

Choosing the Right Analytics Approach

James Guilmart,
Solutions Marketing

Chris Stryker,
Principal Solutions Architect

Mark Campbell,
Data Engineering Manager

Data?

Analysis?

Analytics?

ML/AI?

Interactive Session

Walk through the below topics and discuss:

- Data & Analytics Goals
- Data Strategy
- Analysis, Analytics, and ML
- From Insights to Actions
- Choosing the right solution

Open QnA for NI Experts on these topics

What is the Goal?

In the end, every data & analytics project is a **business project**

Scope



- Fix a problem?
- Improve a KPI?
- Mitigate risk?

Cost



- Solution/TCO cost
- Training/Change
- Opportunity

Value

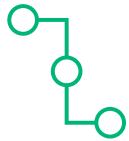


- Financial (ROI)
- Employee
- Non-Financial

Build Your Data Strategy from Your Goal

Match data strategy to the scope to meet cost targets and support analysis tools

Relevancy



- Be specific
- Intended use
- What's missing

Data Infrastructure



- IT Dependency
- Data structure
- Storage locale

Pipeline Automation

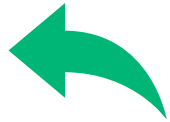


- Stages of Collection
- ETL
- Ensuring quality

Buzzword Bingo: Analysis, Analytics, and ML

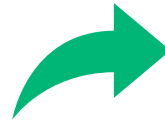
Trendy and exciting does not always mean better or right

Analysis



- What happened?
- Investigating
- Reporting

Analytics



- Modeling the future
- Predicting outcomes
- Cause-effect models

Machine Learning



- Trained, not coded
- Data intensive
- Continuous

From Insights to Actions

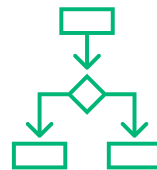
Insights don't pay the bills. **Change and action lead to value creation**

Awareness



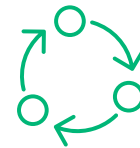
- Notifications/Alerts
- Peace-of-mind
- Oversight

Decision-Support



- Informing options
- Manual change
- Aggregate effect

Automation



- Embedded
- Pre-set responses
- Continuous

Match Your Needs to the Technology It Requires



Analysis
Test-centric
What happened?

**Guidelines,
Not rules**



Analytics/ML
Operations-centric
How should we improve?

Other considerations:

- Security policies
- Network limitations

QnA

- What projects are you working on?
- What data & analytics questions do you need answered?
- How are you connecting test data to other data sources?
- What is blocking you from using the tools we discussed today?



CONNECT

2023 AUSTIN

