

How the Right BI Can Fundamentally Change Your Organization

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Sponsor



Speakers



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Agenda

- Trends in data access and self-service
- Twilio case study
- Round table discussion
- Audience Q&A

Analytics Drive Value

MIT SMR's Annual Reports on Analytics



From Value to Vision: Reimagining the Possible with Data Analytics

DAVID KIRON et al.



Analytics: The Widening Divide

DAVID KIRON et al.

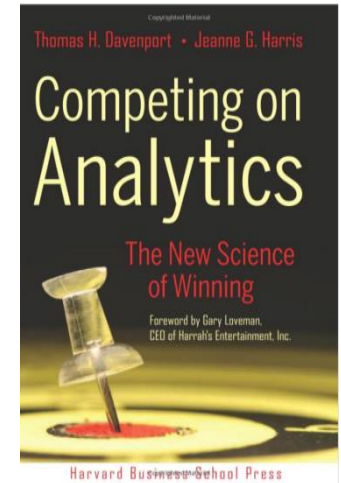
The second annual report by MIT Sloan Management Review and the IBM Institute for Business Value



Analytics: The New Path to Value

STEVE LAVALLE et al.

A global survey by MIT Sloan Management Review and the IBM Institute for Business Value



Strength in Numbers: How Does Data-Driven Decisionmaking Affect Firm Performance?

[Erik Brynjolfsson](#)

Massachusetts Institute of Technology (MIT) - Sloan School of Management; National Bureau of Economic Research (NBER)

[Lorin M. Hitt](#)

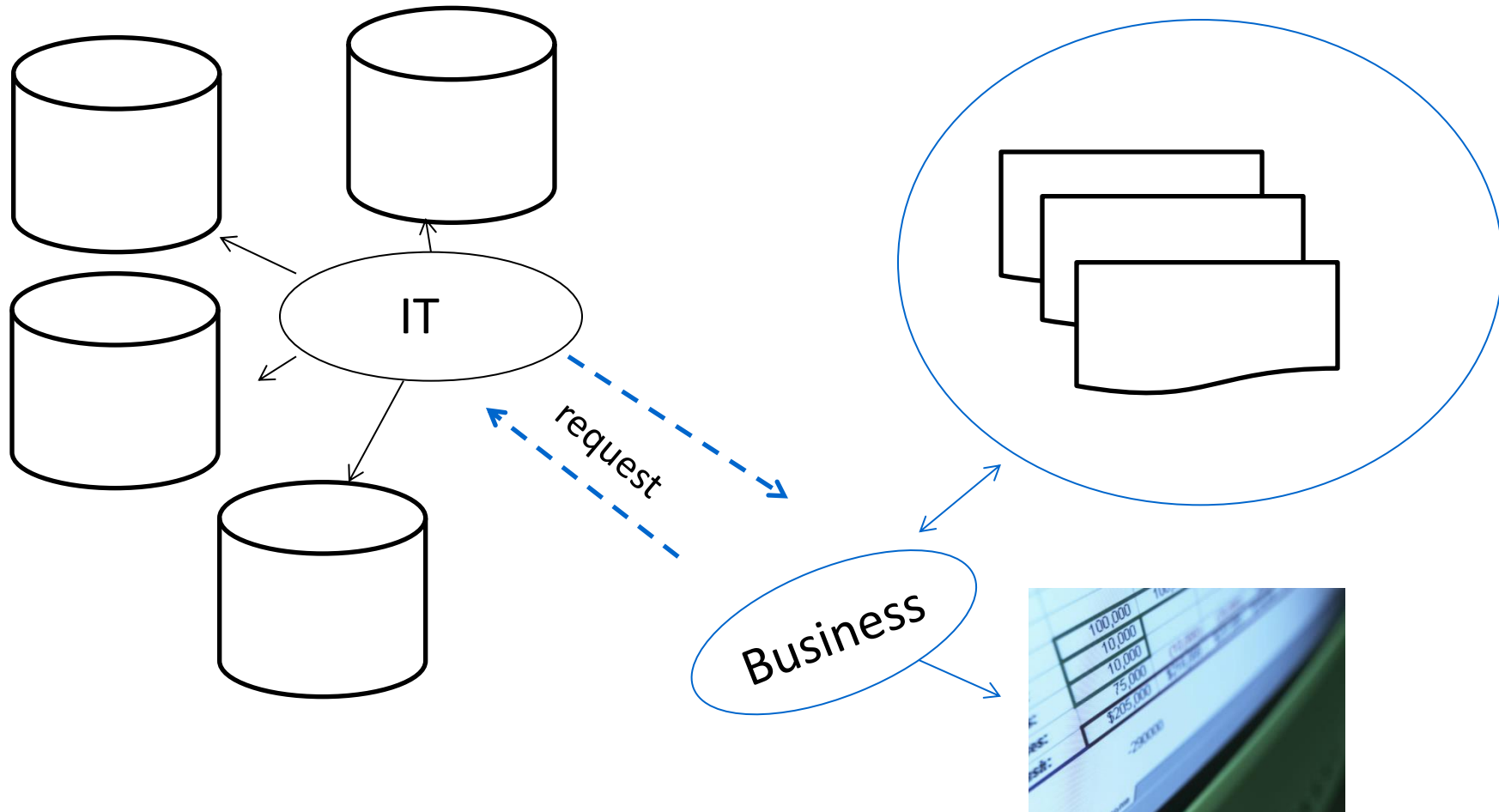
University of Pennsylvania - Operations & Information Management Department

