

ANALYTICS

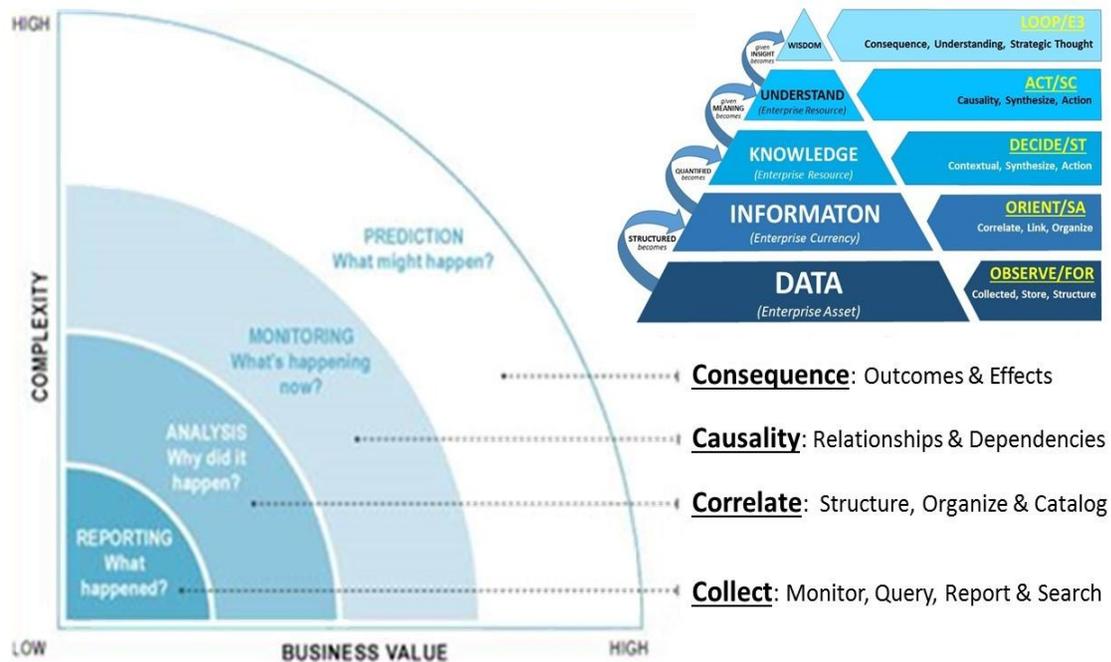


FOR A PURPOSE

By: Nevin "Mustang" Taylor

Today, the need for Artificial Intelligence and Machine Learning is due in large part to the growing mass and resulting complexity of data. Data doubles every two years, we must apply technological tools to collect, structure, organize and put information into context to inform the knowledge that evolves understanding. Through this process, we are able to assess, characterize, and enlighten our leaders, empowering them to make informed decisions that drive organizational evolution. Thus, Analytics Informs (AI) leaders about the options available to fix today's perplexing problems.

It is our ability to learn and evolve that offers the opportunity to solve the challenges facing the organization. Informed contextual understanding provides the chance to leverage temporal assessments from Machine Learning (ML) to explore options that illustrate ways to solve, not just fix, our problems. The resulting historical trends offer an opportunity to learn and evolve beyond the issue into the solution space. As we endeavor to understand better the actions of the past that influenced the present, we are better prepared for our future. Thus, the systematic engagement of a repeatable process offers increased clarity about our current state, informed by our past experiences, to make wise choices that influence and shape outcomes in our future state.



It is by understanding the causality of actions and how they affect the outcomes we seek that we can effectively manage their consequences in our ongoing efforts to shape our future. We must illustrate the interdependencies and complexities of data operations to illuminate the potential value proposition. Through this process, we can leverage the relational dependencies of information to better appreciate the consequences of our actions or influence, and the effects we have on the environment in which we exist.

