

# The Death of Data Science

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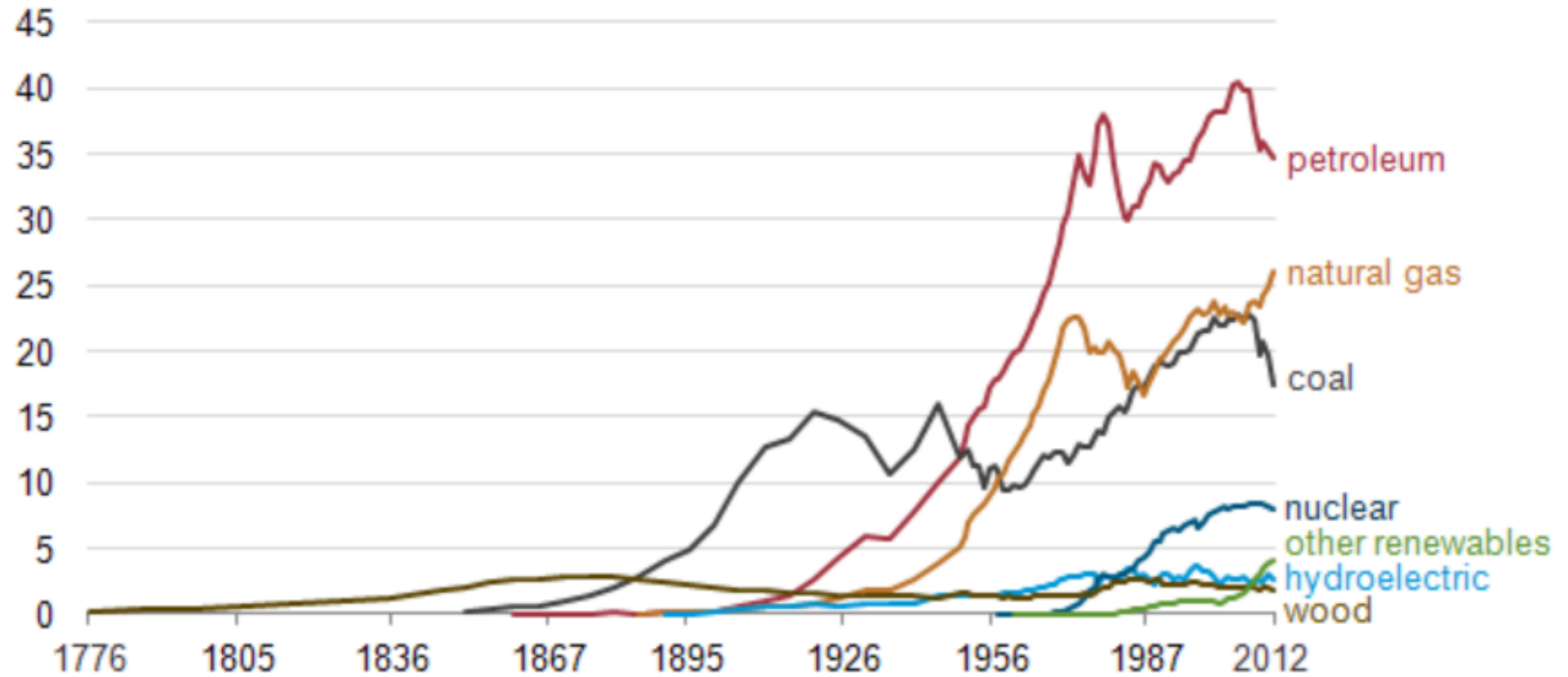
# Background

- Tech since the 90s
- Variety of industries and countries
- Business focus and tech passion
- Advising

# CEOs

History of energy consumption in the United States (1776-2012)

quadrillion Btu



Source: U.S. Energy Information Administration, [AER Energy Perspectives](#) and [MER](#).

