

Matthew Vollkommer Reaction

I learned that Business Intelligence is extremely important for all companies. The capabilities that Samuel Adams showed in the realm of BI were incredible. I was surprised about the sheer amount of data they were able to track without entering the realms of metadata and Big Data. They were able to see what store purchased what product from what supplier's account manager at every given transaction. I see the realm of data cleaning and other janitorial work to be hugely important. Especially because they get their data updated at different time periods from different stores. It was cool that the Terrapin presenter said he plans on getting similar data dashboards. Customer Resource Management Systems are hugely important. In the past, data has been mainly for Executives, particularly the CFO and the CIO. Now data is becoming increasingly important for all people, especially the salesman on the street. The Chief data officer will obviously become the most important executive position in the office. What I noticed from these presentations, there wasn't much in the realm of predictive analytics or real time data. All data was historic. This shows an important opportunity for Chief Data officers to distinguish their role in the organization. CDO's can be custodians of the data, doing janitorial work and running reports for various branches of the business. Or the CDO can take a more active leadership role. Running predictive models and deciding what data to keep and query instead of merely warehousing the data given to them. With a strategic data officer, both these companies can predict the push and pull of their supply chains. This is important because of the unusual supply chain laws created from prohibition and blue laws.

I was surprised to learn that nearly half of Terrapin's sales were from their Hopsecutioner brand. I knew that brand was popular, but I did not realize it was nearly half of its market. Terrapin could really use data to help diversify their portfolio of products.

I also saw the power of Excel. Excel seemed to be the tool they were presenting spreadsheets in. Excel is powerful, cheap, and ubiquitous. I wonder if other competitors such as provided by Open Office, Libre Office, Apple, and Google Docs, are as widespread and reliable. I am also now interested in learning the power of excel alternatives such as tableau.

Data is also very important because beer is perishable. Beer also takes time to produce. These companies need to stay on top of their data or they risk under production or even worse, over production.