

Data for Business Performance (DBP)

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Managing Principal

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www.dbp-institute.com

In **4 weeks** we can show **how much money is hiding** in your data!

Purpose of the Talk

The talk is mainly on 2 key topics from my upcoming book –
“Data for Business Performance”

1. The first half of the talk is on the key foundational elements required for deriving business performance from data
2. The second half of the presentation will cover strategies for applying GQM i.e. goals, questions, and metrics/KPIs to identify data elements that matter to derive insights.

Agenda

1

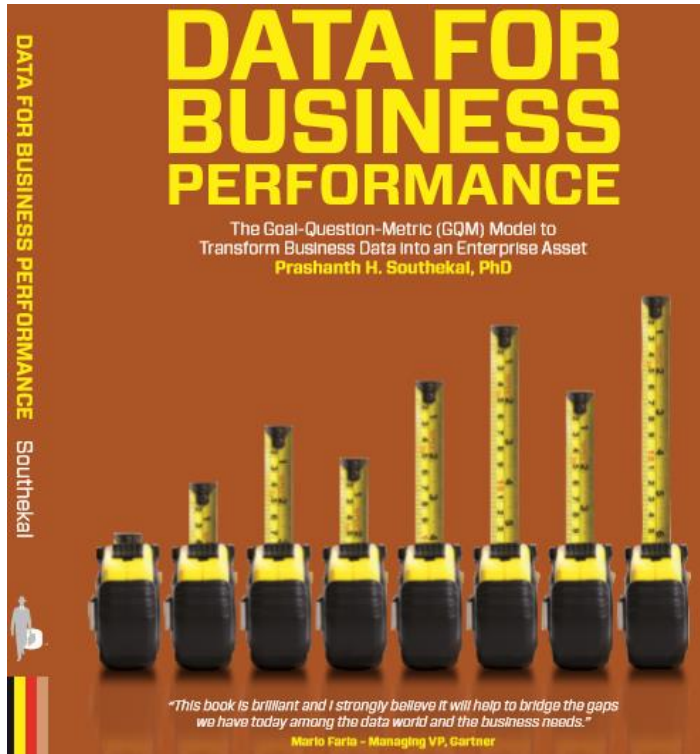
- Data for Business Performance (DBP)

2

- Foundational Elements

3

- GQM for Deriving Insights



DBP = Function
(Insights +
Compliance +
Customer Service)

Publisher: Technics, NY
Foreword: Dr Tom C Redman
“the data doctor”

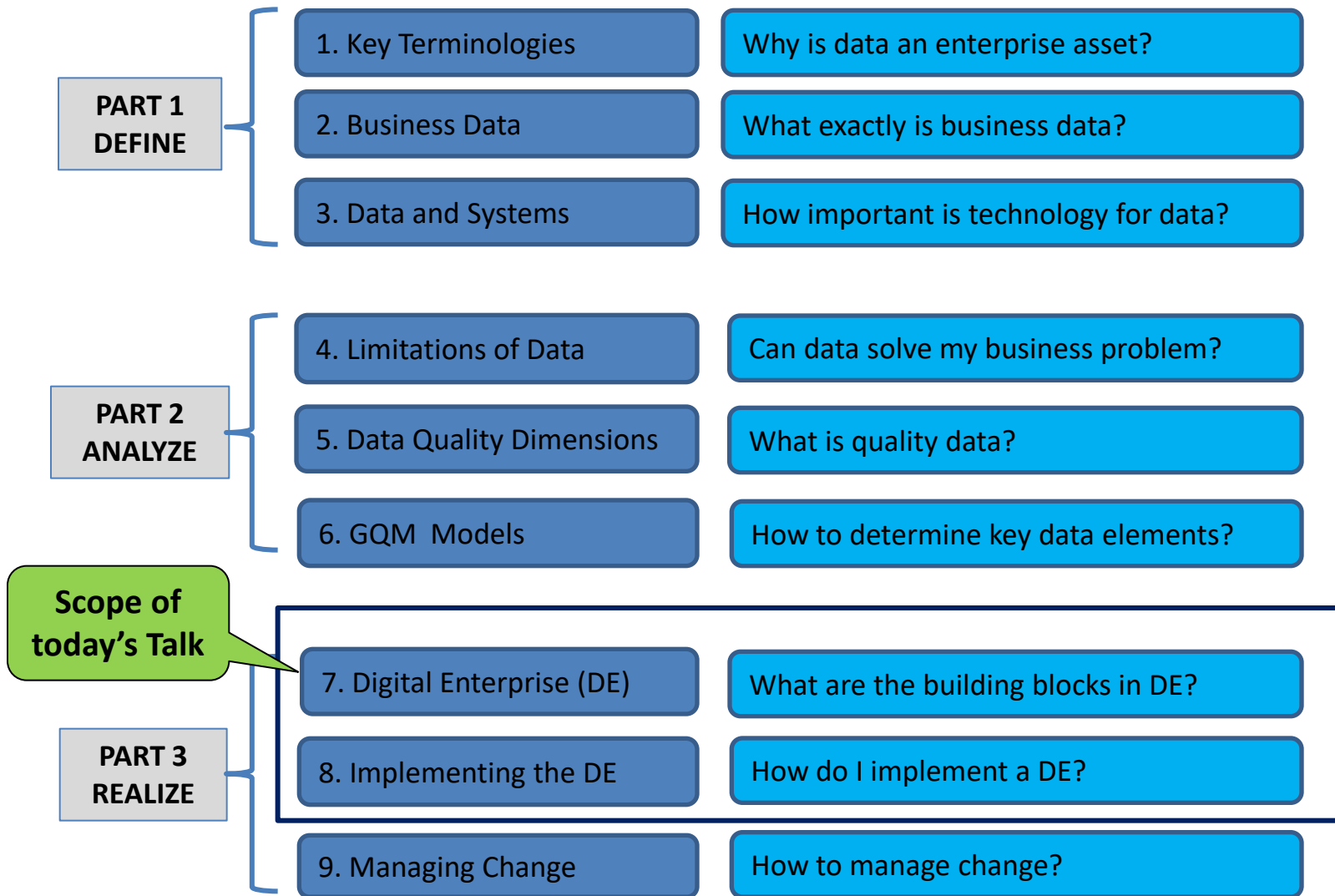
“I strongly believe this book will help to bridge the gaps among the data world and the business needs.”

