

CSCI446/946 Big Data Analytics

Week 2 Tutorial on Data Analytics Lifecycle

School of Computing and Information Technology
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Case Study: Global Innovation Network and Analysis (GINA)

- GINA team
 - A group of senior technologists located in centres of excellence (COEs) around the world.
 - This team's charter is to engage employees across global COEs to drive innovation, research, and university partnerships.

Case Study: Global Innovation Network and Analysis (GINA)

- GINA team
 - A newly hired director wants to
 - Improve these activities
 - Provide a mechanism to track and analyse information
 - This team wanted to
 - Create more robust mechanisms for capturing the results of its informal conversations with other leaders within its organisation, in academia, or in other organisations
 - This could later be mined for insights

Case Study: Global Innovation Network and Analysis (GINA)

- GINA team
 - Thought this initiative would
 - Provide a means to share ideas globally
 - Increase knowledge sharing among GINA members
 - Planned to create a data repository of both structured and unstructured data to accomplish three main goals
 1. Store formal and informal data
 2. Track research from global technologists
 3. Mine the data for patterns and insights to improve the team's operations and strategy

Case Study: Global Innovation Network and Analysis (GINA)

- The GINA case study provides an example of how a team applied the **Data Analytics Lifecycle** to analyse innovative data
- Aim to use advanced analytical methods to **identify key innovators within the company**

Case Study: Global Innovation Network and Analysis (GINA)

- **Your task**

Now, please use the knowledge learned in this week's lecture to roughly describe the Data Analytics Lifecycle for this case study.

Define suitable steps for each of the six phases in the Data Analytics Lifecycle.

