

# Making Data Your Partner

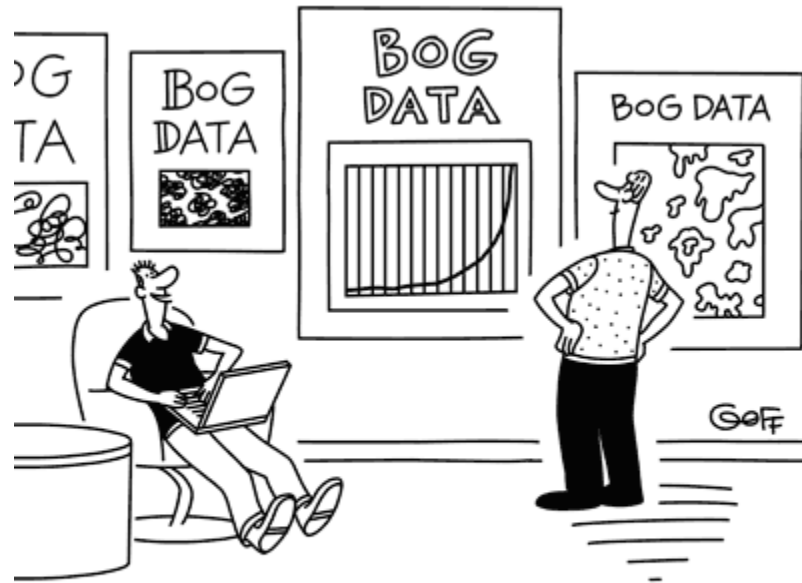
Health Leadership Conference

February 9, 2017

# Quiz: What is Big Data?

1. It's using data that we probably already have to make our organization operate better.
2. It's taking discreet bits of data and by putting it all together and analyzing it, our organization can have better outcomes.
3. It's hard to use big data because it takes financial resources and the right people to analyze it.
4. In public health, big data has the potential to save lives.

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**“It’s amazing how we’ve transformed the industry as a result of my typo.”**

# What is Big Data?

According to IBM: “Big data is more than simply a matter of size; it is an opportunity to find insights in new and emerging types of data and content, to make your business more agile, and to answer questions that were previously considered beyond your reach.”

LET'S SOLVE THIS PROBLEM BY  
USING THE BIG DATA NONE  
OF US HAVE THE SLIGHTEST  
IDEA WHAT TO DO WITH



# What is Big Data?

- The Human Face of Big Data by Rick Smolan
  - “... giving us hyper-perspectives on a topic where before we could see it only in one direction. ...”
  - Organizations are "drowning in data they may not understand the value of" and, therefore, are ignoring or trashing it.
  - The organizational tradition of keeping data proprietary is fading.

May 16, 2007 



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WILL THE  
DATA BE  
ACCURATE?



OKAY,  
LET'S  
PRETEND  
THAT  
MATTERS.



# What is Big Data?

“It’s not what you know, it’s what you DO with what you know.”

“2017 is the year Big Data goes mainstream.”

Bernard Newman, Forbes contributor



DO WE HAVE ANY ACTIONABLE ANALYTICS FROM OUR BIG DATA IN THE CLOUD?



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YES, THE DATA SHOWS THAT MY PRODUCTIVITY PLUNGES WHENEVER YOU LEARN NEW JARGON.



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MAYBE IN-MEMORY COMPUTING WILL ACCELERATE YOUR APPLICATIONS.



# Uniqueness of Big Data

- Volume – there's a lot of it
- Velocity – it's coming in really fast
- Variety – from a huge number of sources and in a mindboggling array of formats
- Validity – it's highly accurate and reliable (at least in theory)
- Value – used correctly, it can change the game for your organization



"After careful consideration of all 437 charts, graphs, and metrics, I've decided to throw up my hands, hit the liquor store, and get snookered. Who's with me?!"

# Resources

- <http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/big-data-the-next-frontier-for-innovation>
- <https://hbr.org/2016/12/most-industries-are-nowhere-close-to-realizing-the-potential-of-analytics>
- <http://www.forbes.com/sites/danielnewman/2017/01/31/realizing-the-potential-of-big-data-and-analytics/#1dd7a3b21c66>

# Resources (cont.)

- <https://blog.everyaction.com/5-things-you-need-to-know-about-nonprofits-big-data>
- <http://getmespark.com/big-data-big-opportunity/>
- <http://harvardmagazine.com/2014/03/why-big-data-is-a-big-deal>
- [https://www.asaecenter.org/resources/articles/an\\_magazine/2015/november-december/big-data-is-a-big-deal](https://www.asaecenter.org/resources/articles/an_magazine/2015/november-december/big-data-is-a-big-deal)