



## How To Plan a Successful Big Data Pilot



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## + topics

- + what is a big data pilot
- + what are the challenges to a big data pilot and how do you overcome them
- + big data pilot use case

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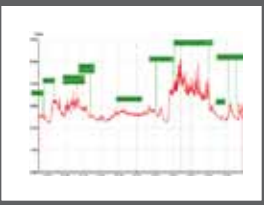
# what is a big data pilot?

A big data pilot is: Doing predictive analytics on a mashup of large data to help solve a business problem in a new way

new types of data



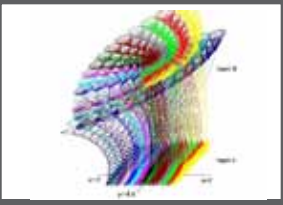
new sizes and velocities of data



new technology platforms and tools



new types of analysis



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## what are the goals of a big data pilot?


To generate internal support for larger big data initiatives by defining success and achieving it

What might success look like for an organization?

demonstrate ROI of big data science for a business use case

show that your group has the skills and ability to execute

offer a detailed plan to operationalize



need to be sensitive to  
current protocol and  
organizational culture

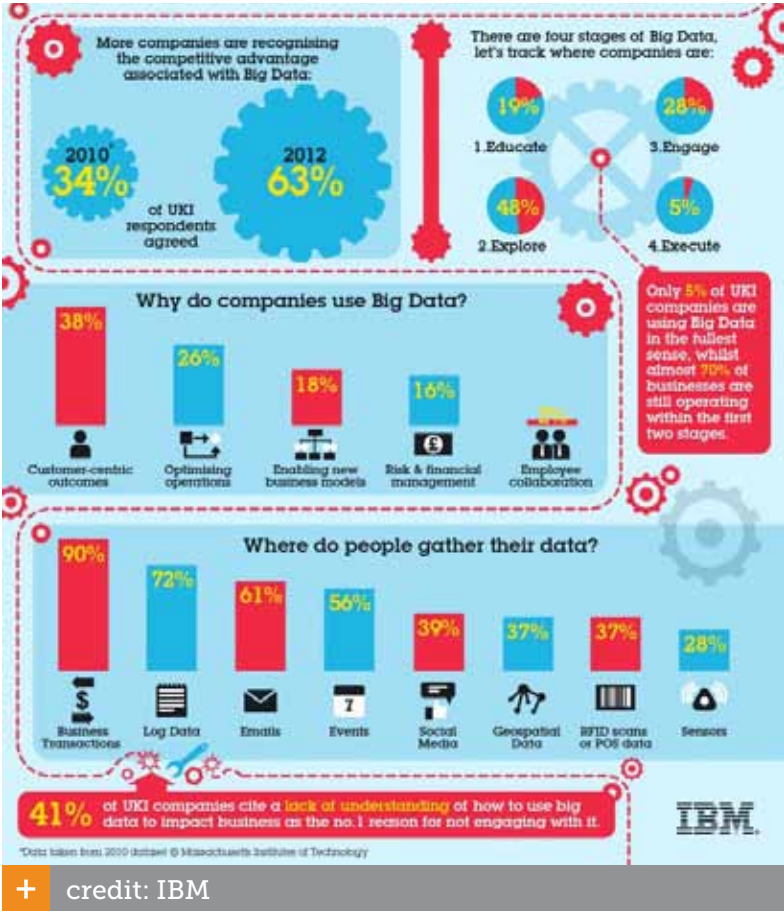
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# + big data projects should be easy, right?

There has been a lot of press about big data in the last year



Yet adoption of big data projects within organizations is far from universal



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## + big data projects should be easy, right?

