Microsoft AI

Building the Corporate Decision Factory

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1-3PM Eastern

Our People

The Architects of the MTC deliver immersive industry experiences and deep technical engagement focused on business outcomes. They help you understand the art of the possible and make it real by creating solutions to achieve business outcomes.

Architects

Todd Furst
Chief Technical Architect
Cross-workload specializing in *Azure-Infrastructure*
Industry: Retail, Healthcare

Rich Ross
Principal Technical Architect
Cross-workload specializing in *Azure-App Dev*
Industry: Healthcare, Manufacturing

Dave Wentzel
Principal Technical Architect
Data and Analytics

Michael Mukalian
Principal Technical Architect
Cross-workload specializing in *Modern Workplace*
Industry: Financial Services, Healthcare

James Stento
Principal Technical Architect
Cross-workload specializing in *Biz Apps*
Industry: Media & Communications, Manufacturing

Why are we doing Data Literacy Workshops?

- Understanding technology is less important than understanding data and having a good "Process"
  - Pick the right tool for the user and use case
- Self-service analytics initiatives are "underwhelming"
- Your users' level of data literacy (the ability to find, work with, analyze, and "discuss" data is critical to building a self-service, *insights-driven* culture

It is my ambition to help you better integrate business analytics into the decision-making process, and brandish it for competitive advantage.

Our Process

Delivering the Right Experiences for our Customers

Offerings

Design Thinking workshop

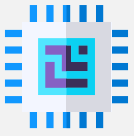
Explores the impact of digital transformation and innovation to help customers with vision-setting, strategy, roadmaps and organizational alignment.

Strategy briefing

A strategic business and technical discussion to gain understanding of customer goals and challenges. Align Microsoft capabilities and solutions.

Architecture design session

Synthesizes the business and technical requirements for a solution including an initial scope and a high-level architecture to drive next steps.



Hackathon

A hands-on, intensely collaborative and inclusive sprint to determine the applicability of specific technologies against a set of business use cases.

Hands-on lab

A hands-on, immersive education experience to provide the skills and familiarity of a technology to enable solution development and adoption.

Rapid prototype

A tailored hands-on experience to demonstrate the key technical capabilities of a solution and address any challenges to accelerate decision making.