**SO IT BEGINS...**



**THE GREATEST HYPE TRAIN OF OUR  
TIME**

# How Big is the Digital Universe?

Using the IDC / EMC Study of the Topic

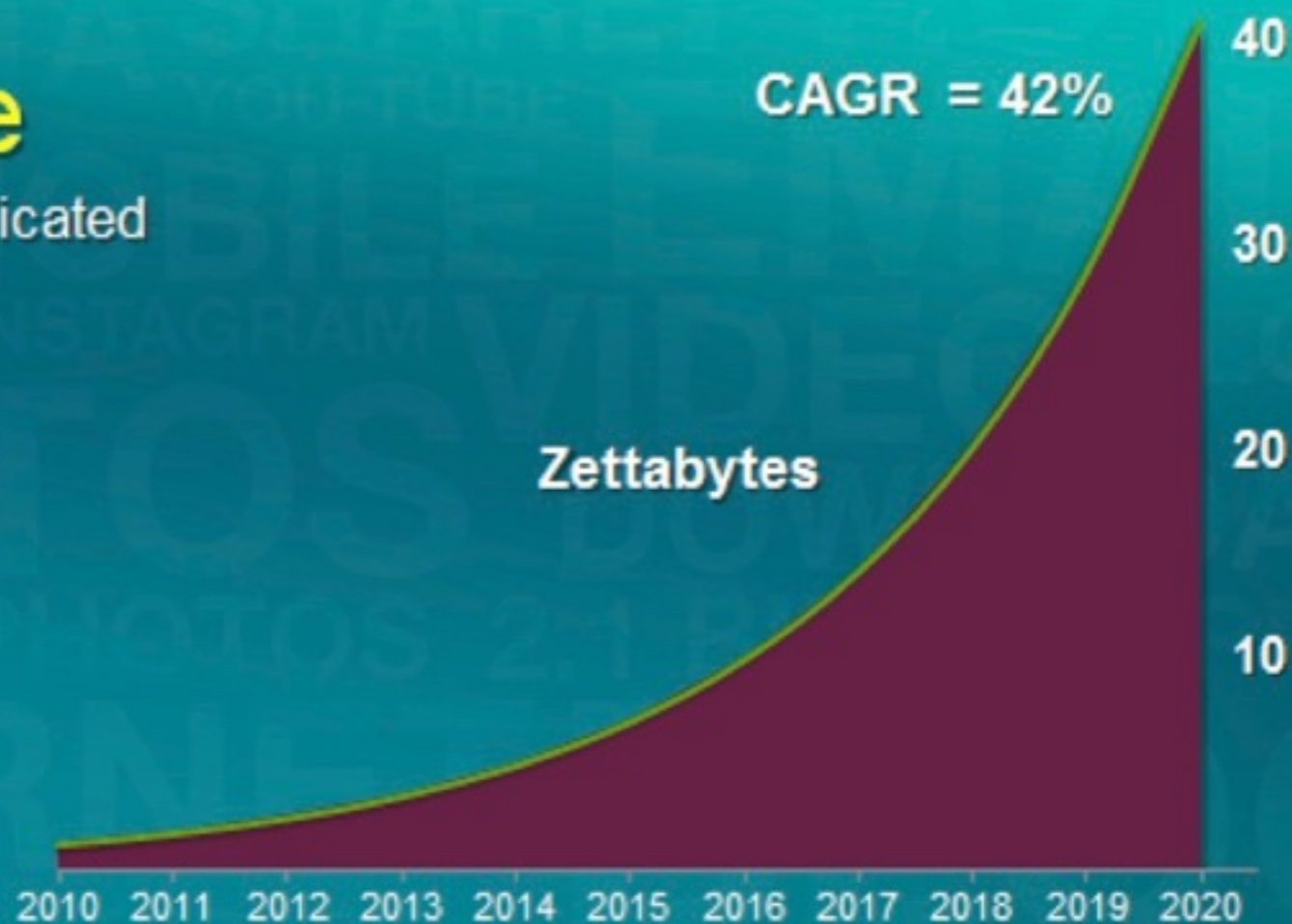
## The Digital Universe

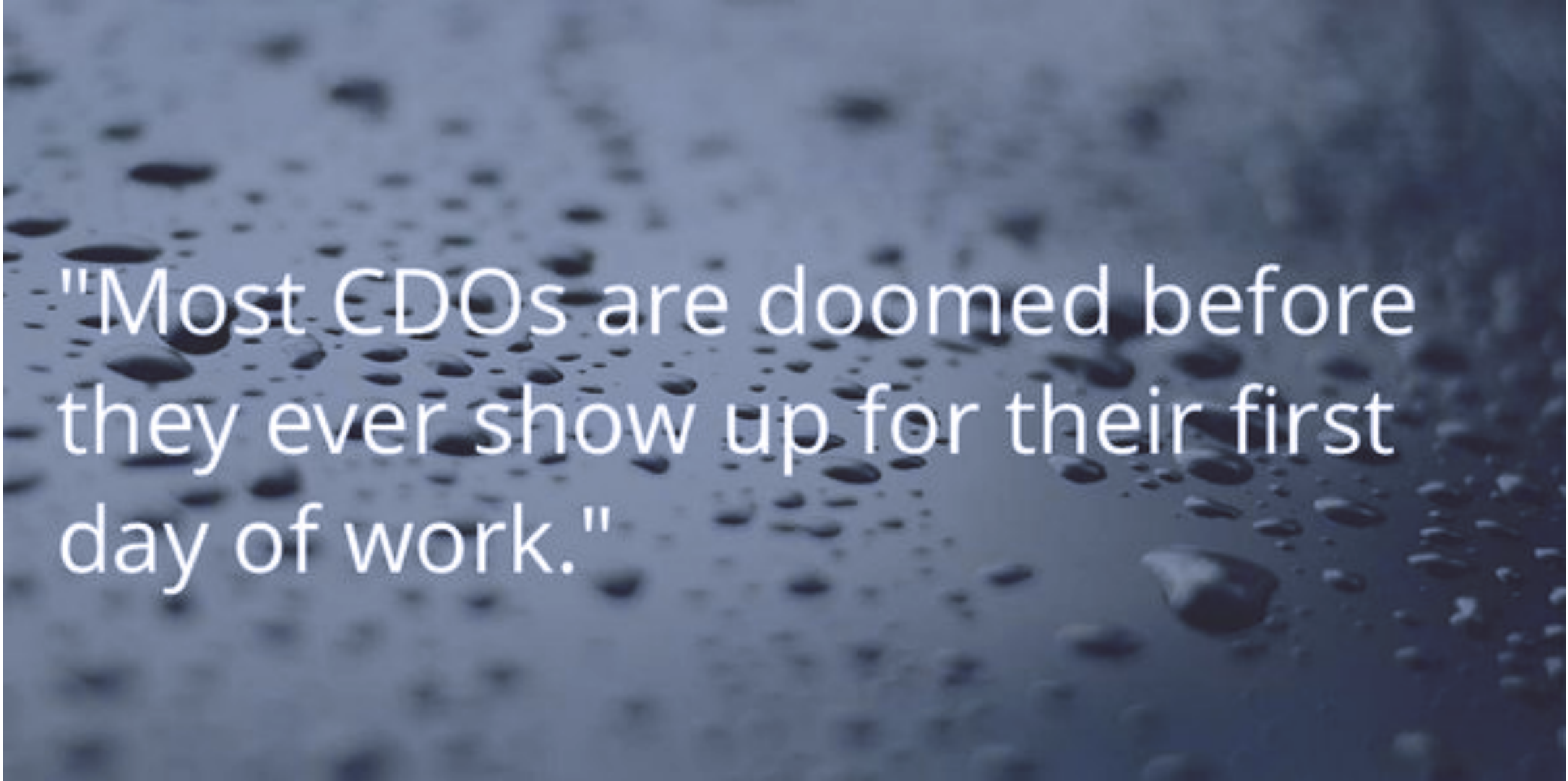
The measure of all digital data created, replicated and consumed in a single year

=

# 40 Zettabytes

in 2020





"Most CDOs are doomed before they ever show up for their first day of work."

# So it goes...

- Cheaper storage/missing features in RDBMS
- Hadoop/No(!)SQL
- No(not only)SQL
- Spark SQL
- Postgres wins the Internet



$$96 * 128\text{GB} = \sim 12\text{TB}$$



**Tanya Cashorali**

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 Follow

Data Science : Data Analytics :: Brain Surgery :  
General Medicine. We NEED more GPs, brain  
tumors are not all that common (luckily). [#data](#)

8:52 AM - 22 Jun 2016



# Data and Tech

- Yahoo releases ~14TB of customer interaction data (JAN 2016)
