Take the Lead Activate Your Data Science Practice

David Menninger
SVP & Research Director

blog.ventanaresearch.com @ventanaresearch In/ventanaresearch @dmenningerVR

Background

Ventana Research has surveyed thousands of organizations on their use of technology.

Most of the findings today are from our Machine Learning, Data Lake and Internet of Things research projects.

Other relevant research we may reference include:

- Data Preparation
- Big Data Analytics

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@dmenningerVR

Responsible for the overall research direction of data, information and analytics technologies at Ventana Research.

Covers Analytics, Big Data, Business Intelligence and Information Management along with the additional specific research categories including IT Performance Management and IoT.

Has over twenty-five years of experience bringing leading edge data and analytics technologies to market.

Previous roles:

- Head of Business Development & Strategy at Pivotal (Dell/EMC)
- VP of Marketing and Product Management at Vertica, Oracle, Applix, InforSense and IRI Software.

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Google Trends | Compare

- data science — Search term
- data mining — Search term
- machine learning — Search term
- artificial intelligence — Search term
- +

Worldwide | 2/24/15 - 2/24/18 | All categories | Web Search

Interest over time

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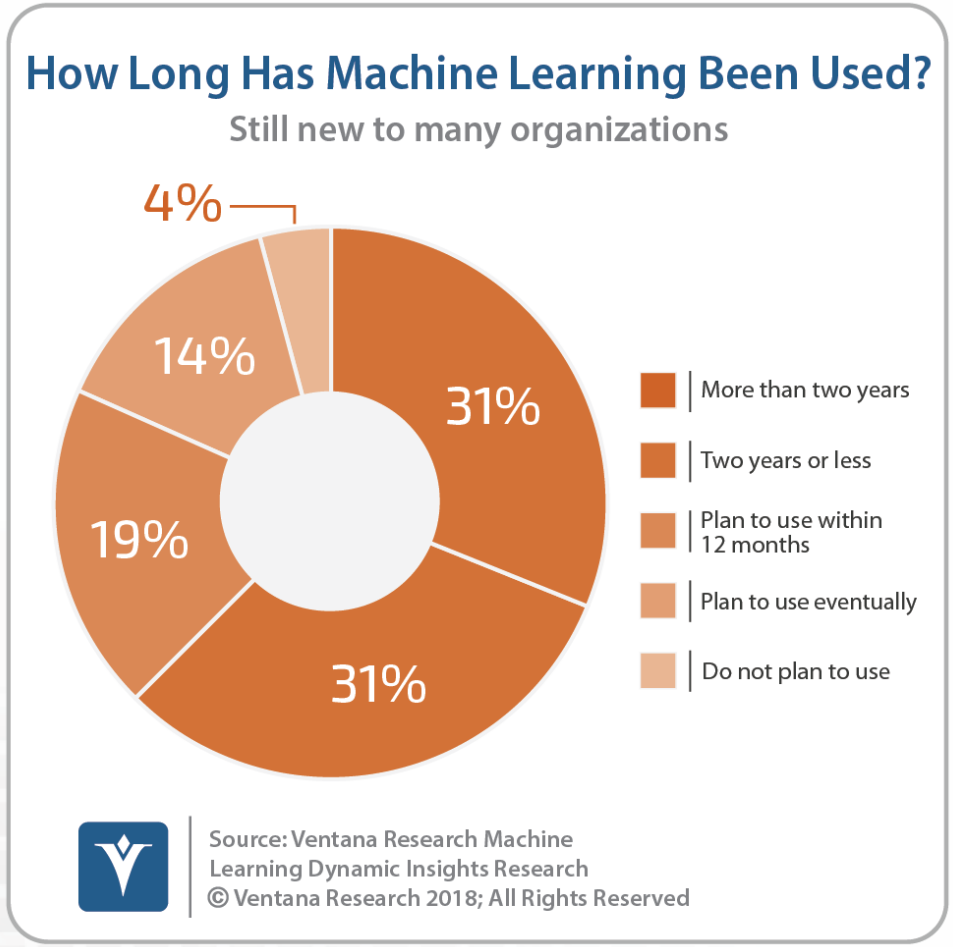
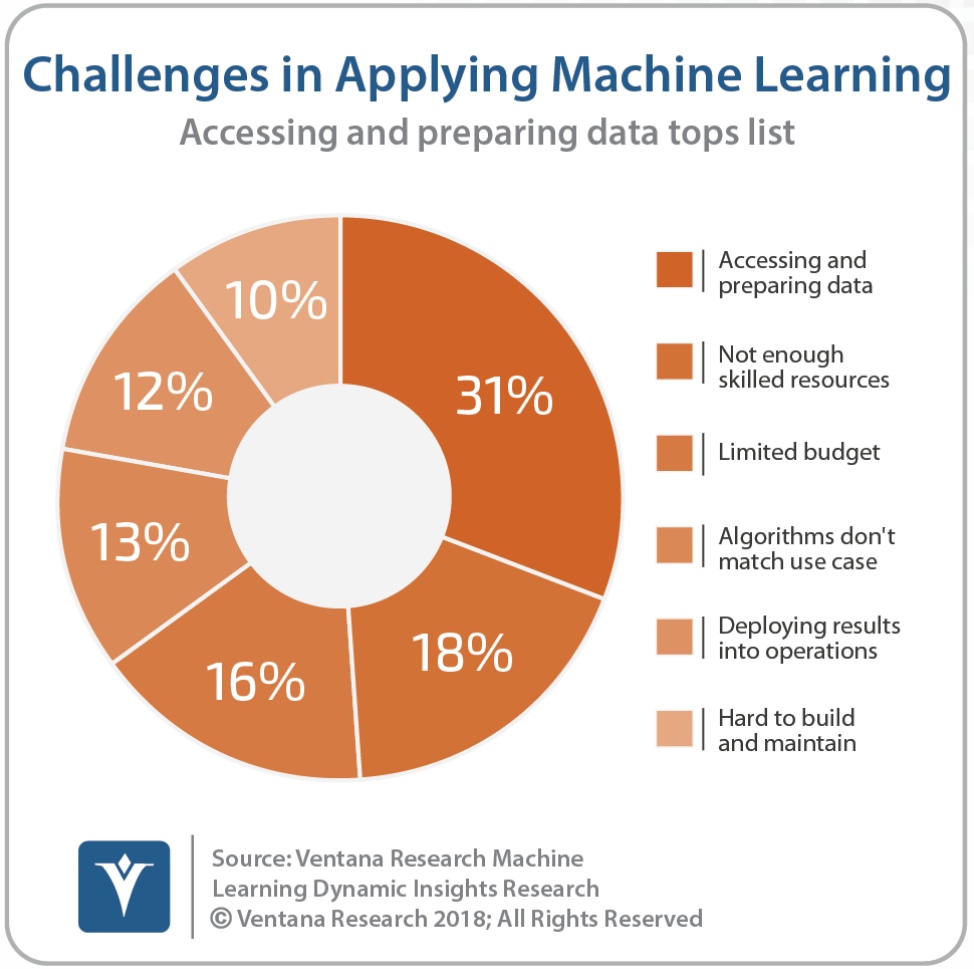
Machine Learning Is New to Most Organizations



- Only one third (31%) have been using ML more than two years.
- One third are not yet using ML.
- Three quarters plan to expand their usage of ML.
- Most common benefits:
  - Gained competitive advantage
  - Improved customer experience

Challenges Organizations Face with Machine Learning

- Only 25% are satisfied with their current efforts.
- Data preparation is the biggest challenge.
- Nearly two thirds of organizations spend the majority of their time preparing or accessing data.
- Users can’t create their own analyses; don’t understand the math.