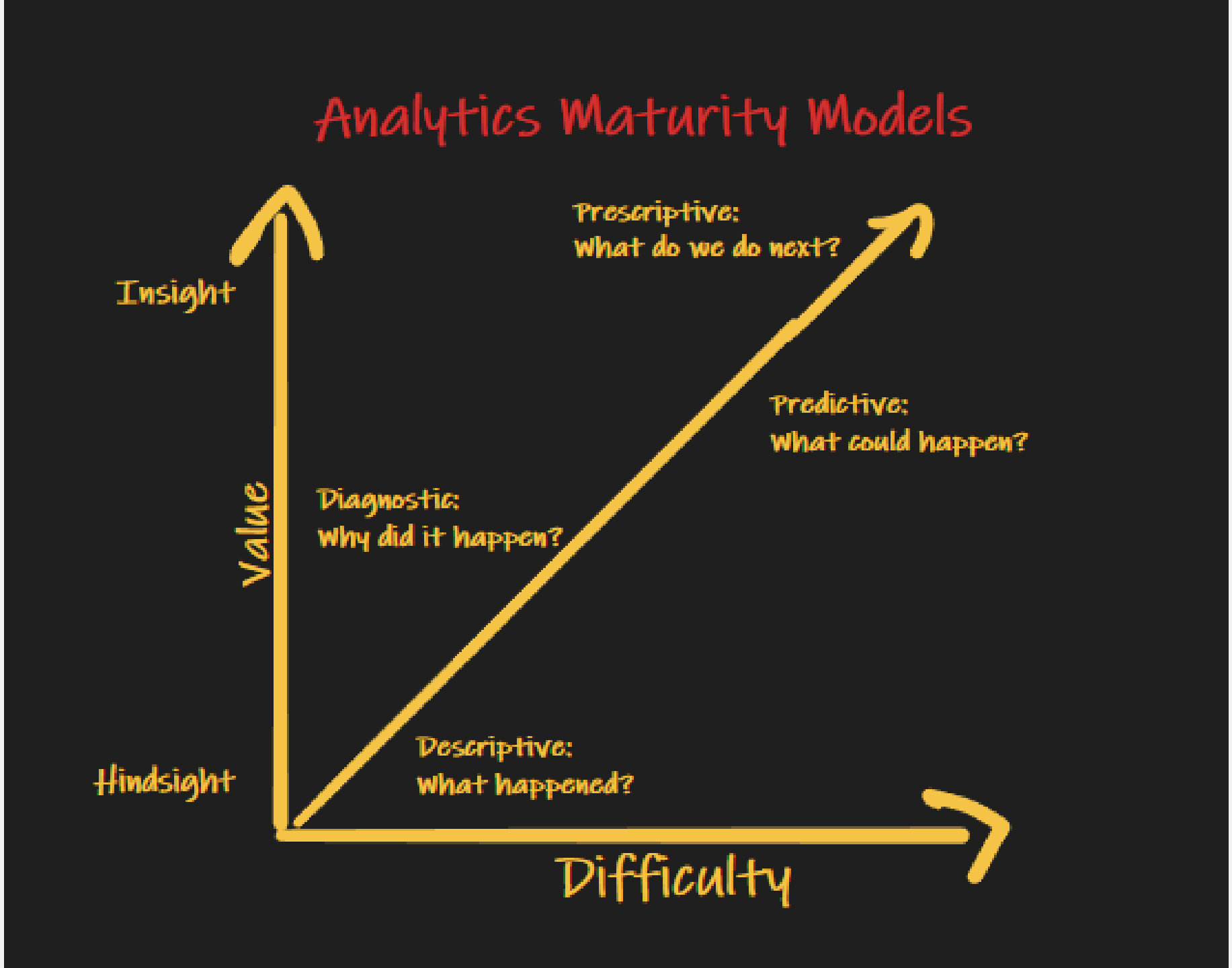
Purpose

Empower you to build your organization's analytics muscle

Objectives

- Gain specific, practical advice to **define/augment your analytics strategy**
- Hear real-world recommendations on how to **change culture**
- Why are data projects risky? What can we change?

ETL is why Analytics Projects Fail: Here's a Better Way	Monday March 14 1-3pm EST	Traditional data projects spend a lot of time and resources copying data around the data ecosystem. This isn't fun for your data team, and it certainly doesn't add much value IF there is an alternative. In this session we'll show you some approaches to quickly acquire data sets, determine if they provide lift, and transform that data to add business value, quickly. You can leverage these techniques today to shorten time-to-value for any analytics project.
Latent Data Analytics	Monday March 21 1-3pm EST	It's likely that the most interesting data in your company is not being leveraged in your analytics. The fact is: the most valuable data your customer has is likely locked in unstructured data like Word docs and pdfs. In this session we'll show you how to crack that data and structure it to gain insights. We'll give you lots of use cases and ideas to spark your creativity.
Build the Corporate Decision Factory	Monday March 28 1-3pm EST	You've decided to be a more data-driven company. You are building data lakes, knowledge graphs, and data catalogs. You want to create better decision-making capabilities and focus less on the HOWs and more on the WHATs and WHYs but your team is spending a lot of time focusing on implementation bottlenecks that are derailing your transformation. At the Microsoft Technology Center we have concrete, repeatable processes that we've learned from helping our customers on their analytics journey. Simple questions like "how do I structure my analytics sandbox?" or "how can I store PII in a secure and compliant manner?" take months for many teams to implement. We want to share some patterns that you can use to shorten time-to-value and put your focus back on business outcomes.


Analytics Maturity Models
Insight
Hindsight
Value
Difficulty
Prescriptive:
What do we do next?
Predictive:
What could happen?
Diagnostic:
Why did it happen?
Descriptive:
What happened?

How to draw an Owl.

"A fun and creative guide for beginners"