Mario Faria
Managing Vice President, Gartner,

“This book brings great value to Industry professionals.”

Brandon Rohrer
Sr. Data Scientist at Facebook

ToC: Data for Business Performance



10. Summary

Agenda

1

- Data for Business Performance (DBP)

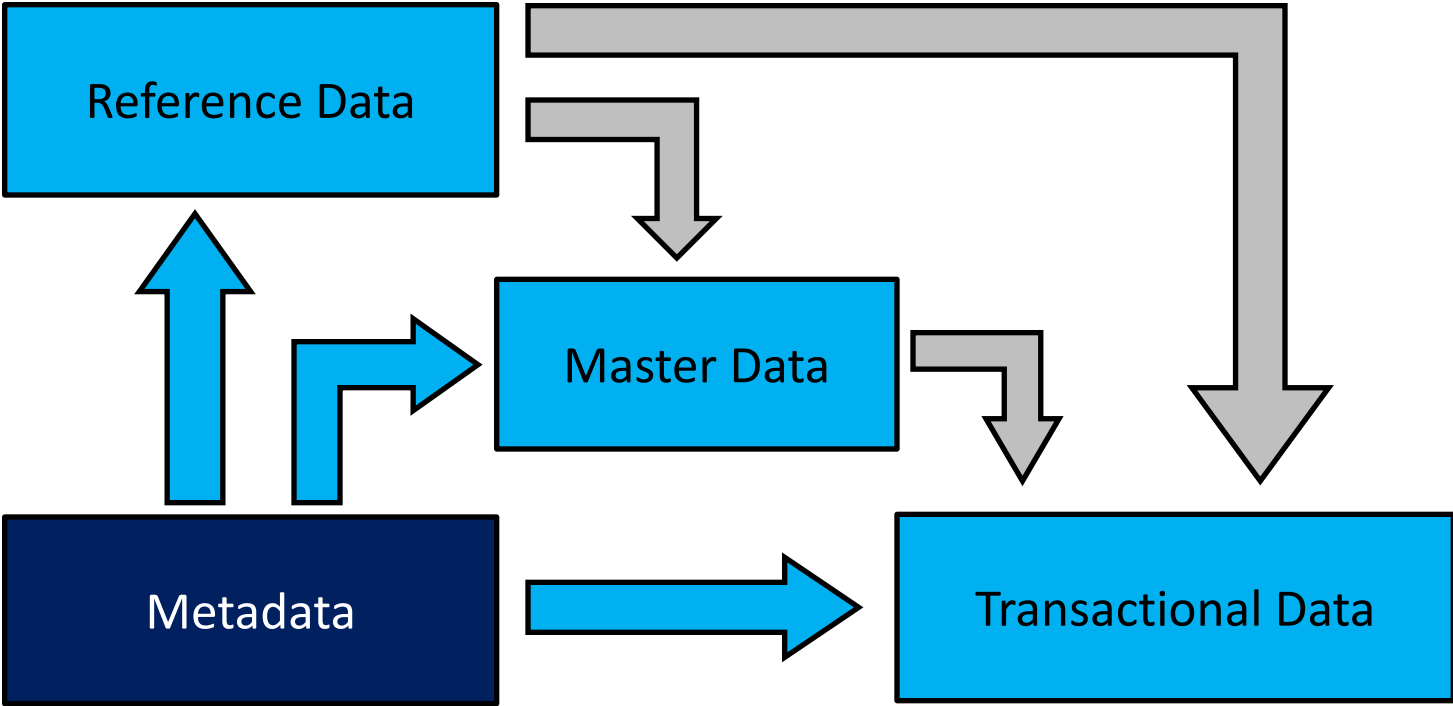
2

- Foundational Elements

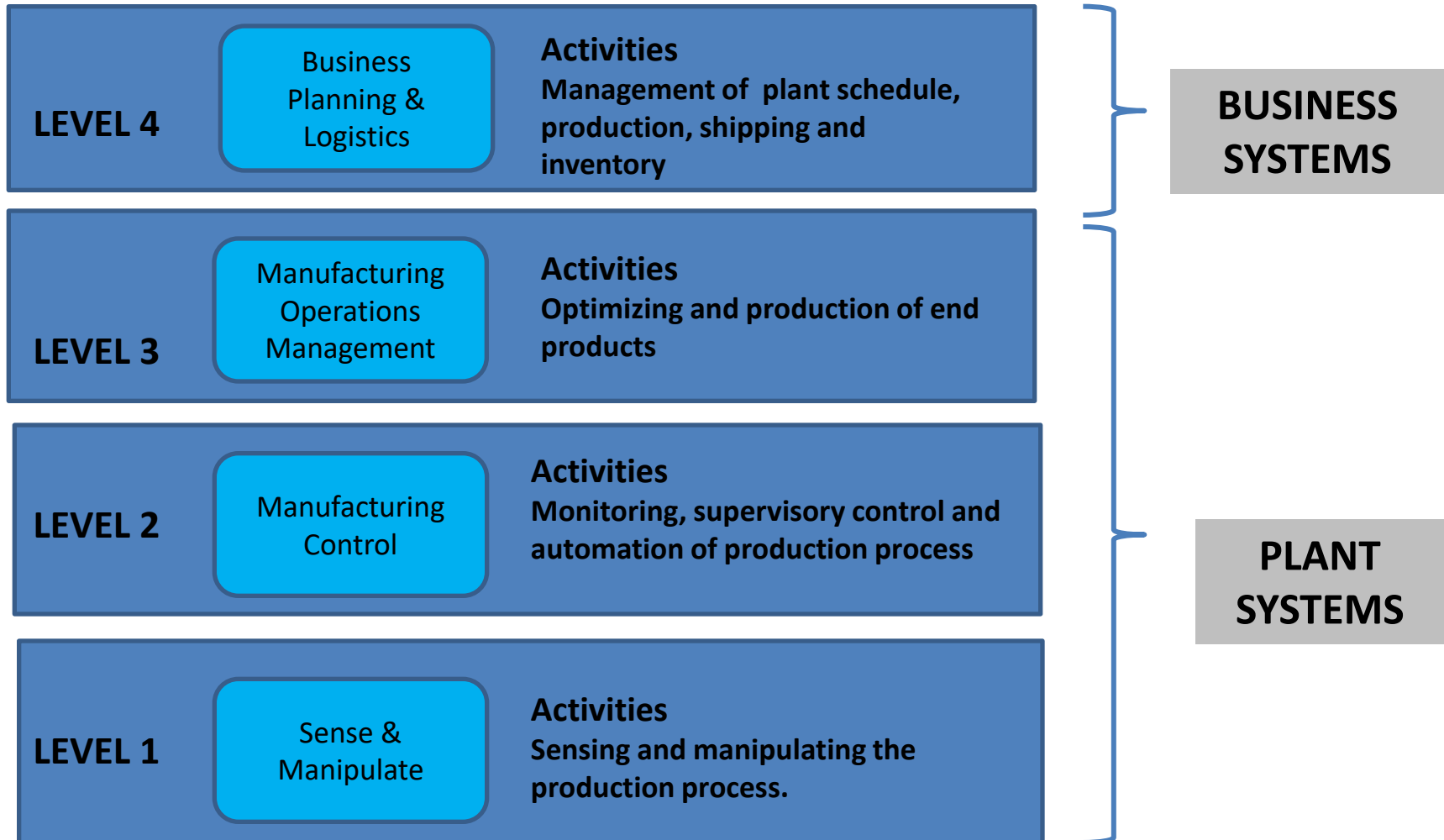
3

- GQM for Deriving Insights

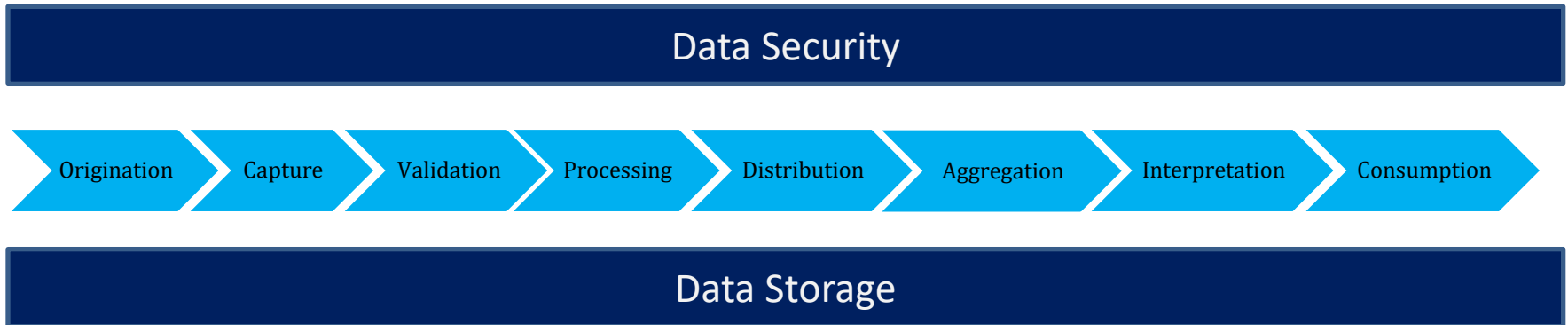
Business Data Types



