

Data Science and Business Intelligence: The Singularity

Big Data and Analytics Innovation Summit
Singapore
2016-03-02

<http://aadrake.com>

@aadrake

@aadrake, #hacker

or

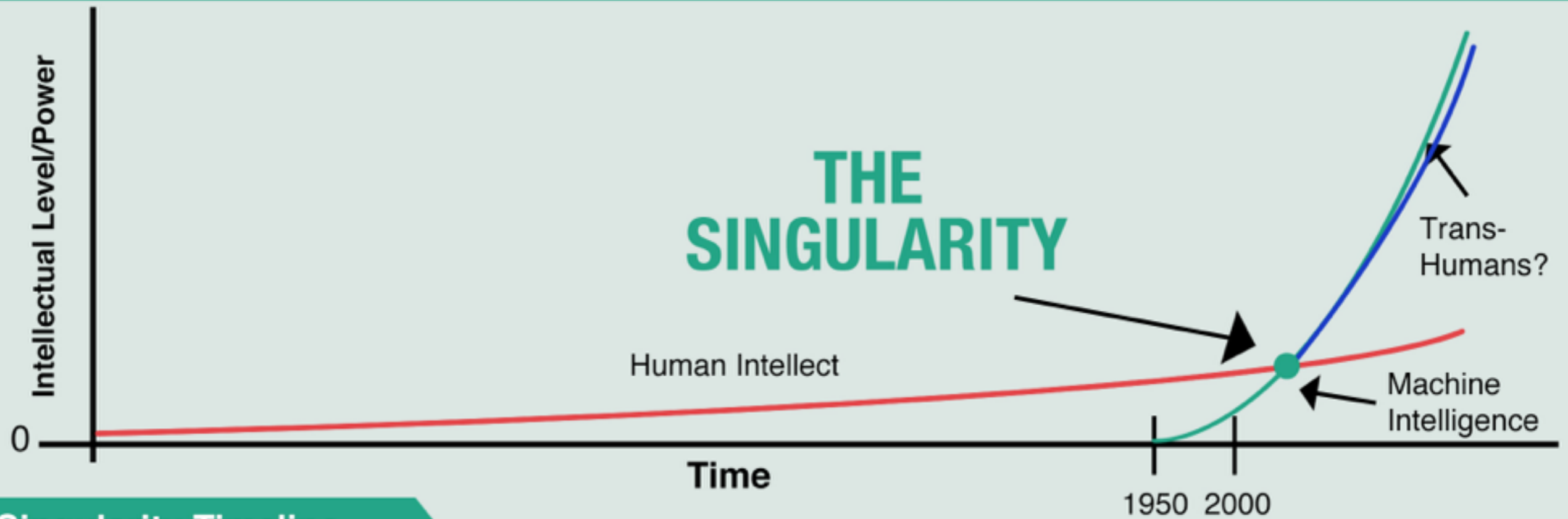
@aadrake, #ThoughtLeader

Background

- Studied Applied Mathematics
- Technology roles since late 90s
- Many industries

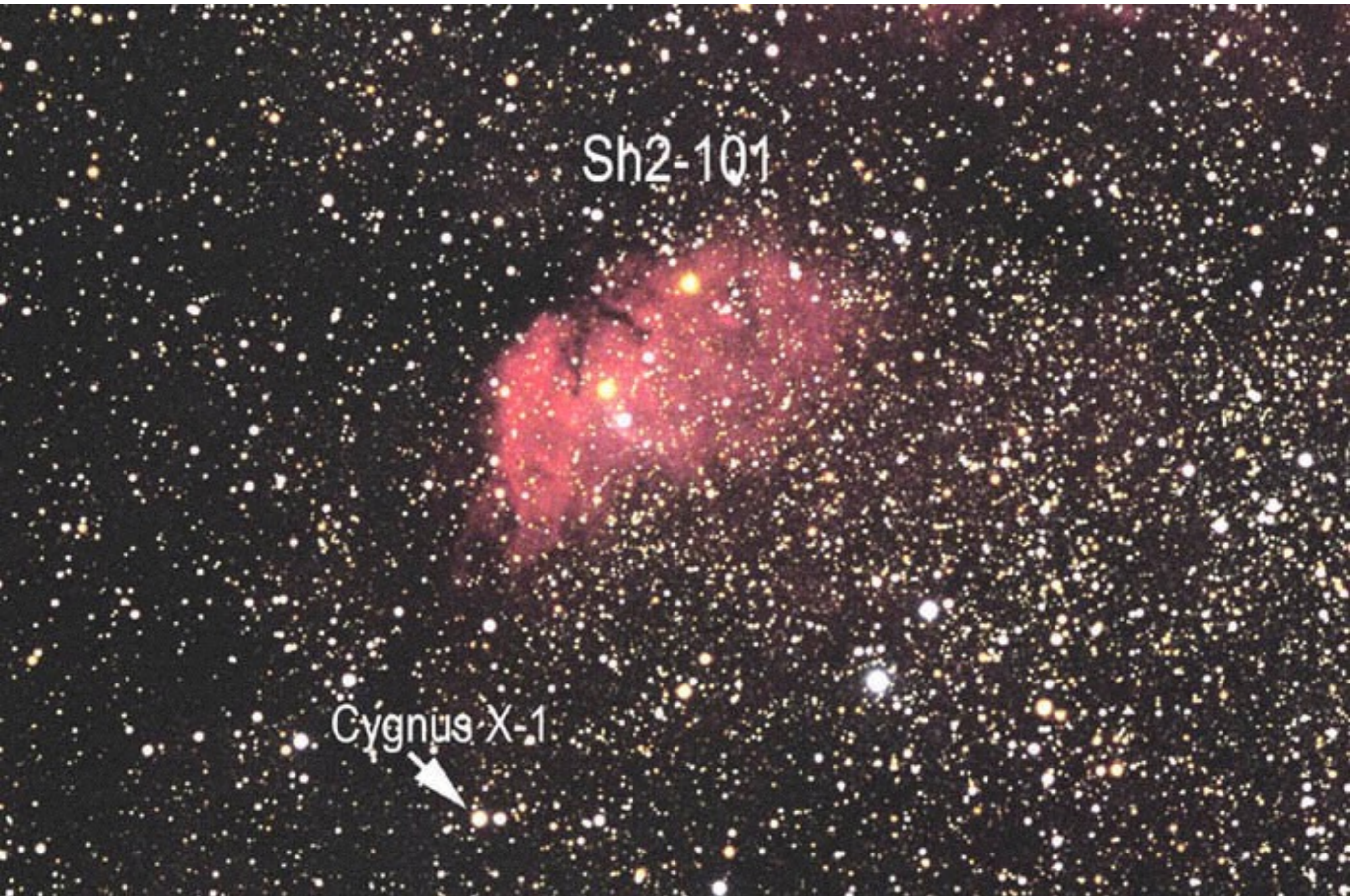
What is Data Science?