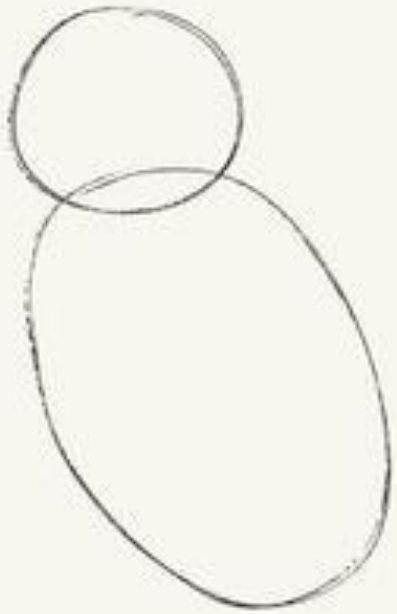
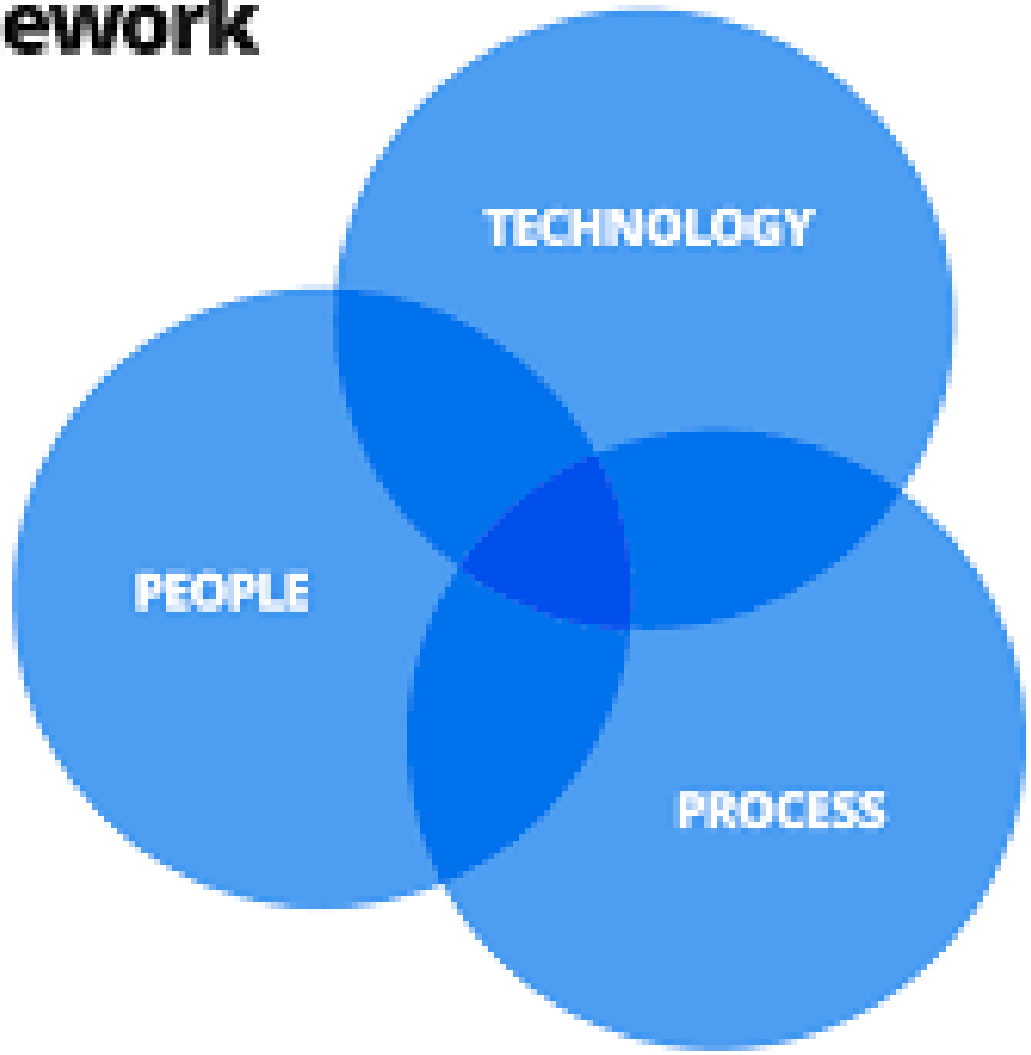


Fig 1. Draw two circles

Fig 2. Draw the rest of the damn Owl

People - Process - Technology Framework



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Does the Center-of-Excellence model work?

“Perceived” Analytics Challenges

- Data is not your biggest obstacle
- Only 1 in 5 cited concerns with DQ or ineffective DG as the PRIMARY concern
- Data and technology are probably NOT the problem

Overarching Principles

- Establish trust in your “data processes”. This does NOT mean “Data Quality”
- The business owns the data
- Encourage Data Discovery/Sandboxing/EDA. Everyone gets a sandbox!
- Decentralize analytics – Centralize Governance

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Small wins vs “Digital Transformation”

But, how do I get started on my first use case?