[Heekyung Hellen Kim](#)

MIT - Sloan School of Management

April 22, 2011

The situation in many businesses.....



What is self-service BI?

Self-service BI allows users to access and analyze data with less dependence on IT



Part of democratization trend

- Ease of use
- The emergence of the business analyst as the user and even model builder
- Data access and preparation
- Analytic platforms



Benefits and issues of self-service BI

- Benefits

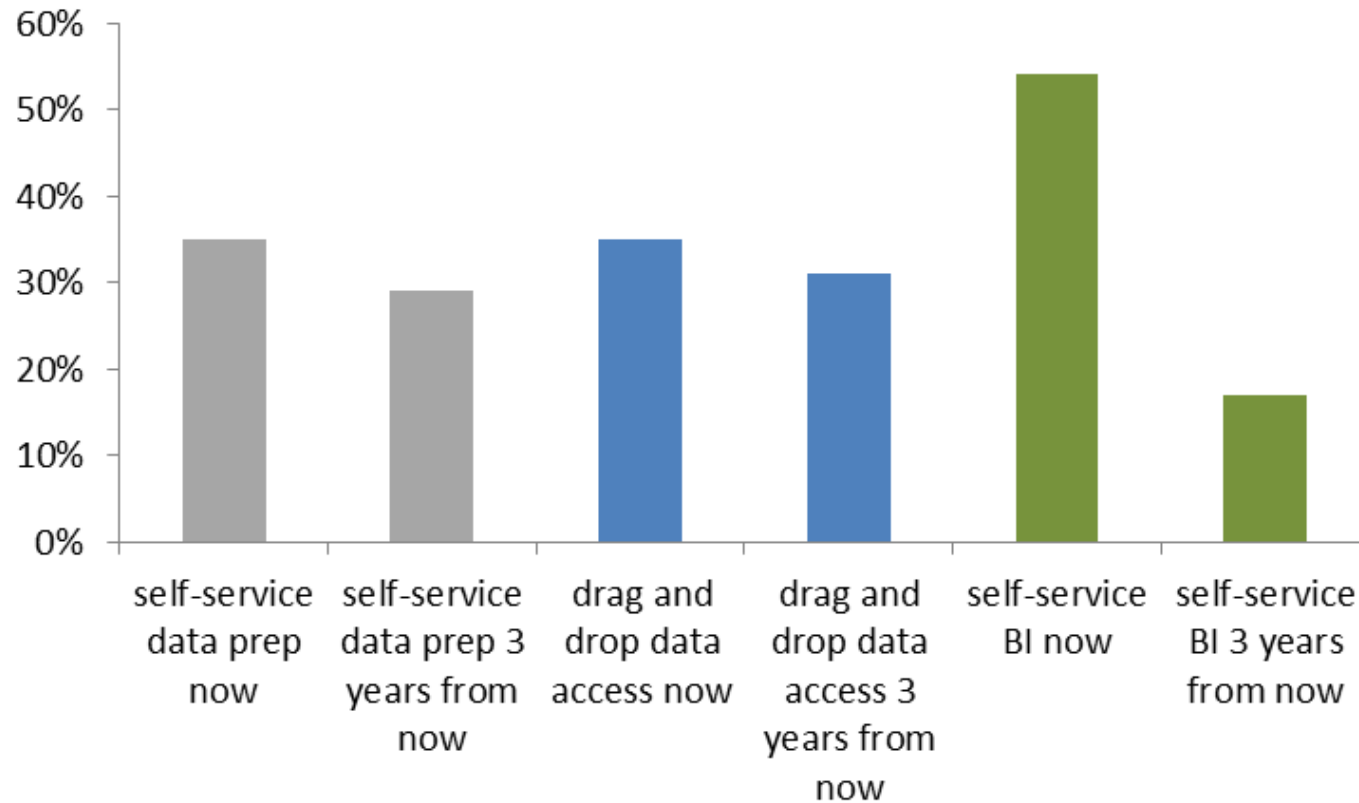
- *Streamlines processes*
- *Makes business and IT more productive*
- *Opens up analytics to more users*
- *Organization becomes more data-driven*