It's not easy because so much is new

- new consumer behaviors
- data types and size
- storage mechanisms
- skills required
- ways of making decisions within an organization

This new environment requires thoughtful experimentation and trial & error

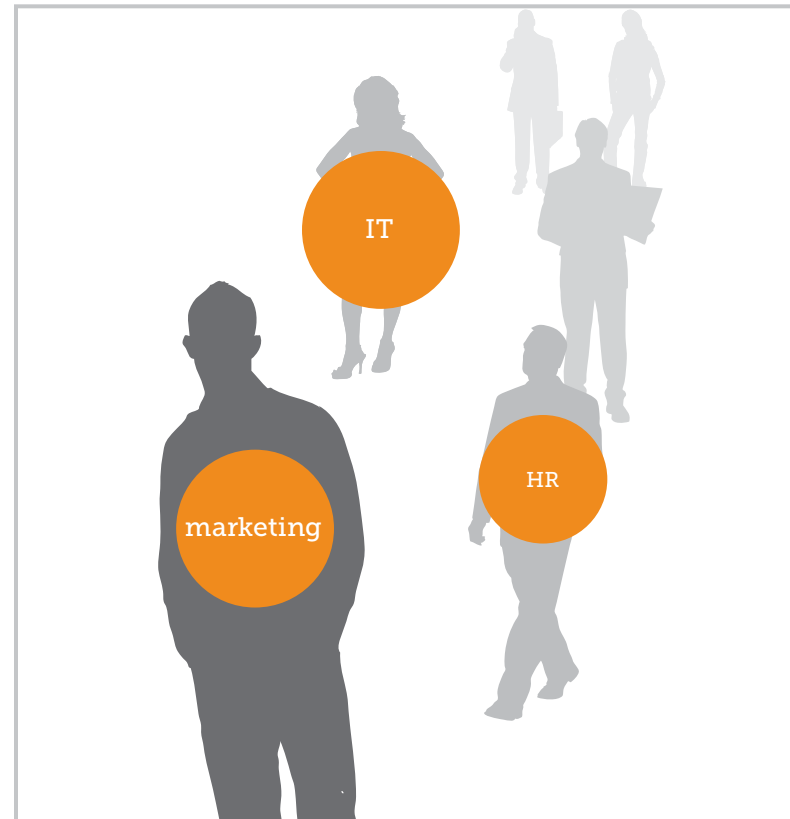


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## + big data's big challenges: a people first strategy (doers)

what kind of internal team should execute a big data pilot?

- + Open to trying new things
- + Interested in solving problems
- + Organizational influence
- + Bandwidth to engage meaningfully with the project
- + Skills to execute a data-driven approach to decision-making



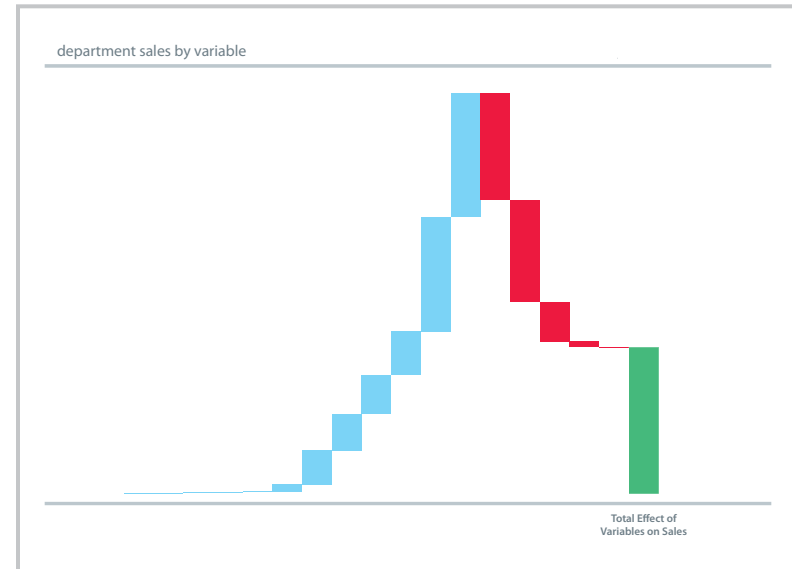
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## big data's big challenges: a people first strategy (executives)

how do you manage executive involvement?