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Big Gap: Operationalizing

- Needs to be put into practice, not just in a data science model.
- Less than 40% are automating their IoT applications with machine learning.
- Operationalizing includes:
  - Ongoing revisions and updates.
  - Visualizing results.
  - Governance.

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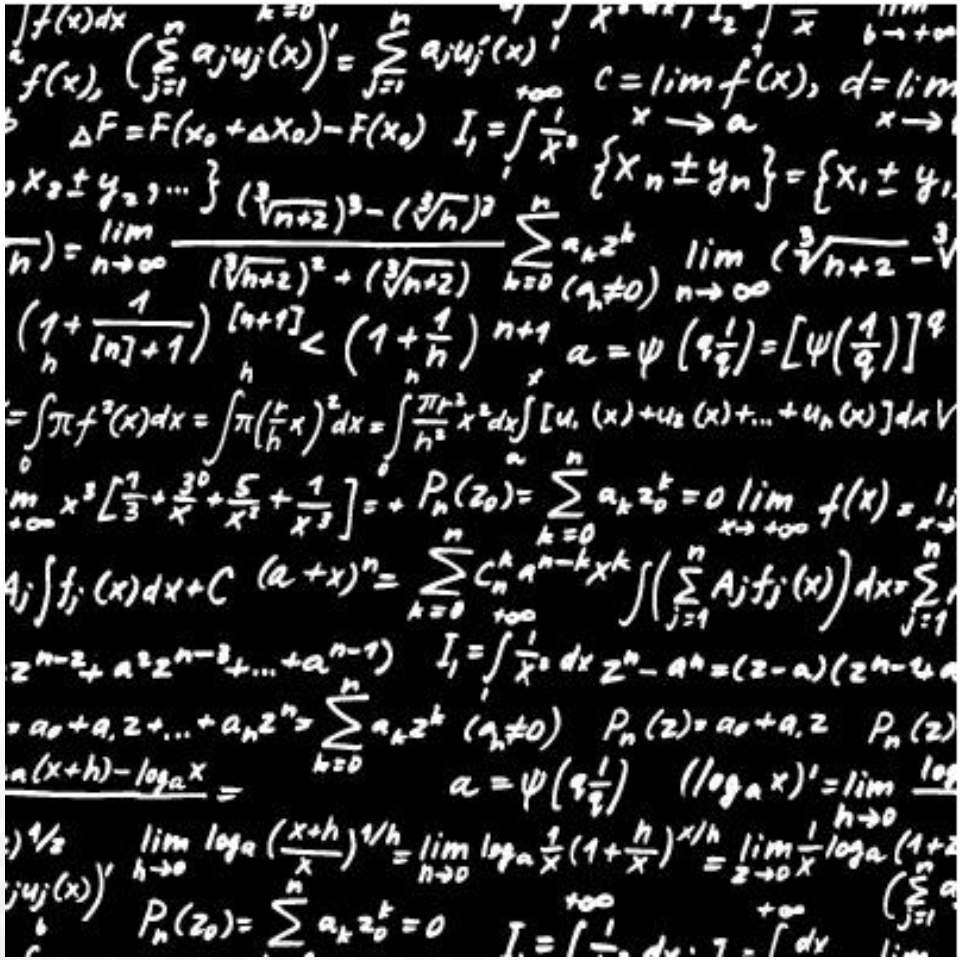
Obstacles to Operationalizing Models



- Too much focus on modeling and predictors in isolation.
- Not enough focus on model management.
- Many deployments require 24x7 operation.
- Less than one in six (16%) score new records in real time.

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Questions?

Twitter
@dmenningervr & @ventanaresearch

LinkedIn
http://www.linkedin.com/company/ventana-research

Analyst Perspectives
http://davidmenninger.ventanaresearch.com

Electronic Mail
david.menninger@ventanaresearch.com

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blog.ventanaresearch.com @ventanaresearch In/ventanaresearch @dmenningerVR