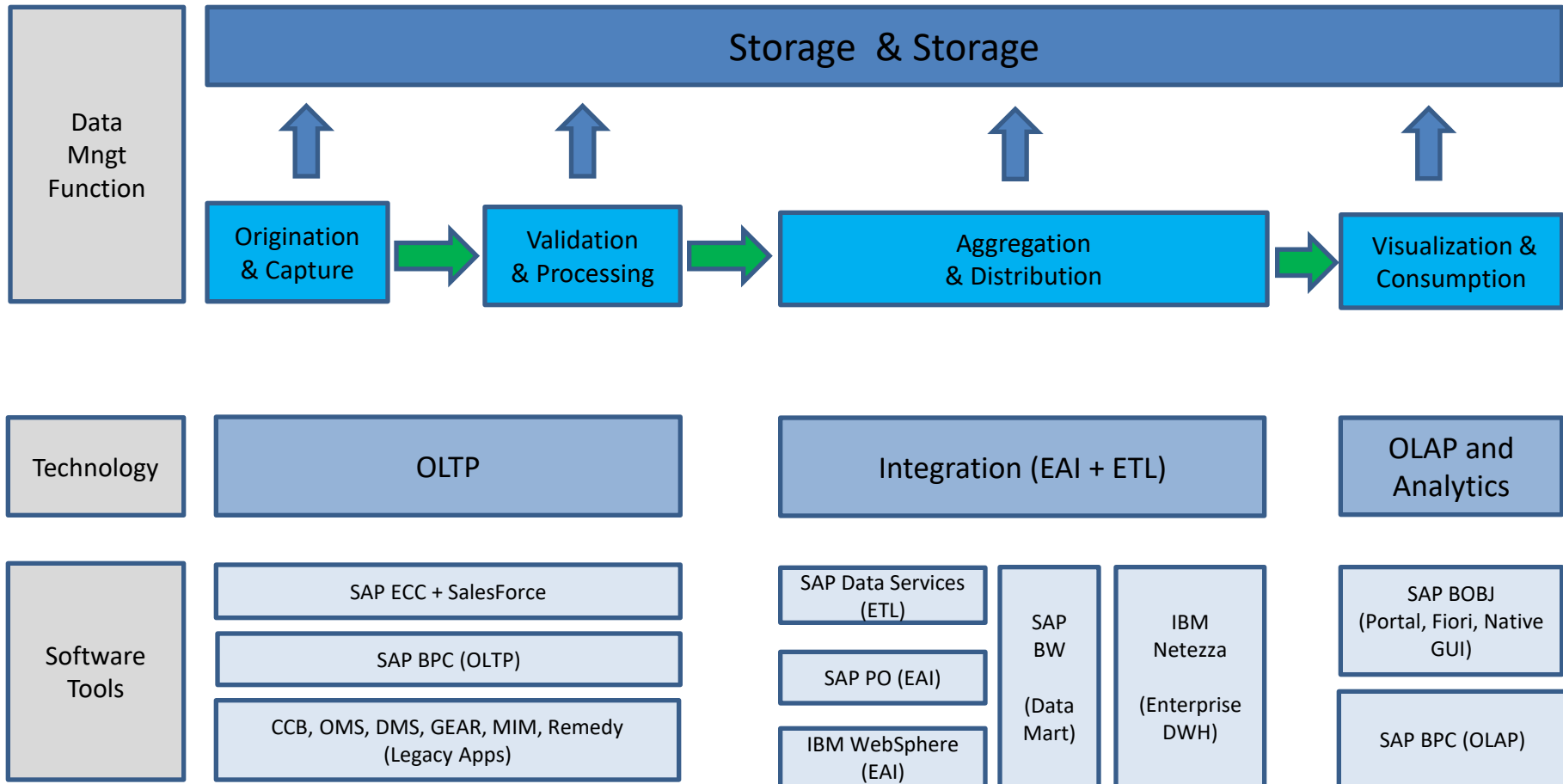
ISA 95 System Types



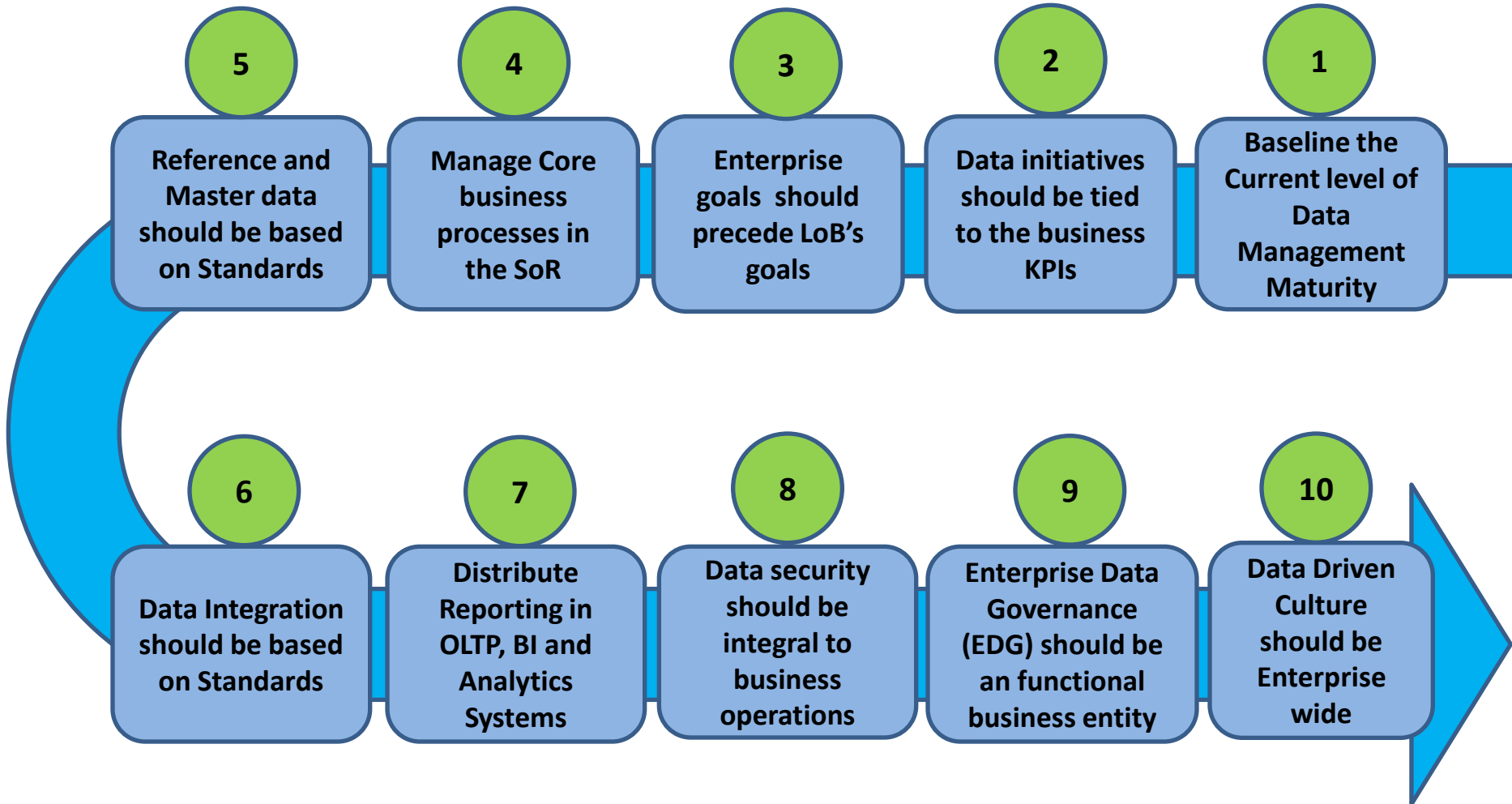
10 Stages in Business Data Lifecycle



Data Management Landscape



Patterns



Agenda

1

- Data for Business Performance (DBP)