- Issues

- *Data management*
- *Governance*
- *Shadow IT*
- *Training*



Self-service BI status



(source: TDWI ,2015 ETM BPR, subject to change, n=234)

Organizations want self-service

- Self-service data “discovery” is very important to many organizations
- Some organizations are even planning self-service data access on platforms like Hadoop





A better way to explore *complex* data



An analytics app
server that doesn't
move your data



Agile data
modeling;
Transform Data at
Query



A single set of
data and
definitions



Hosted on-
premise
or in the cloud

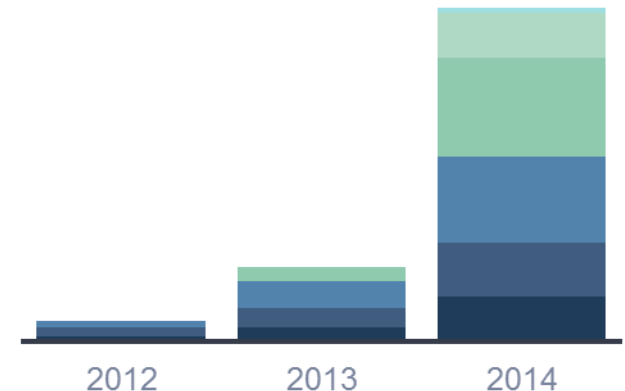


**TODD
LEHR**

DOLLAR SHAVE
CLUB

“We found that we’d add
a lot more value back to
the organization if we
gave it to everyone.”

“Good Lookers”
300+



SONY

YAHOO!

WARBY PARKER

Etsy

venmo

GILT

STRAVA™

affirm

AVANT
CREDIT

 twilio

 GENERAL
ASSEMBLY



DOLLAR SHAVE CLUB

SmugMug 

 FRANK
& OAK

 heroku

asana:

