

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