- One way, set aside a bit of budget to test something a bit weird. Maybe the opposite of what you think is actually true?
- Don't worry if an experiment doesn't replicate. Most experiments will not replicate every time.
- You don't have to be right all the time. That's what an academic does, not a business person.
- You don't always need robust data. It isn't physics. You just want to try something you wouldn't otherwise try. If the cost of failure is low, then why not try something different?
- If you test counterintuitive things, it's much more valuable when they pay off because your competitors aren't already doing those things.

Example:

As of today, there is no longer an Instant Queue option for streaming customers — **it has been replaced by something called "My List**," in which Netflix's recommendation algorithm organizes your options into the items you are most likely to want to view immediately.

Aug 21, 2013

Start by Asking Interesting Questions

- What's the biggest challenge you face?
- What are you up against here?
- What causes the most frequent breakdowns?

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Don’t allow Data Governance and Data Quality to stifle innovation

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Stop Forcing Centralization of Data Assets

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Favor Design Thinking, Fail Fast, Lean, Rapid Prototyping, Feedback Loops
-over-
Scrum/Agile, Fixed Sprint Scope, User Stories

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How to Think about ROI for Analytics Projects

vague responses with quantitative jibberish

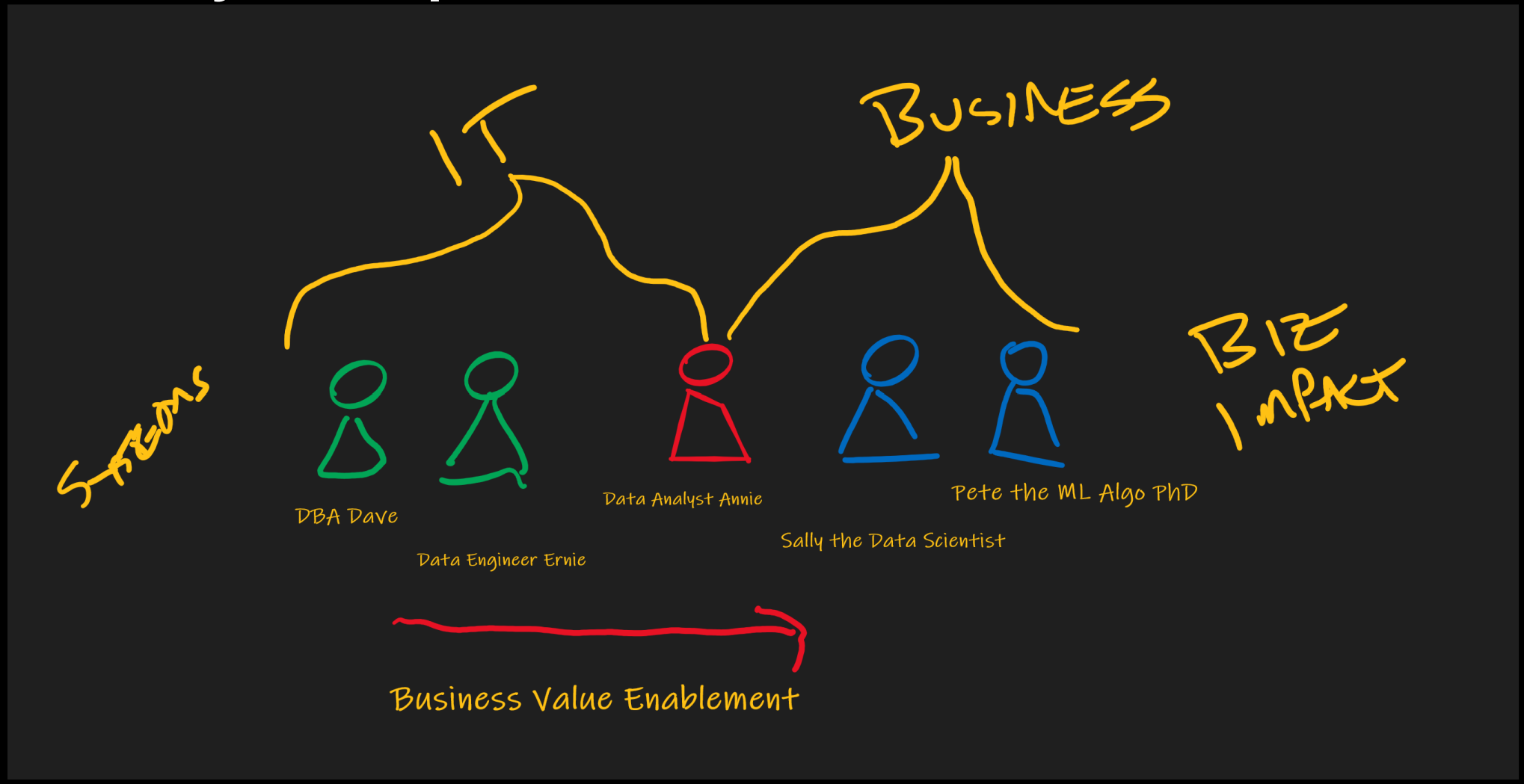
time-to-market

stakeholders tell the ROI story

My Approach...

Are we moving towards more closely impacting business outcomes?

every data persona needs a KPI

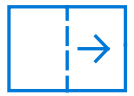


The Modern Data Ethos

Adopting Advanced Analytics and AI in your company

Where do you see **your company today?**

Where do you see your **top competitors today?**

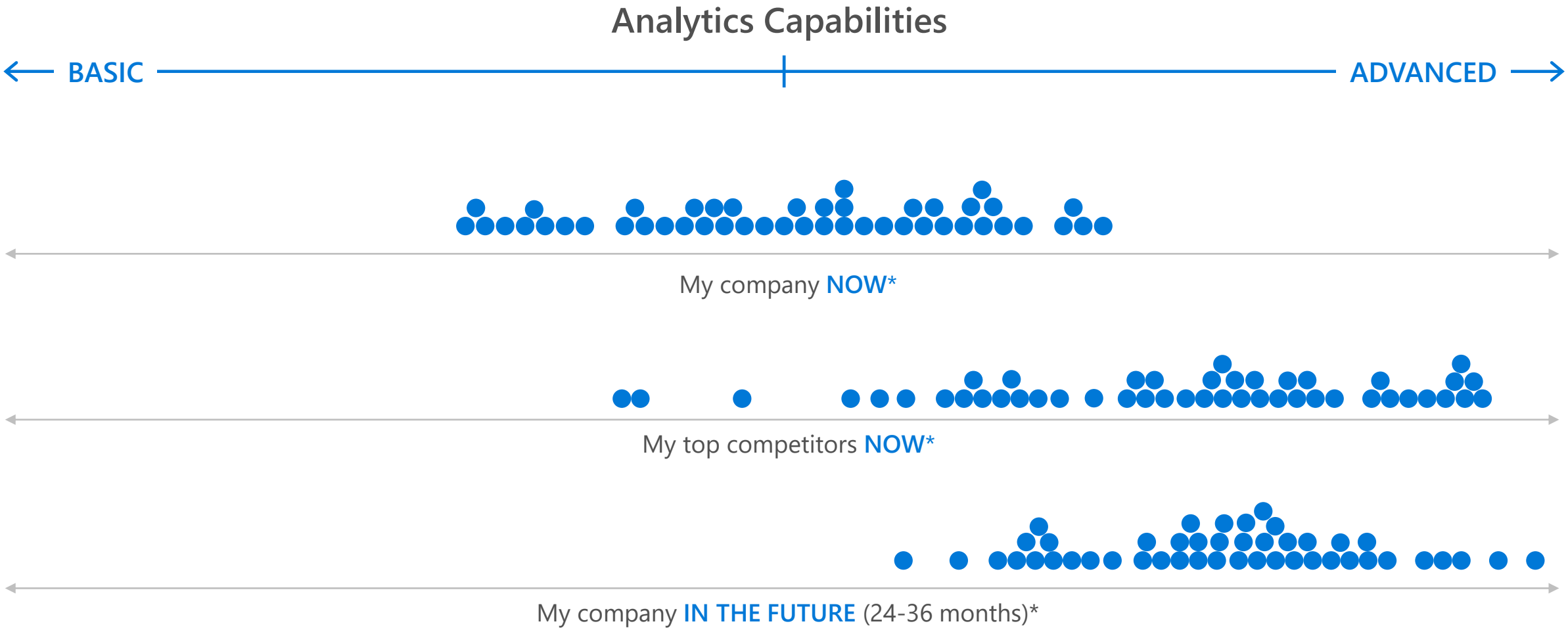


Where do you see **your company in the future?**

Analytics Capabilities

← BASIC ADVANCED →

Anecdotally…



Understand what's holding your organization back

What's holding organizations back when it comes to analytics?