What is Business
Intelligence (BI)?



Singularity Timeline

Rise in human intellect could be driven by integrating with machines in the future



Sh2-101

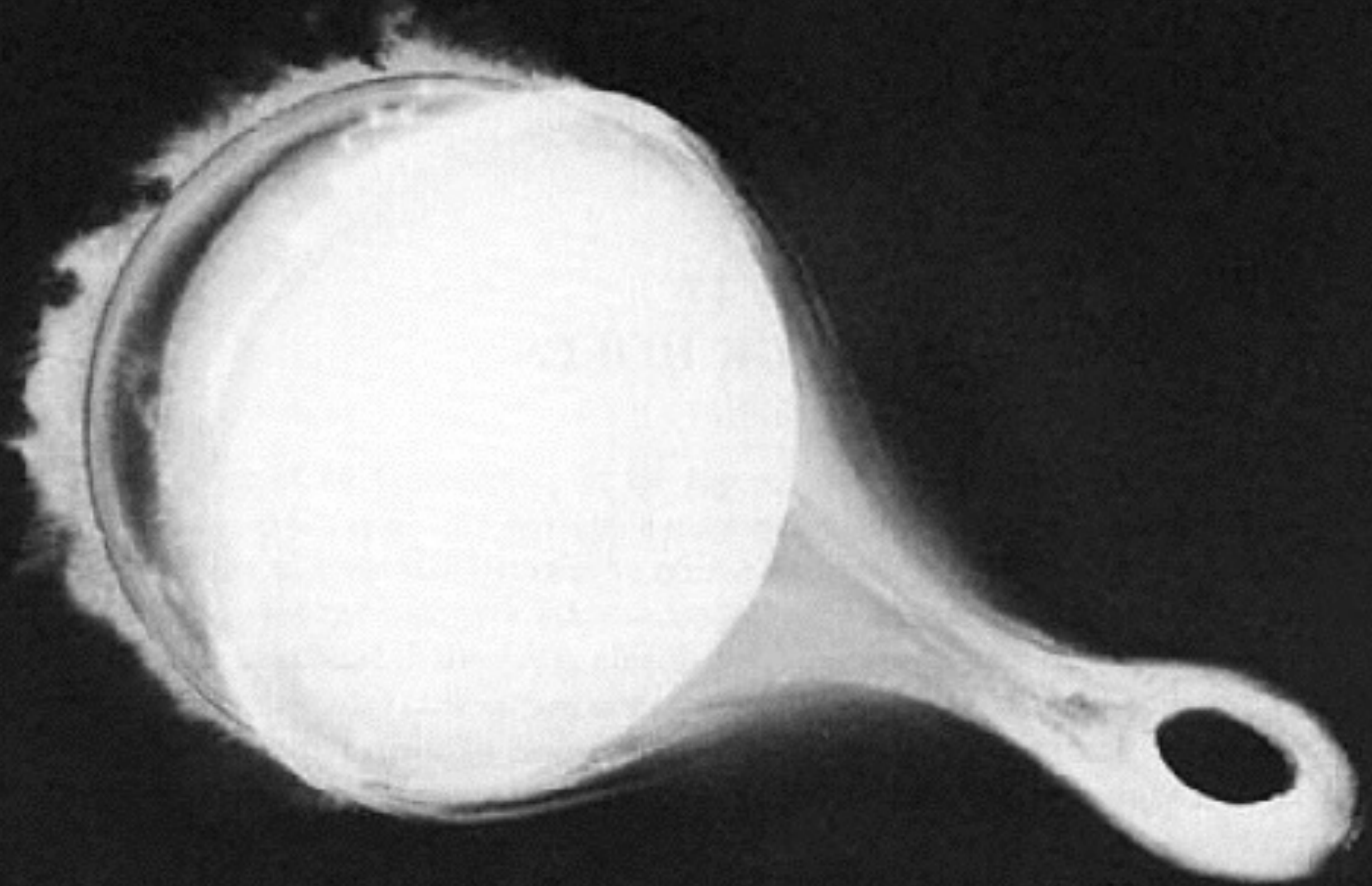
Cygnus X-1



Common Progression

- Company unsatisfied with current data offering
- Blame current data people for lack of sophistication
- Company hires Data Science person/team
- Data Science hire(s) realize the foundations are not in place





What now?

Option 1:
Hire more BI people

Option 2: Self-service BI

Option 3:
DS people doing BI

Summary

- Hire for the problems you have, not the problems you wish you had
- BI/Data Engineering may be the real benefit
- Expectation management