Eric Lu

Yeontae Kim

Matt Vollkommer

Jacob Shrewsberry

BI Scenario

1. We think there’s much more potential business value in their current BI environment that could be utilized before getting into Big Data. Given the information we were given, Everything Rugs does not have the capacity to move toward Big Data right now. Nicole should start a small project in prescriptive analytics and maximize the business’s current BI tools before moving on to Big Data.
2. Big data expertise are in high demand and low supply. Even though the software is open source and free, the expertise will come at a huge expense. They will also need to implement new systems to capture unstructured data. She will need to create a case demonstrating the company is deriving all of the value out of their current BI system and include the only way to get more value is to implement a big data solution. She will need to present evidence of a good ROI.
3. Yes, it is reasonable to have these concerns. While we feel that Nicole shouldn’t move forward with Big Data yet, she may want to find a subject matter expert in Big Data to lead her through the technical areas. Nicole isn’t an expert and should find someone who could help her adopt the new platform.
4. As we stated earlier, Nicole needs to find someone who knows the Big Data environment. Thus, Nicole, for the short-term, should hire BI consultant to lead her through Big Data. Afterwards, she should hire a data scientist. The consultant would look at the unstructured data her company is able to capture, and the data scientist would figure out if the data can be integrated with the structured data already stored, and what platforms would be best to do so.
5. RDBM systems are much more capable to process that kind of data. What would have to happen is that the unstructured data would have to be captured and combined with the data in the warehouse, and the warehouse be left alone.