

What is Big Data and What Do I Do When I Have IT?

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By Definition

The analysis of multiple databases in a scientific way to get answers that can help business leaders make decisions and predictions

3V Model of Data Management

VOLUME:

- ▶ Facebook is home to 40 billion photos
- ▶ Wal-Mart handles more than 1m customer transactions every hour – feeding dbases of 2.5 petabytes = 167 times the books in the Library of Congress
- ▶ Oct 2012 – 500m tweets/day
- ▶ June 2012 - 400m tweets/day

3V Model of Data Management

VELOCITY:

- ▶ The Economist reports that decoding the human genome took 10 years the first time it was done.
- ▶ Now it takes a week to analyze 3 billion pairs

3V Model of Data Management

VARIETY:

Photos


Emails

Videos

PDFs

Audio

Monitoring devices




“Every time we perform a search, tweet, send an email, post a blog, comment on one, use a cell phone, shop online, update our profile on a social networking site, use a credit card, or even go to the gym, we leave behind a mountain of data, a digital footprint, that provides a treasure trove of information about our lifestyles, financial activities, health habits, social interactions, and much more.”

Frank Moss wrote in his book *The Sorcerers and Their Apprentices*

Panel

<p>Marni Johnson, CHRP VP, HR & Communications BlueShore Financial</p>	<p>Mark Ishida, CHRP Human Resources Advisor BlueShore Financial</p>
<p>John Hinze, CHRP, CA Director, Corporate Services British Columbia Securities Commission</p>	<p>Tom Syvenky, Senior Project Manager 7 Key Consulting Currently contract with BC Lotto Corp</p>



“Big data is like teenage sex:
everyone talks about it, nobody
really knows how to do it, everyone
thinks everyone else is doing it, so
everyone claims they are doing it.”

–Dan Ariely

"IF YOU DON'T KNOW
WHERE
YOU ARE GOING,
ANY ROAD
WILL GET YOU THERE."

- Lewis carroll



Till Math Do Us Part

An updated Sundem-Tierney equation predicts how long a celebrity marriage might last.

FAME Number of results since 1990 for the wife's name in the *Times* (*NYT*) and *National Enquirer* (*ENQ*) archives.

AGE, in years, of husband (*A_h*) and wife (*A_w*).

DATING Number of months (*M_d*) the couple dated before marriage.

Percentage chance of two celebrities still being married

$$= 50 \sqrt[15]{\frac{NYT (A_h + A_w)}{ENQ (S_c + 5)} M_d \left[\frac{M_d}{(M_d + 2)} \right] T^2}$$

IMAGE Number of scantily-clad photos (*S_c*) among the top five photos returned by a Google Images search for her name.

TIME, in years (*T*), at which you want to calculate the percentage chance the couple will still be married.

How would knowing the Answers to:

- ▶ Where are our talent gaps today and where will they be next year?
- ▶ Who is likely to quit in the next 6 months?
- ▶ Is our interview process effective?
- ▶ Does prior industry experience matter?
- ▶ Is reference checking a waste of time?

Impact Business?

Privacy



New Roles?

Data Strategists: Combining IT and business decision making – good at defining data requirements

Data Scientists: Deep analytics expertise with IT know-how to develop decision making models and algorithms

Analytic Consultants: – combines practical business knowledge with analytics to find opportunities for data

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WILL THE
DATA BE
ACCURATE?

OKAY,
LET'S
PRETEND
THAT
MATTERS.



Potential Outcomes

- ▶ Answers – problem identification
- ▶ Info can move the locus for decision making
- ▶ Increase HR data driven capacity
- ▶ Organizational productivity and success

Perceived Barriers

- ▶ Great in theory, but no time – is the juice worth the squeeze?
- ▶ Too many different places – from HRIS to text documents – Excel hell
- ▶ Does all our Data need to be one place?

Making it Happen

- ▶ Know your data intimately
- ▶ Single version of the truth – no more treasury versus marketing
- ▶ Be Curious - what is the problem and how will data help frame it?

Making it Happen

- ▶ Apply a healthy dose judgement
- ▶ Less is more and consistency is important
- ▶ Benchmark externally – can often make the case for change
- ▶ Executive Support!!!!

Reflection and Action

- What insights started here will promote change in my work life?
- Think of three insights from this session that will inspire change.
- What one thing are you going to 'change' in your workplace based on what you have learned today?



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