

Big Data and Business Intelligence 101

Starting the Conversation

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ABSTRACT

The consumer market has set the expectation for instant information. Applications provide on demand insight for many of our daily decisions.

- Weather forecast at your fingertips
- GPS directions by voice command
- Shopping suggestions based on your search history...

There has been a lot of talk in the industry about things like Big Data, Business Intelligence, Analytics, and Data Science, but should we expect the same data driven conveniences in our daily work lives as we do as consumers? If so, how do we get there?

Over the past year, WaterOne has initiated an organization wide conversation about our ever increasing stores of data and what we should expect from them. We have recognized that the key to optimization, efficiency, and business agility is making better use of our data assets. So, how do we turn complex sets of data into compelling business communications that can bring value to the entire organization?

We have recognized that we are not the only ones asking this question. The advancements in technology and the evolution of the “Big Data” phenomenon have left many organizations, even those with mature data programs, scrambling to keep up. We would like to share the progress we have made on our journey in hopes that it will spark the conversation in your organization as well.

In this session we will help define buzz words like Big Data and Business Intelligence while exploring fundamentals of the process that it takes to transform raw data into actionable information for business decisions. Understanding the basic concepts of Data Governance and Data Integration, along with available business intelligence or analytical tools will help develop a data program that allows us to explore, visualize, and capitalize on one of our most valuable assets. Data.

ABOUT THE AUTHORS

Travis Detherage received his Associate of Applied Science - Environmental Water Technology Degree from Fort Scott Community College and has over 18 years of experience in the Water Treatment industry with

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WaterOne of Johnson County, Kansas. Through various roles in the Production Division he has gained valuable experience in system operation, instrumentation, SCADA programming, and other technical aspects of the treatment process. Currently, as a Data Analyst and SCADA Project Coordinator, he is helping drive an initiative to manage WaterOne's data as an asset, building applications that leverage this information for informed business decisions. Contact: tdetherage@waterone.org