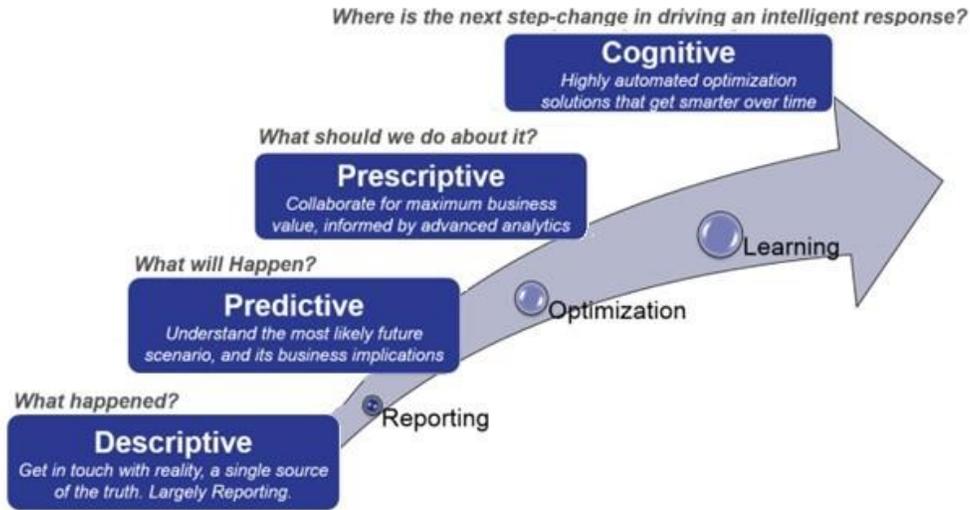
As we gain a more thorough appreciation of past actions that shape our current state, we become aware of the options available to us now to evolve our understanding of future opportunities. We must be cognizant of the interdependencies of the past activities, informed by current options to become aware of those opportunities that link causality and resulting consequence in a way that influences and affects the environment to fulfill organizational goals and objectives.

Yesterday informs us how we got to where we are

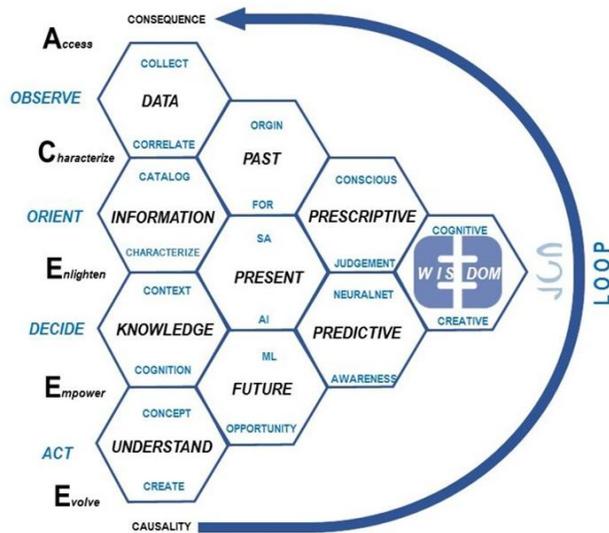
Today presents us with options for how to influence the present

Tomorrow offers an opportunity to transform our future

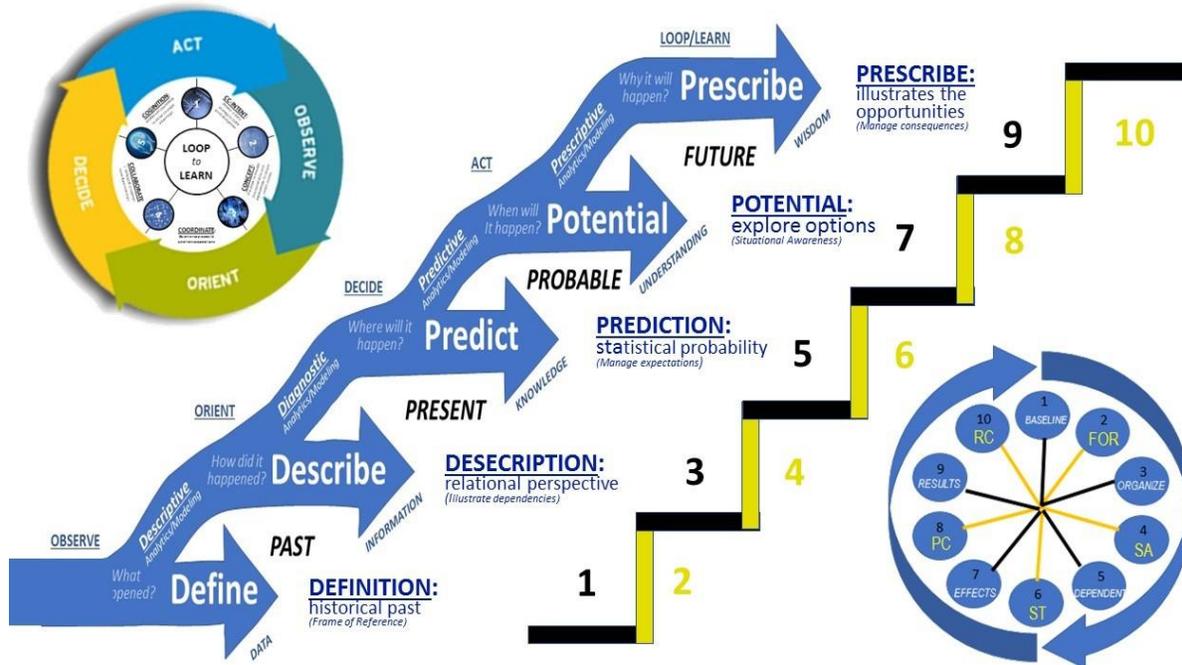
We must learn from the past, as it has brought us to the present, to illustrate those options in a way that illuminates opportunities for a bright future. The following chart outlines the interplay of the pathway to this success as we endeavor to create the future rather than be victimized by it. For I believe if we establish the appropriate framework or prospective, we can begin to appreciate how the information environment will enlighten us, empower us, and afford us the means to evolve to our desired end state.