UPWORTHY

SeatGeek

YPlan

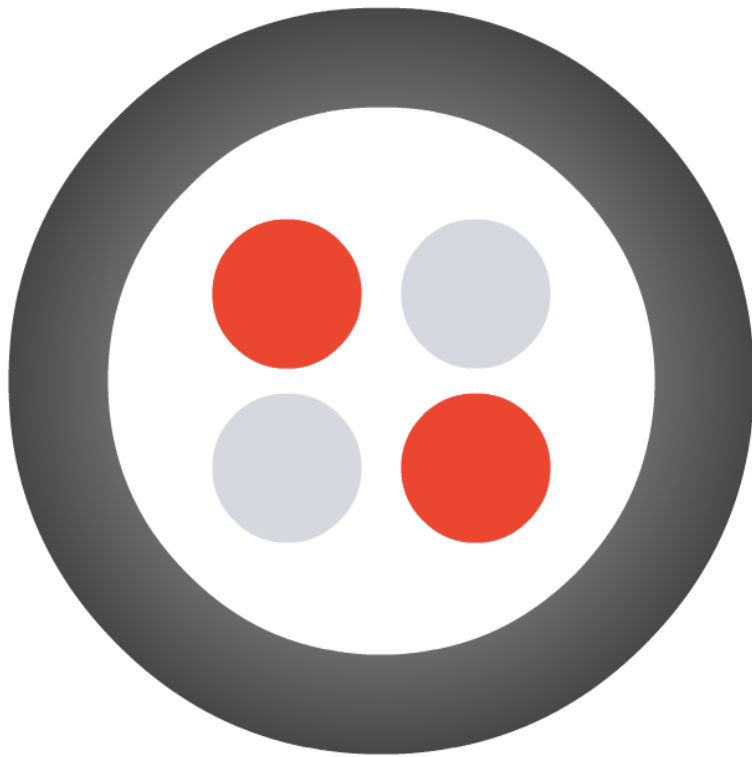
sprig

Hotel Tonight

Additional Questions?

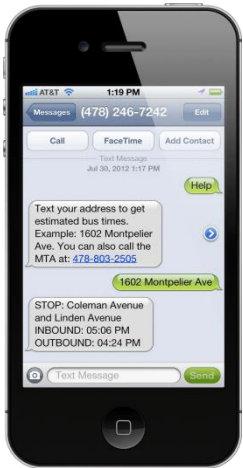
www.looker.com
zach@looker.com

what is twilio?



Twilio provides a **communications API** that enables **phones, messaging, and VoIP** to be **embedded into web, desktop, and mobile software.**

what is twilio?



```
1 <?xml version="1.0" encoding="UTF-8"?>
2 <Response>
3   <Say> Hello World. </Say>
4 </Response>
```