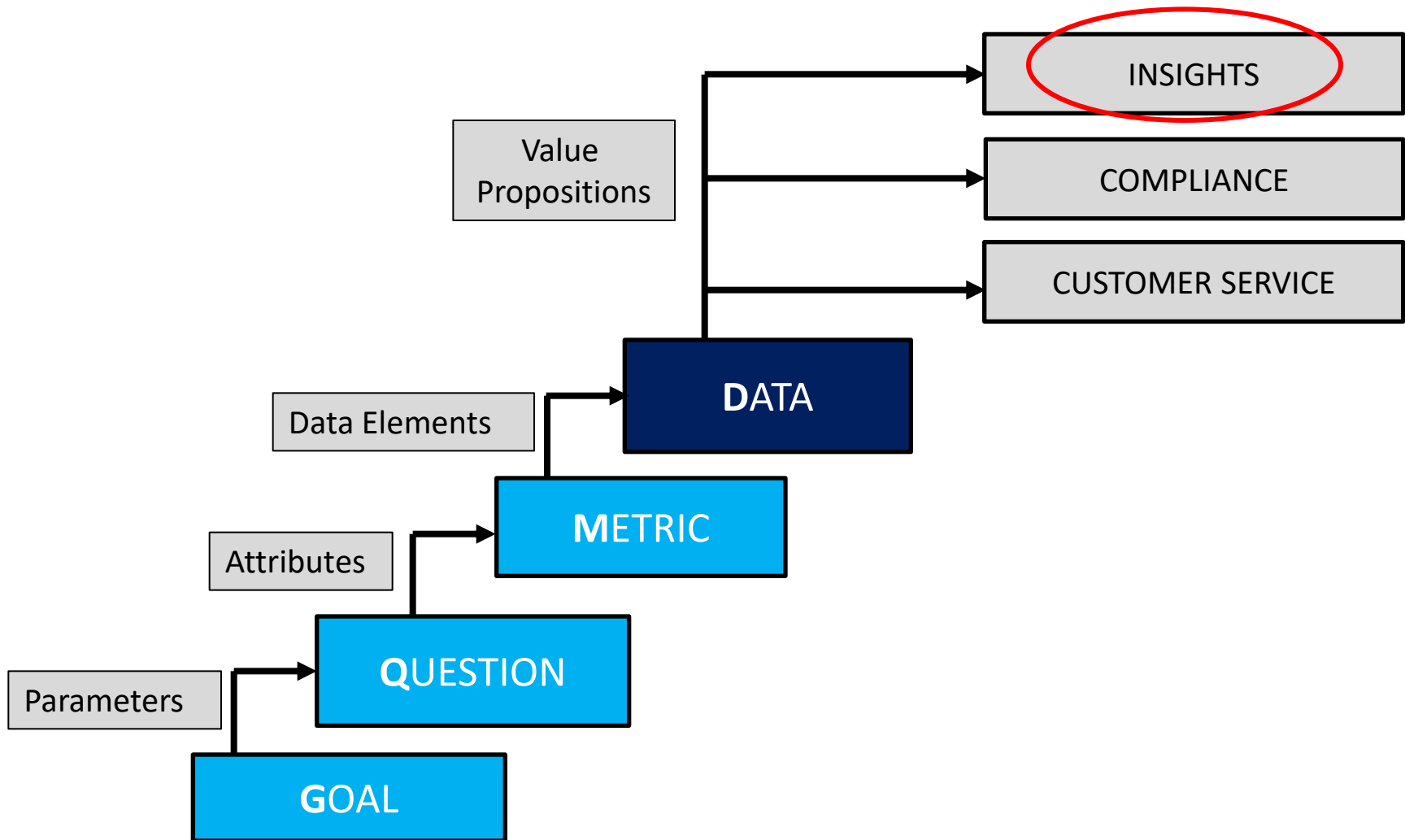
2

- Foundational Elements

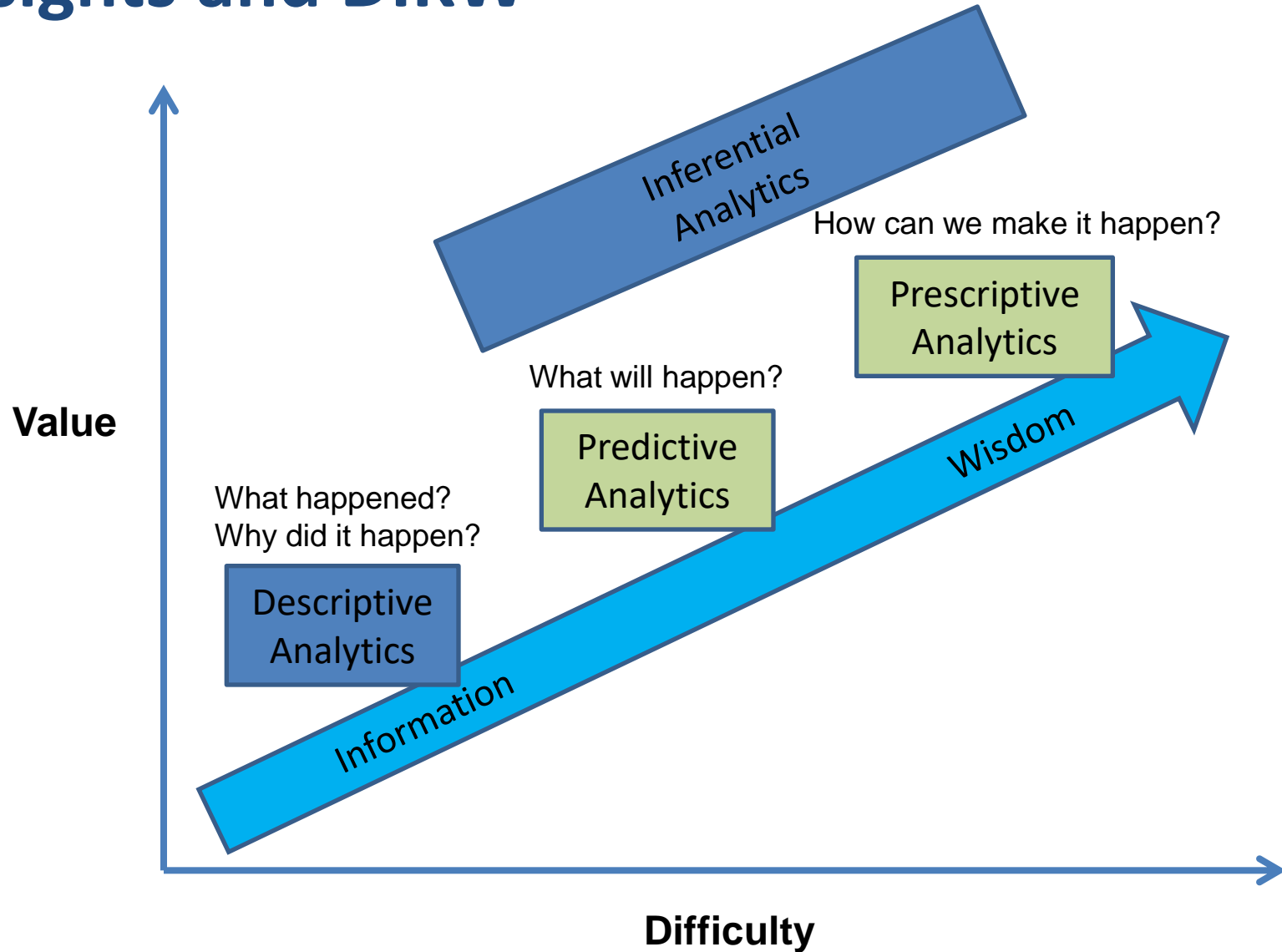
3

- GQM for Deriving Insights

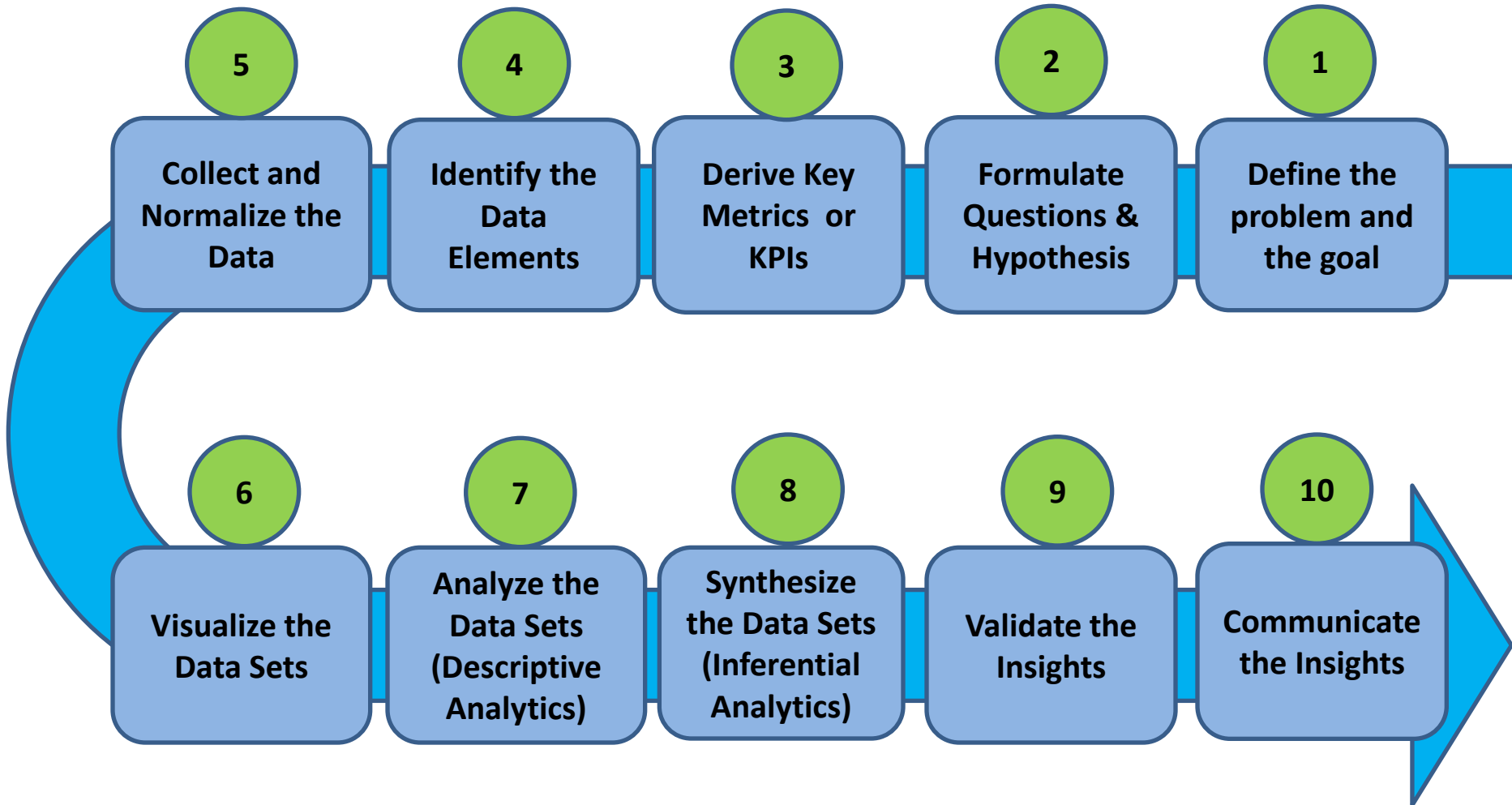
