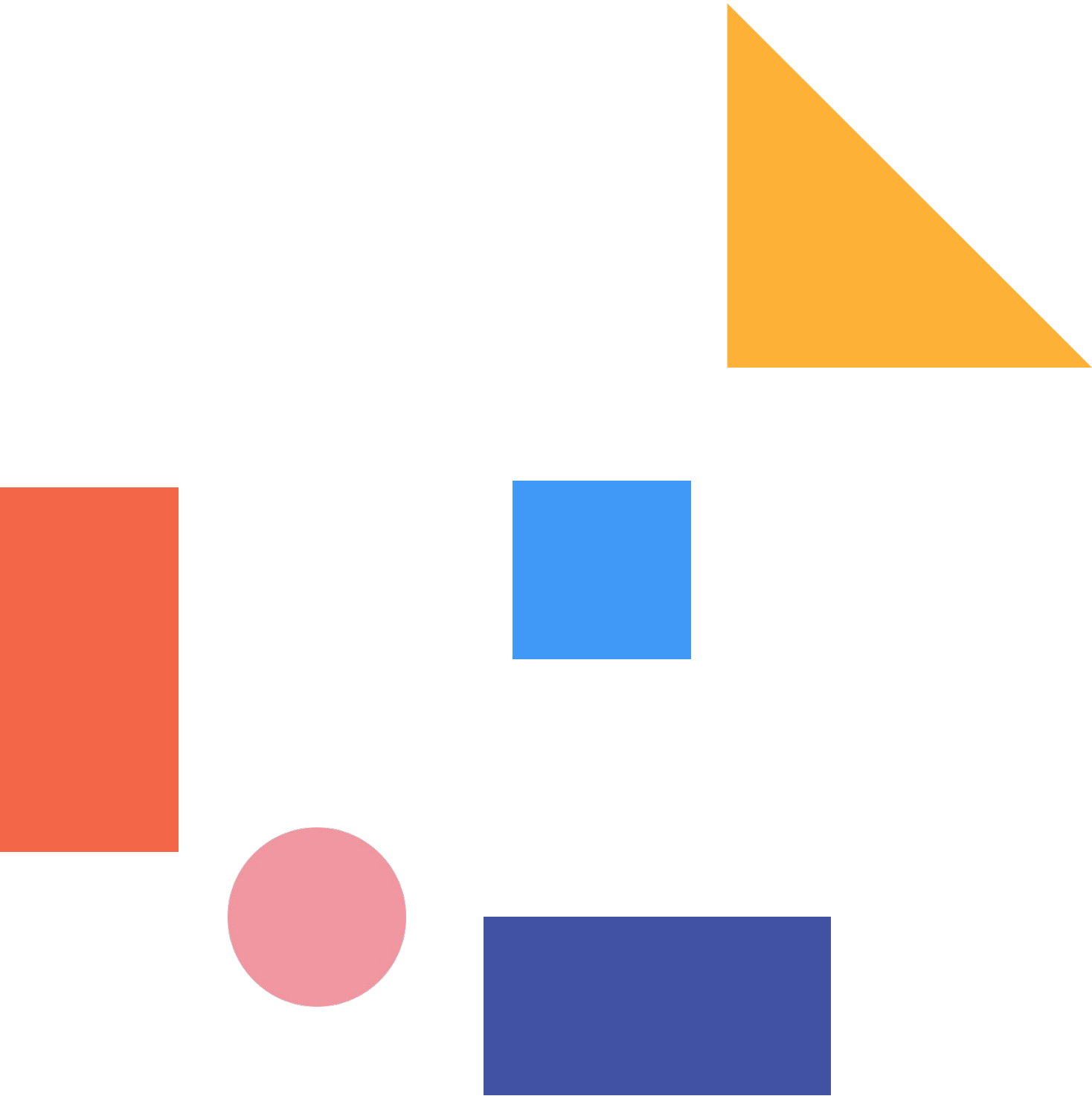
CodeFree/Low Code

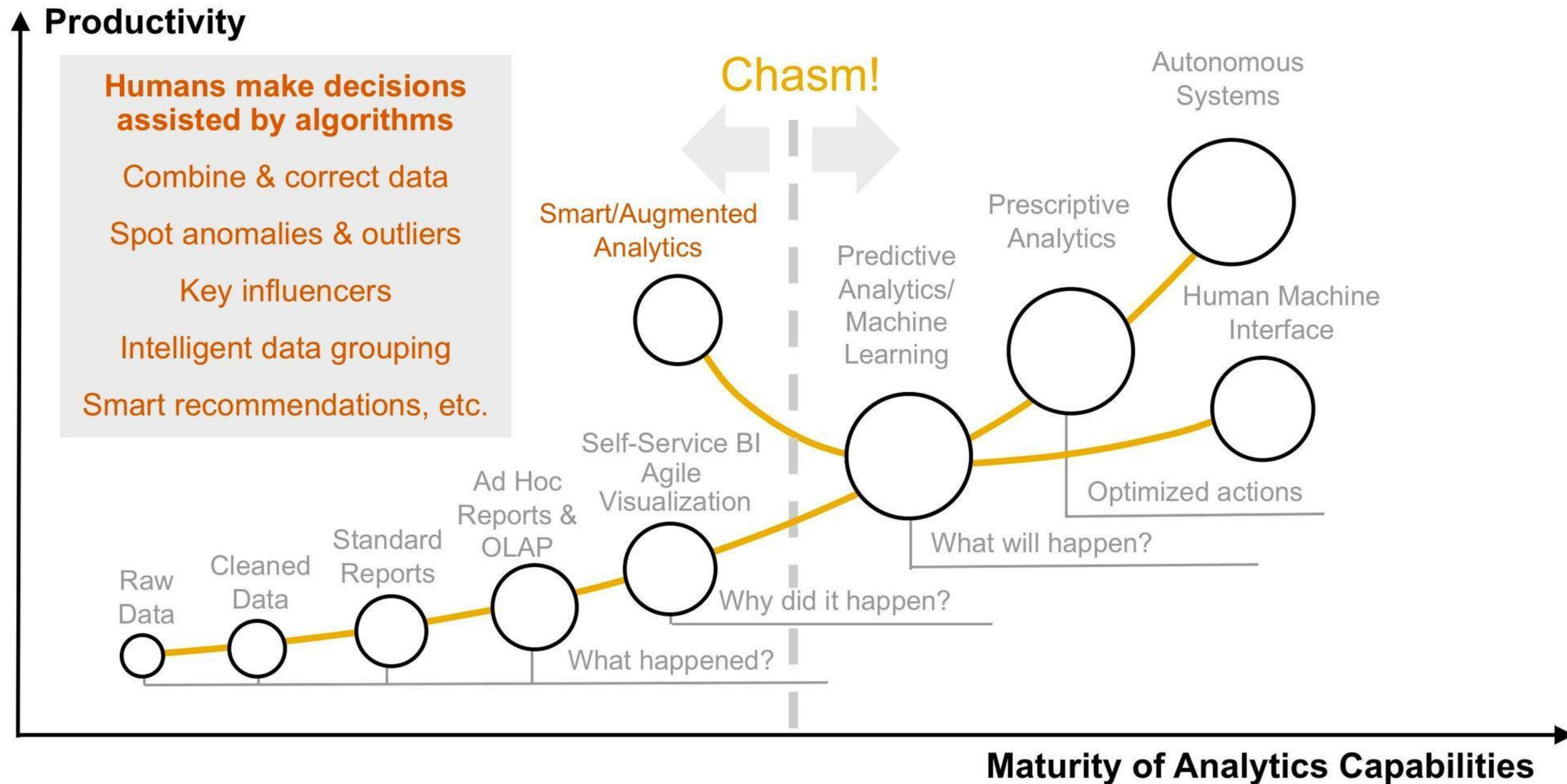


Coding



Integrated





Youtube: How to build a company where the best ideas win | Ray Dalio

- Mini Project Code Free
  - Coding Mini Project