- Google releases Tensorflow (NOV 2015)
- Amazon releases DSSTNE (Deep Scalable Sparse Tensor Network Engine) (MAY 2016)

Where's the value?

# Leadership

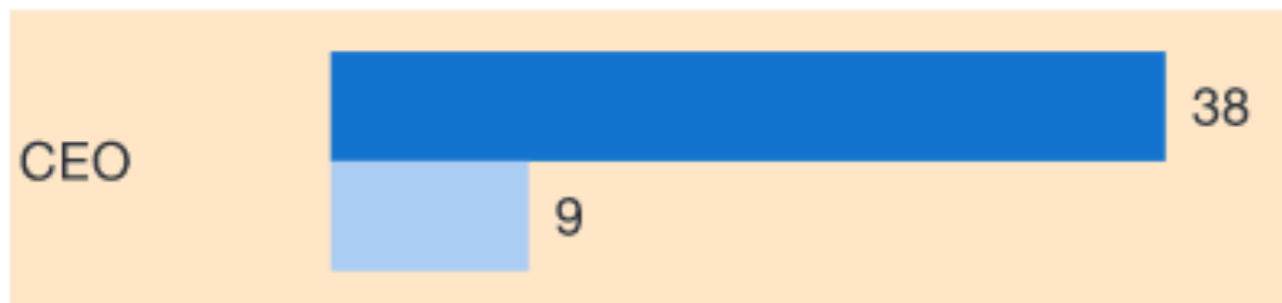
"...executives say senior-leader involvement and the right organizational structure are...even more important than its technical capabilities or tools."

CEOs are much likelier than all other C-level respondents to cite themselves as leaders of the analytics agenda.

% of respondents,<sup>1</sup> by role

■ CEOs, n = 256  
■ All other C-level executives, n = 175

Who is primarily responsible for data and analytics agenda at respondents' organizations



# What to do?

- Grow leadership capabilities
- Build analytics, not Data Science
- Get an overview of other areas (HR, Marketing, etc.)
- Start positioning
- Or wait...

# Plot twist...





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