

Practical Predictive Analytics for the LOB User

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Sponsor



Speakers

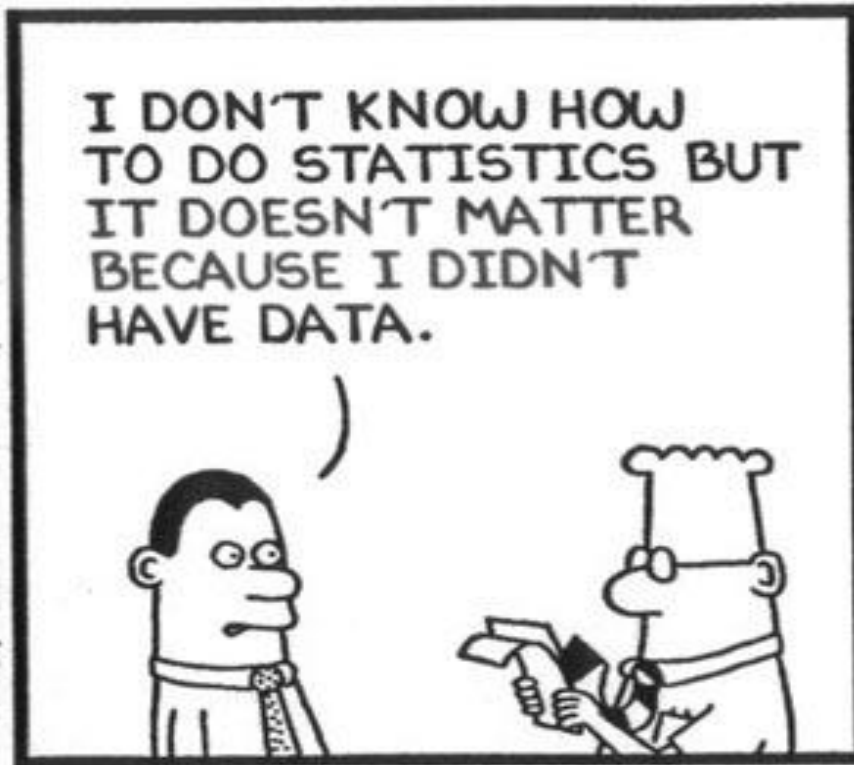


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I DON'T KNOW HOW
TO DO STATISTICS BUT
IT DOESN'T MATTER
BECAUSE I DIDN'T
HAVE DATA.



Agenda

- Predictive analytics trends
- Skills needed for predictive analytics
- Best practices advice for LOB



Ease of Use



New users are emerging

Move towards critical thinker with knowledge of the business- e.g. a **business analyst**



New users emerging

Who in your organization analyzes data using advanced analytics (i.e., predictive, text, Web analytics)?

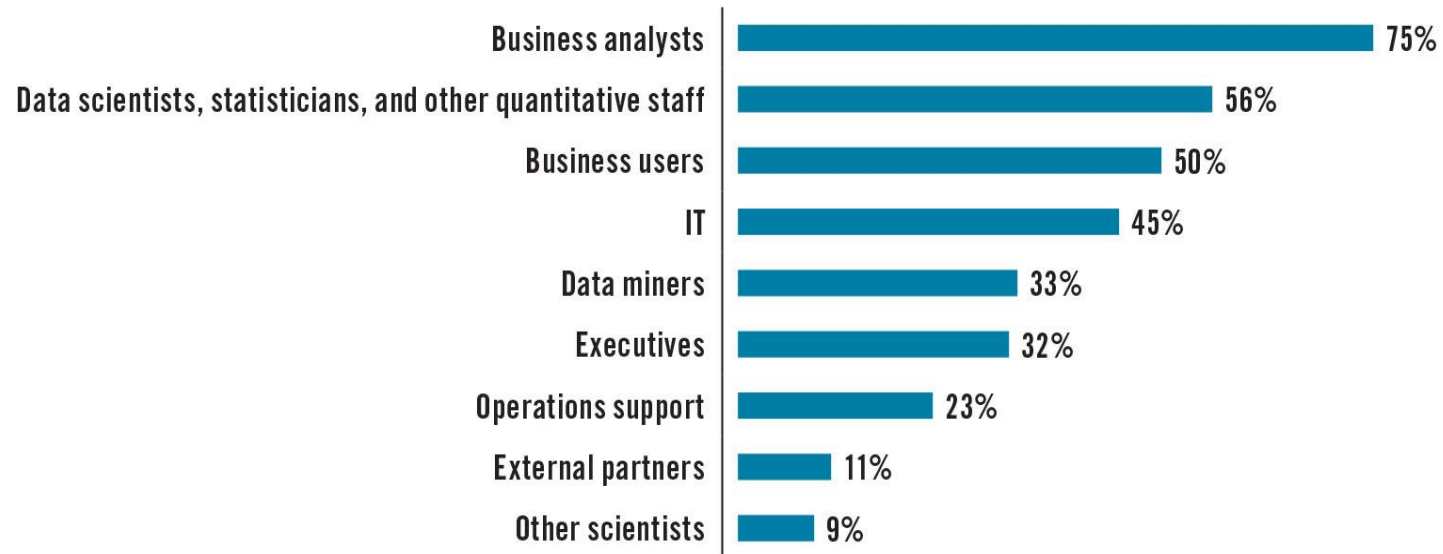


Figure 5. Personnel using advanced analytics to analyze data. Based on 328 respondents. Multiple selections were allowed.