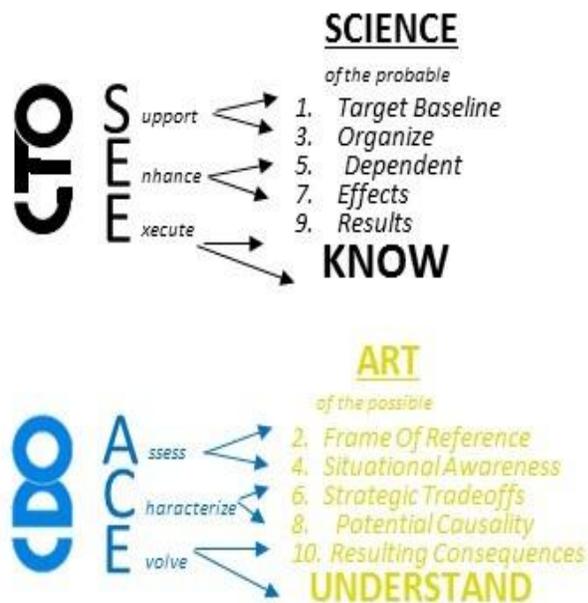
It is this potential that evolves into enlightened understanding, providing the strategic advantage in today's competitive, interlinked, and interdependent market. The key to success is the 3Ws; WHAT to do, WHEN to do it, and WHERE to do it which informs those resources that must be applied/leveraged to effectively and efficiently accomplish these objectives. When we clearly understand the 3Ws and leverage available resources appropriately, we know how to engage in today's rapidly evolving information environment, which feeds the Age of Knowledge to inspire Wisdom.



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<u>OBSERVE</u>	<u>PROBABILITY</u>	<u>SCIENCE</u>	<u>OBJ</u>
1C. Collect	Store	DATA	WHAT
2C. Catalogue	Structure	INFO	WHERE
<u>ORIENT</u>	<u>PERSPECTIVE</u>	<u>ART</u>	<u>OBJ</u>
3C. Correlate	Relate	FOR	HOW
4C. Context	Understand	SA	WHEN
<u>DECIDE</u>	<u>POTENTIAL</u>	<u>THINK</u>	<u>OBJ</u>
5C. Cost/Benefit	Assess	ST	WHY
6C. Characterize	Know	KO	
<u>ACT</u>	<u>PERFORM</u>	<u>ENGAGE</u>	<u>OBJ</u>
7C. C2	Synch	C2	WHO
8C. Communicate	Disseminate	CTO	
<u>LOOP</u>	<u>PERTUBATION</u>	<u>EFFECT</u>	<u>OBJ</u>
9C. Causality	Dependencies	Feedback	
10C. Consequence	Results	Trend	

Evolving living process that grows, evolves upon itself and is perpetual and integrative to do it all over again...1C