

Data Problems: Tools vs. Culture

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Introduction

- ▶ This talk is for a general audience

Introduction

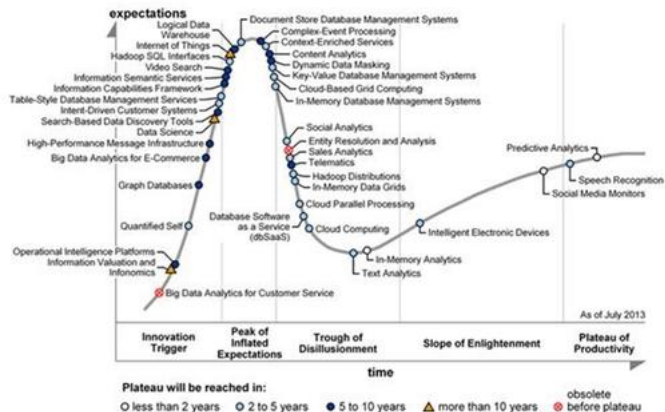
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Introduction

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- ▶ Background

Current Events

Hype Cycle for Big Data, 2013



Source: Gartner

What is 'Big Data' anyway?

Data Problems

- ▶ Most are not 'Big Data' (whatever that means) problems

Data Problems

- ▶ Most are not 'Big Data' (whatever that means) problems
- ▶ Most are not problems for lack of a tool

Data Problems

- ▶ Most are not 'Big Data' (whatever that means) problems
- ▶ Most are not problems for lack of a tool
- ▶ Most are culture problems

Culture

Organizational

- ▶ Behavior and meanings attached to behaviors

Role of Data Science

Culture

Organizational

- ▶ Behavior and meanings attached to behaviors

Role of Data Science

- ▶ The primary job of a Data Scientist is to help change the culture

Mission of a Data Scientist

Short-term

- ▶ Help the organization identify the right problems

Short-term

- ▶ Help the organization identify the right problems
- ▶ Do what is necessary to solve the problems

Short-term

- ▶ Help the organization identify the right problems
- ▶ Do what is necessary to solve the problems
- ▶ Evaluate the solution

Short-term

- ▶ Help the organization identify the right problems
- ▶ Do what is necessary to solve the problems
- ▶ Evaluate the solution
- ▶ Repeat

Long-term

Help people become better at identifying and solving their own problems

What was missing?

- ▶ Hadoop

What was missing?

- ▶ Hadoop
- ▶ Storm

What was missing?

- ▶ Hadoop
- ▶ Storm
- ▶ Spark

What was missing?

- ▶ Hadoop
- ▶ Storm
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- ▶ Big Data

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- ▶ d3.js

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- ▶ Lambda Architecture
- ▶ d3.js
- ▶ Tableau
- ▶ HDFS

What is the problem?



Why focus on tools?

- ▶ Concrete

Sad possibility

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- ▶ Quantifiable

Sad possibility

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- ▶ Financial

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- ▶ Unsure of real problem

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Sad possibility

- ▶ Too weak, or unmotivated, to fix the real problem

Now what?

- ▶ Stop talking about tools as solutions

Now what?

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- ▶ Start/continue asking questions

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- ▶ Be Socratic: use questions to teach people how to ask the right questions

Now what?

- ▶ Stop talking about tools as solutions
- ▶ Start/continue asking questions
- ▶ Be Socratic: use questions to teach people how to ask the right questions
- ▶ Lead by example

Questions?

- ▶ Twitter: @aadrake

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