Developer
purchases
phone number

Calls and
messages are
routed into
Twilio

Developer's app
responds

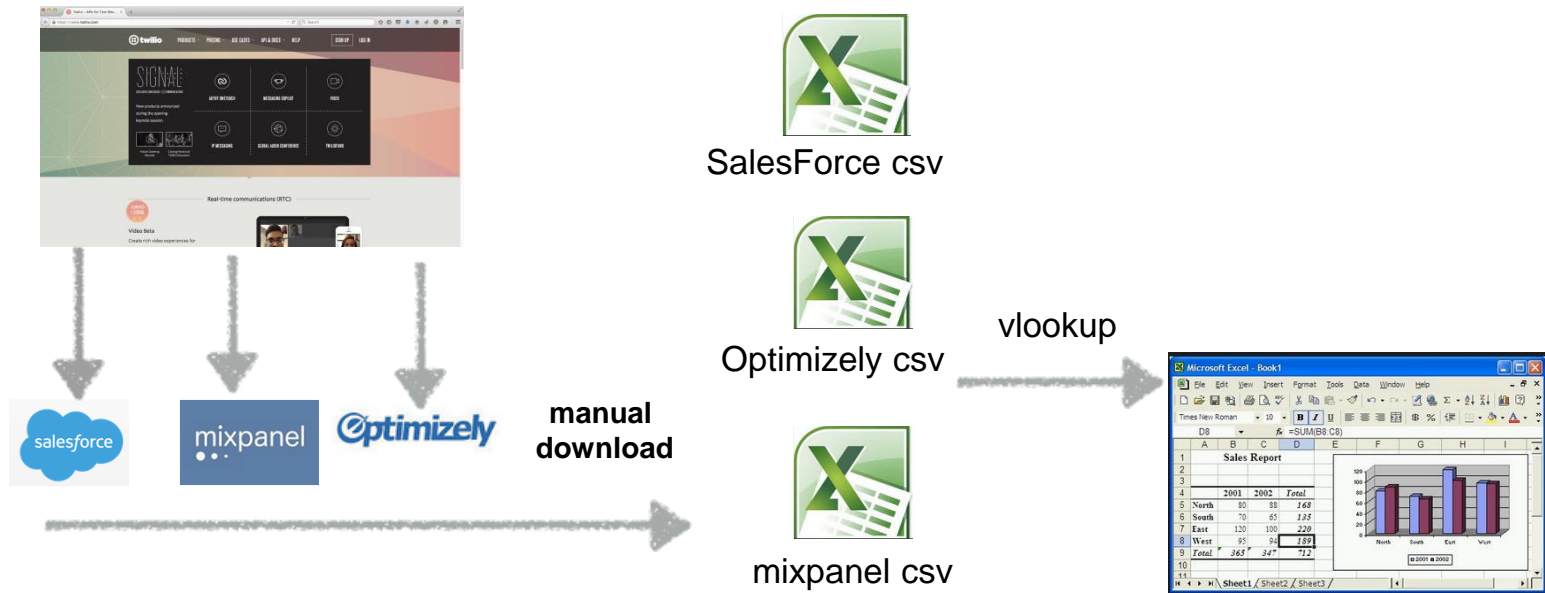
data use at twilio

- Incredibly rich dataset
 - calls / messages / communications!
 - lots of different dimensions
- Data needs diverse across the company
 - financial reporting
 - engineering - performance, reliability, quality
 - carrier analysis
 - marketing, sales, product, etc.

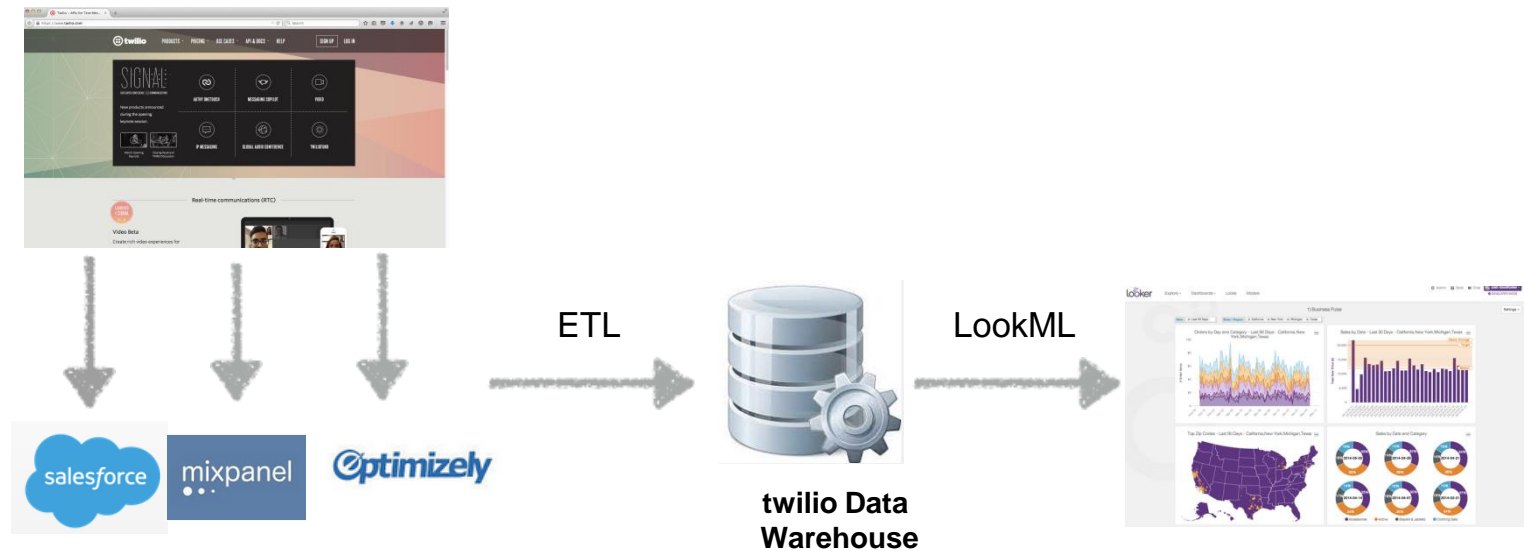
evolution

- 0 - data need determined, engineer writes query and web interface (slow turnaround)
- 1 - data shipped to 3rd party vendors promising one stop reporting and insights (inflexible tool)
- 2 - data generally available in s3 / sql data warehouse (good if you know what you're querying)
- 3 - modeling layer to reuse logic on underlying data

