INSTITUTE FOR DATA SCIENCE
CARLETON UNIVERSITY SCHOOL OF COMPUTER SCIENCE
DATA SCIENCE DISTINGUISHED SPEAKER SERIES

SPEAKER: *Joanna Ng,*
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TOPIC: *Experience-Driven Analytics*

DATE: *Wednesday, Oct 21, 2015*

TIME: *11:00am.*

PLACE: *Room 5345, Herzberg Building*
Carleton University

ABSTRACT
Analytics traditionally is an IT intensive endeavor that requires specialized skills in data science, not accessible to business users.
Data has been called the new oil of IT, with potential to bring exponential business growth and success. Business users can make informed decisions based on insights that analytics have to offer.
They can gain new discoveries from correlated data patterns that are not obvious and prevent business loss from anomalies that analytics can identify. Despite of the tremendous value propositions analytics can bring, today, business users cannot experience any of these benefits from analytics without depending on IT. Even the simplest form of analytics such as data reporting is still IT dependant.
IT-dependent analytics inhibits business users from experiencing its real time benefit. Experience-driven analytics changes this status quo of analytics. Instead of data specialists performing analytics requests on behalf of business users, and returning the visualization of results delivered back to the business users as the end product, experience-driven analytics explore what accessible methods that business users can afford and data specialists can support in order enable real time experience of analytics for business users. With the confluence of cloud, internet of things and big data, putting business users in the drivers' seat of analytics so they can take care of their own situational and business requirements, free from IT dependence, to deliver real time business impact, has become more critical than ever.