Building Your Company's Analytics and Data Warehouse Plan

1. Today's Data Environment
   a. Data Source Diversity
   b. Data Usage Variety
   c. Expanding User Audience

2. Multiple User Segments and Capabilities
   a. The Data Audience
   b. Different User Types: Standard Query, Ad Hoc, Segmentation, Knowledge Discovery
   c. The Evolution of Data Usage and Delivery
   d. The Data Usage / Data Management Relationship

3. Evolving from Business Intelligence to Analytics to Self Service
   a. Definitions and Concepts
   b. Different Views of Self Service
   c. Data Management Methods
   d. Data Management Tools
   e. Differing User Skills
   f. The Evolution of Self Service
   g. Potential Goals & Objectives
   h. Typical Analytics Evolution

4. Business Intelligence / Analytics Development
   a. Development Activities
   b. Development Methodologies
      i. Waterfall
      ii. Iterative
      iii. Agile
   c. The Data Development Paradigm

5. The Business/Analytics Portfolio
   a. What is an Analytics Portfolio?
   b. Terminology and Concepts
   c. Incremental Delivery of Data, Decision Making, Business Value
   d. The Growth of Data vs Analytics
6. Building the Business/Analytics Portfolio
   a. Scoping the Business and Analytics Need
   b. Strengths of the Portfolio Approach
   c. The Placemat
   d. Placemat Sections and Details
   e. Sample Placemats
   f. Ranking and Prioritization
   g. Constructing the Analytics Roadmap

7. Data Management – Supporting Analytics
   a. Data Management Defined
   b. Data Management: Traditional vs. Today
   c. 5 Forgotten Properties of Data Management
   d. Supporting Self Service: Data Sources, Staging Data, and Data Usage
   e. Evolving Data Management for Self Service

8. Developing a Data Architecture
   a. Identifying an Architecture Based on the Usage Characteristics
   b. The 5 Key Data Usage Characteristics: Audience, Access, Structure, Domain, and Rigor
   c. Using the Data Region Framework
   d. A Usage-based Architecture
      i. Source Onboarding and Source Data Repository
      ii. Data Exploration
      iii. An Enterprise View
      iv. The Sandbox
      v. Reporting and Business Intelligence
      vi. Advanced Analytics

9. Organizational Considerations
   a. Observations about Current Technology Roles
   b. Hidden (and Necessary) Roles & Responsibilities
   c. Data Management & Self-Service Activities
   d. Who Does the Work?
   e. A New Role/Responsibility Structure

10. Wrap Up