- + Be a patient teacher
- + Represent methodologies and results with visual aids
- + Schedule regular status update meetings
- + Suggest that old and new methodologies run in parallel for a period of time - then a bake-off between the methods to get stakeholders comfortable using the new method



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## + big data's big challenges: business use case

where can you find a good business use case?

- + Clearly communicated ROI potential
- + Opportunity to make an important but not company-altering decision whose results can be measured within two months of project completion
- + Small enough for a pilot but large enough that people care about the results
- + Be able to complete in 10 weeks
- + Sufficient data availability



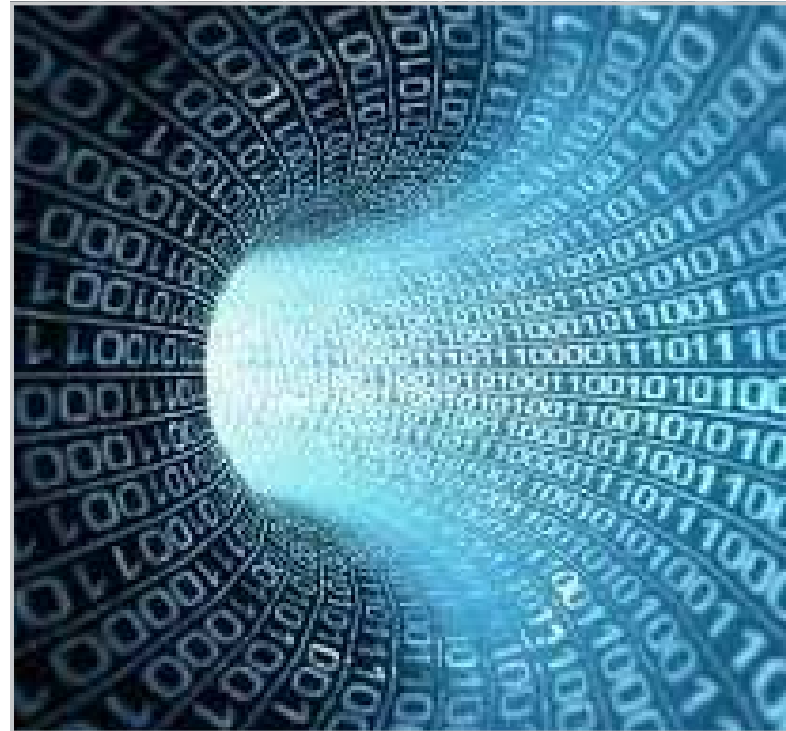
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## big data's big challenges: data

how do you get the data you need?

- + Know who owns the data
- + Don't choose a project that requires a data purchase
- + Communicate why you need the data and in what format(s)
- + Allocate sufficient time in project planning for data retrieval
- + Create security and governance protocols



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## + big data's big challenges: technology

what technologies are required for a big data pilot?

- + None! (maybe) - don't introduce too many new elements at once
- + Applications that perform ETL, statistical analysis, and reporting/visualization



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## + big data's big challenges: scaling

how do you scale your big data pilot?

- + Plan people resources and training
- + Think through technology requirements
- + Prepare budgets
- + Develop short and long term goals
- + Manage the organizational impact
- + Recognize that others may be working on similar projects - support each other



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## use case: national retailer

- + **People:** business analysts in customer insights and strategy
- + **Executives:** SVP Strategy, CFO
- + **Business use case:** understanding the different merchandise categories and how they relate to each other by transactions
- + **Data:** billions of transactions by SKU
- + **Technology:** R statistical package, Perl scripts
- + **Scaling:** Larger project about customer behavior operationalized within BI and datawarehousing platforms, shared across functional units, continuous improvement ongoing



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# survey

Please take a moment to complete our  
Pilot Project Survey

+ we will discuss the results at the end of our  
session

[bit.ly/pilotproject](https://bit.ly/pilotproject)

## + topics

- + what is a big data pilot
- + what are the challenges to a big data pilot and how do you overcome them
- + big data pilot use case
- + WHAT QUESTIONS DO YOU HAVE?

Join us tomorrow for our office hours

Wednesday - 10:50 am - 11:30 am  
Rhineland North (Table A)

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