79% Fear of the unknown

- Security/Privacy **37%**
- Value measurement **24%**
- Risk/Liabilities **32%**
- Understanding what AI is **20%**

63% Finding their starting point

- Strategy definition **30%**
- Finding use cases **30%**
- Finding Funding **24%**

48% Vendor strategy

- Integration complexity **33%**
- Confusion over vendor offerings **20%**

40% Enterprise maturity

- Governance issues **20%**
- Lack of staff skills **23%**

Base: Answered Artificial Intelligence (AI) section; n = 890
Q43. What are the top three challenges to the adoption of AI within your organization?
ID: 355907 [3]

[1] Source: Gartner, 2019.
[2] Source: Gartner, 2019.
[3] Source: Gartner, 2018.

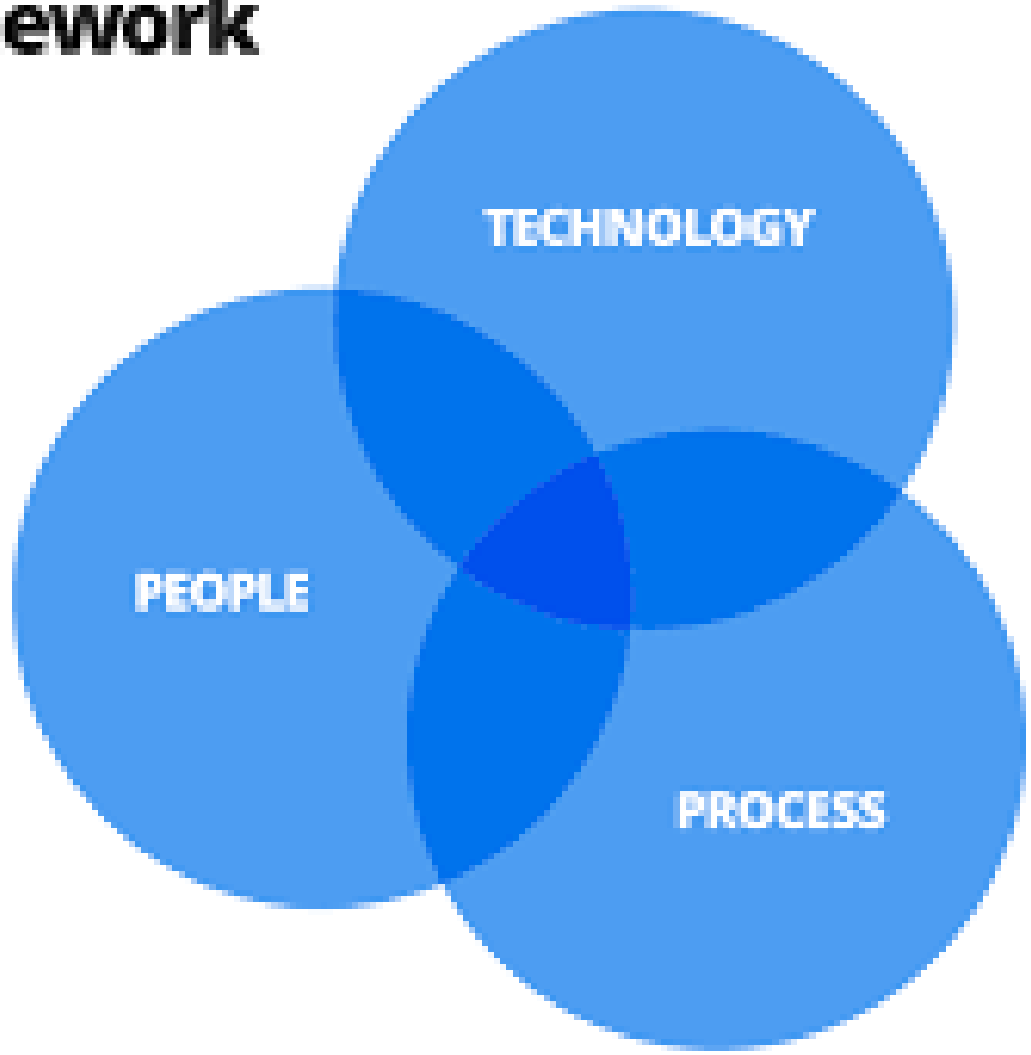
What are the qualities of an analytics-ready culture?