(source: TDWI 2014)

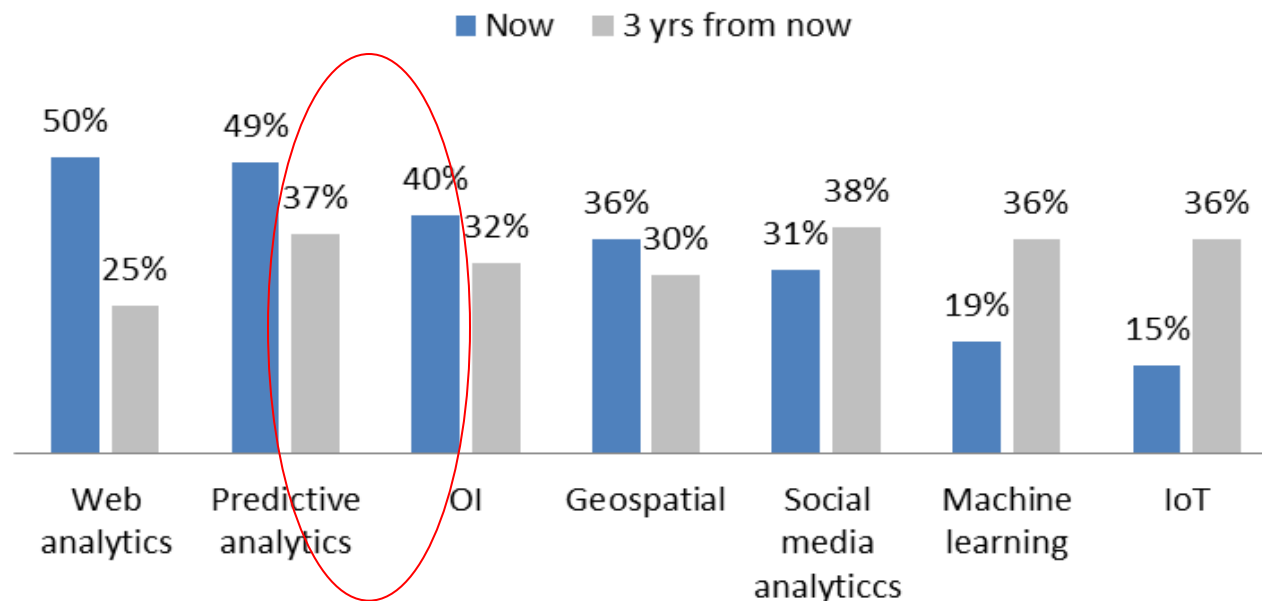
Democratizing BI

To extend the deployment of BI and analytics tools to more users in the organization



Predictive analytics is mainstream

Advanced Analytics Trends



(source, TDWI BPR on emerging technologies, 2015)

What you should consider

Skills needed



1. Critical thinking

- Ability to formulate a question
- Comfortable creatively thinking in numbers and attributes
- Inference

Above all: Questioning the results



2. Domain expertise

- Helps in:
 - *formulating good questions*
 - *understanding objectives*
 - *assessing the model and taking action on it*
- Understanding relevant data
 - *Dealing with data – outliers, missing data, etc.*



3. Data sense

- Target vs. explanatory variables
- Derived variables
- Lots of new data types
 - *text, graph, location*
 - *May require parsing, geocoding*



4. Understanding the tools!



5. Understanding the techniques

- A basic understanding is necessary
 - *Decision trees*
 - *Clustering*
 - *Regression*
- Interpreting the results is critical



6. Communication

- Tell the story!



Best practices

- ✓ Find and build the skills
- ✓ Control the deployment
- ✓ Manage the models
- ✓ Become an evangelist



Finding and building the skills

- Recruiting- internal and external
- Training
 - *Onsite, Off-site*
 - *Boot camp*
 - *Drop in hours, mentoring*
- Some organizations have formalized the process



Organize to execute

- Centers of excellence
- SWOT teams
- Centralized vs. distributed

Control the deployment

- Consider risk/reward
- Collaboration and control points
- Make it part of a process



Manage the models

- Many models will be built
- Models get stale
- Models need to be managed



Learn to evangelize



Thank you

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Questions?



Contact Information

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