GQM for Business Performance



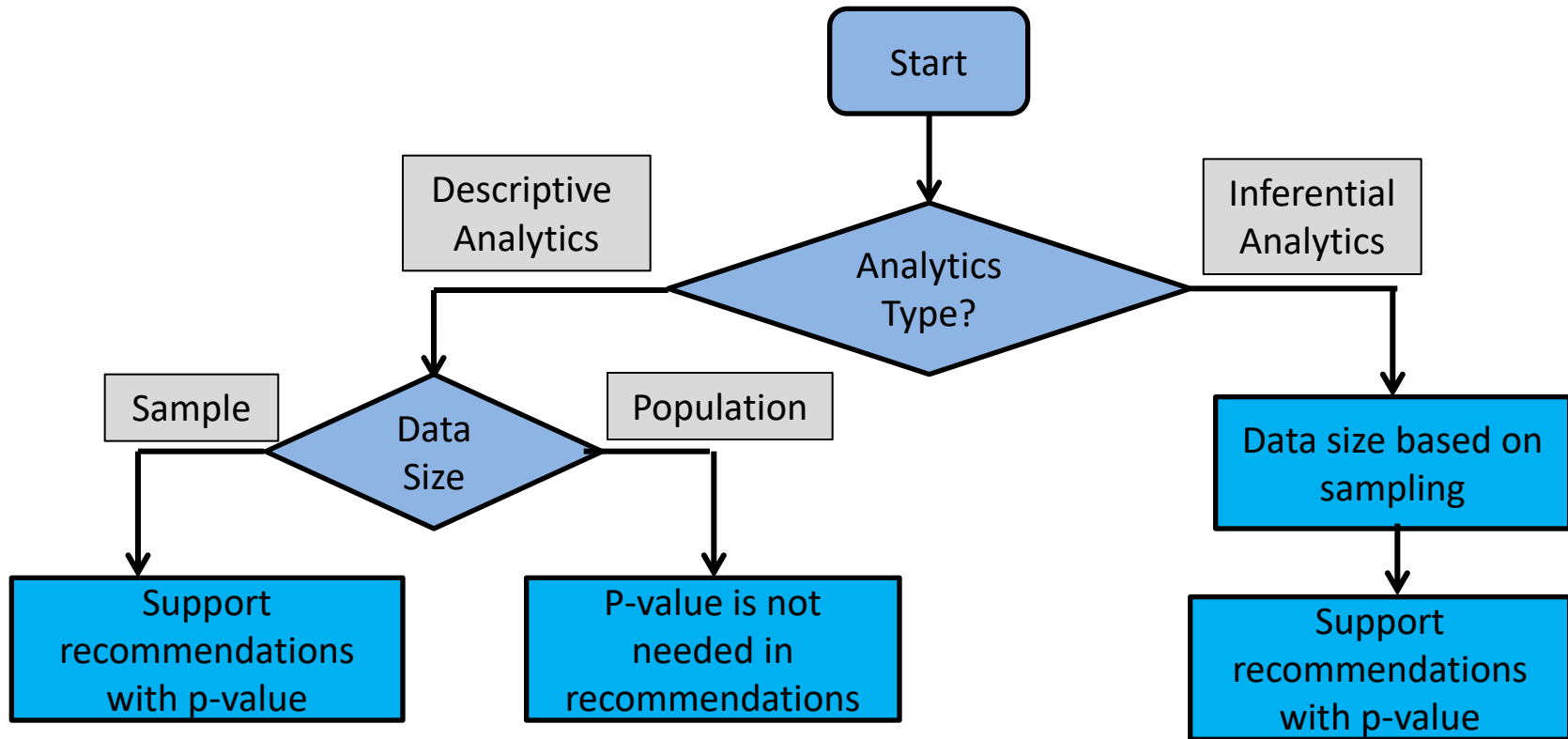
Insights and DIKW



Deriving Insights with GQM



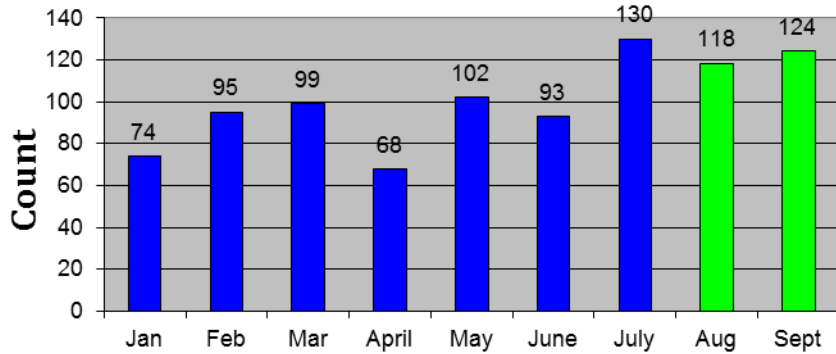
P-value In Insights/Analytics



