- Turning results into action.

With public service,

we need to know what action to take

when certain events are observed in the data.

Once we define these real-time actions,

we need to make sure that there are automated systems,

or processes, in our organization,

or scientific research group,

that perform such actions and provide failure recovery

in case of problems.

As a summary,

big data and data science are only useful

if the insights can be turned into actions,

and action should be carefully defined and evaluated

After this video, you will be able to explain

what turning insights into action means

and connect your results with your

business or scientific question.

Now that you have evaluated

the results from your analysis,

and generated reports on the potential value of the results,

the next step is to determine what action, or actions,

should be taken based on the insights gained.

Remember why we started bringing together large data sets

to analyze them in the first place.

The goal was to find actionable insights

to help answer scientific or commercial questions.

In this business, for example,

is there something wrong in your process

that should change to remove the bottlenecks?

Is there data that should be added to your application

to make it more accurate?

Or, should you segment your population

into more well-defined groups,

or more effective targets of markets.

Similarly, in science,

were the benefits from a drug trial

statistically significant,

or what is the present rate of deforestation,

and can you predict how much forest will remain in 15 years?

Just to name another example,

you could ask a question like

can you cluster distant planets

based on telescope images?

Now that you have some insights from the data?

The next step is turning that into action.

Based on what you've found,

it is likely, now, you have actions you could take

to improve your business,

better treat patients or improve the environment.

Now, you need to figure out how to implement the actions.

What is necessary to add this action to your process,

or application?

How should it be automated, if it can be?

The stakeholders need to be identified,

and become involved in this change.

Just as with any process improvement changes,

we need to monitor and measure the impact of the action

on the process or application.

Be sure to think about what data you should collect

during and after the change

to properly evaluate its impact.

Evaluating results from the implemented action

will determine your next steps.

Is there additional analysis that needs to be performed,

in order to yield even better results?

What data should be revisited?

Are there additional, or further ideas

that should be explored?

For example,

let's not forget what big data enables us.

We could be taking real-time action

based on rapidly streaming information.

In business, we need to define what part of our business

needs real-time action to be able to implement the operation

or the interaction with the customers.

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