Data-driven

Empowering and inclusive

Responsible

People - Process - Technology Framework



Introducing the citizen data scientist

Every application

Every process

Every employee

Do I need to hire data scientists?
or
How do I make my data scientists more productive?

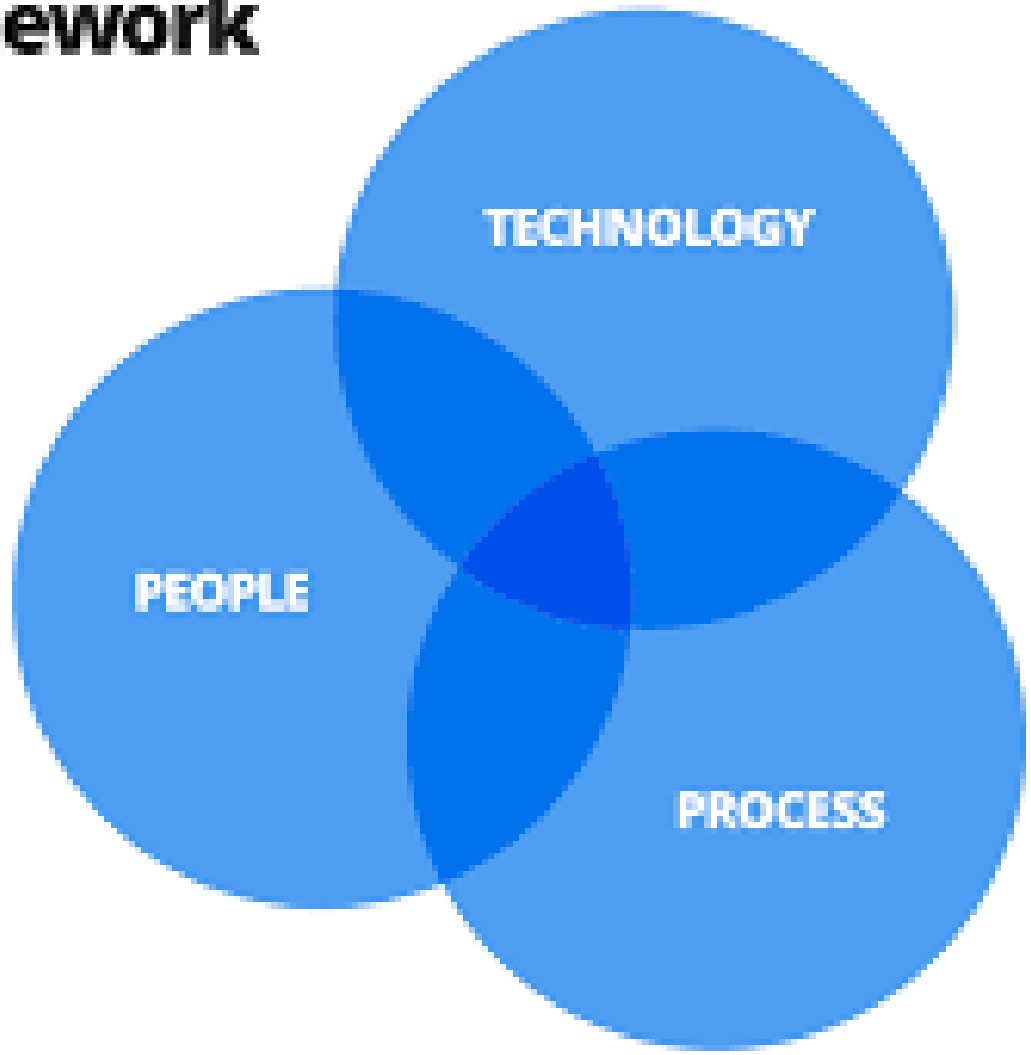
How do I hire data scientists?
What makes good data scientists?

Think of this more as “what makes a good analyst?”

Bring analytics to every employee

Every application
Every process
Every employee

People - Process - Technology Framework



Technology Considerations

- Separate storage from compute
- Give everyone a data sandbox
- Don’t dictate tooling (BYOC)
- The right tool for the user and use case: think PERSONAS
- STRONGLY favor open source