- BPM/Data Science Workflow



Data Literacy

Data Security

AI

Data Storytelling

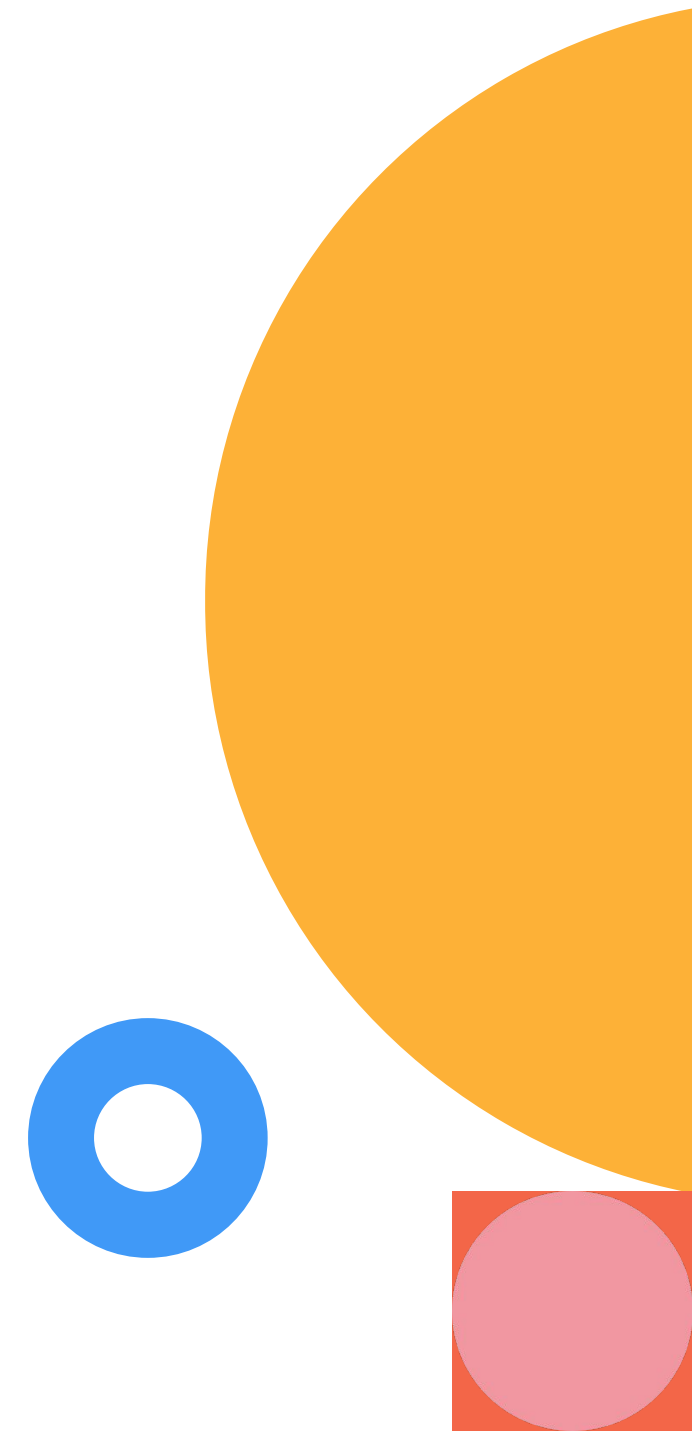
Data Integration

Data Culture/Data-Driven

# Key Points

TO BE DATA DRIVEN, IT'S NOT ENOUGH TO COLLECT AND MINE DATA. WE NEED THE CULTURE

DON'T OPTIMISE for data! Optimise for learning!





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CEVI HERDIAN

DATA-DRIVEN STRATEGIST

# Let's Talks

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[widyaanalytic.com](https://widyaanalytic.com)