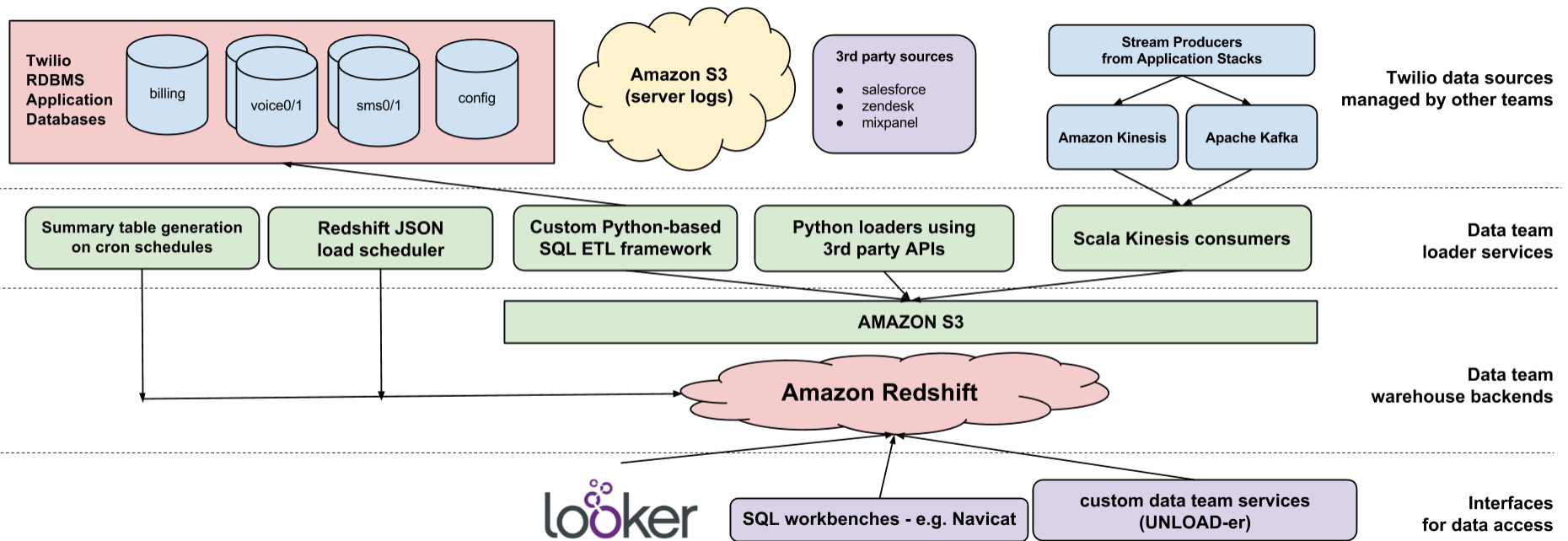
Before



After



current day arch



Roundtable Discussion



Question 1

- What are some of the challenges organizations have with data access?
- What can they do about it?



Question 2

- How can data teams efficiently support an organization's data needs to remove bottlenecks?



Question 3

- Is it hard to learn self-service BI?
- What are some best practices for getting past the organizational hurdles with self-service BI? These organizational hurdles might include getting executive buy-in, building a data-driven culture, building any skills needed, etc.



Question 4

- How important is speed and flexibility in analyzing and accessing data?



Question 5

- How can teams balance agility with maintaining centralized curation and governance of the data?
- How do you prevent shadow IT from popping up and losing any kind of governance?



Audience Questions?



Contact Information

- If you have further questions or comments:

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