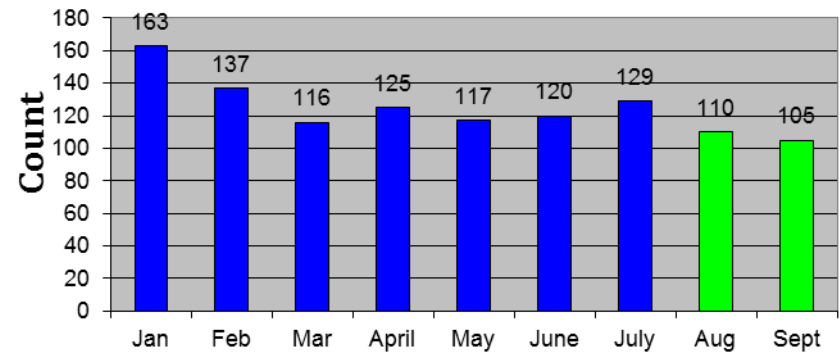
“Just 16% of the reports used in business pertain to Inferential Analytics” - Gartner

Analytics in Real World

Cases Closed/Month



Cases Opened/Month



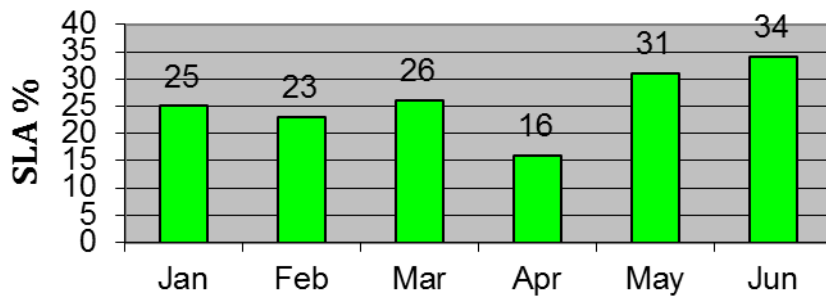
Month

Month

Descriptive Insights

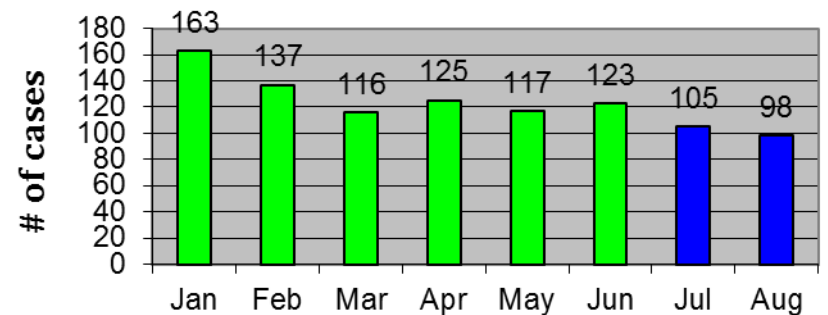
Inferential Insights

SLA/Month



Month

Backlog cases/Month



Month

Summary

