

# DATA DEMOCRATIZATION VIA STORYTELLING

DAVID MILLROD, INSIGHT ROCKET 5/7/15

# David Millrod

- + Clarinetist
- + Whitewater Kayaker
- + Tinkerer & Inventor
- + Entrepreneur





# Data democratization

# Data Democratization

Allowing everyone in the organization to directly benefit from any data that could lead to improved effectiveness, without the need for intermediaries.

A person is sitting at a desk, working on a laptop. The image is overlaid with a semi-transparent red filter. The person's hands are visible on the keyboard. There is a small black object, possibly a camera or a light, on the desk next to the laptop. The background is slightly blurred, showing what appears to be a window or a wall.

Why is data  
democratization  
so important?

61% of marketers  
do not use marketing  
analytics to influence  
their organization's  
behavior or actions.

DEMAND METRIC RESEARCH CORP.

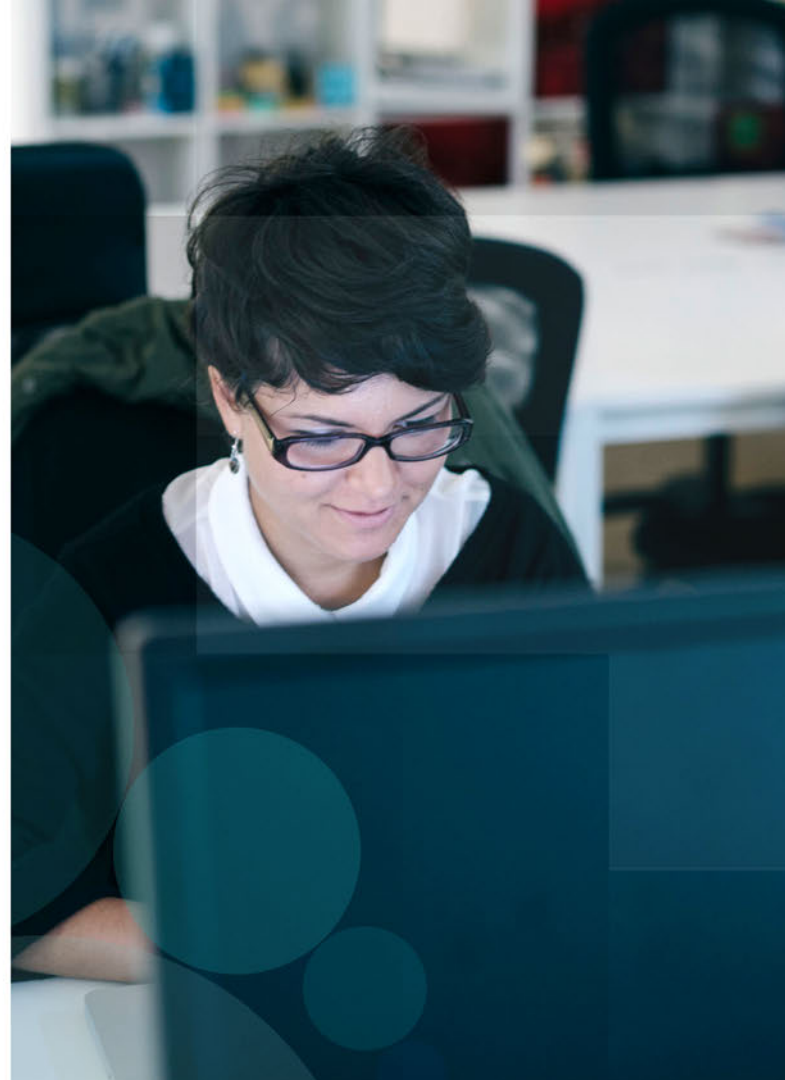


By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytics skills and a shortage of 1.5 million managers and analysts who have the ability to understand...data.

MCKINSEY & CO.

Even if we had  
enough analysts...

Intermediaries can  
inhibit speed and  
creativity decreasing  
pivotal data-driven  
decision-making.







Where are we today?

# Where are we today?

- + Most decision-makers need help from analysts when important questions arise
- + Most analysts need help from coders / IT to access, analyze, and visualize new types of data

# Citizens in our data democracy

Each persona has distinct needs and strengths.

- + Coder / IT
- + Data Scientists
- + Analysts
- + Knowledge Workers
- + Information Consumers

# Data Resources

Each has its strengths and limitations.

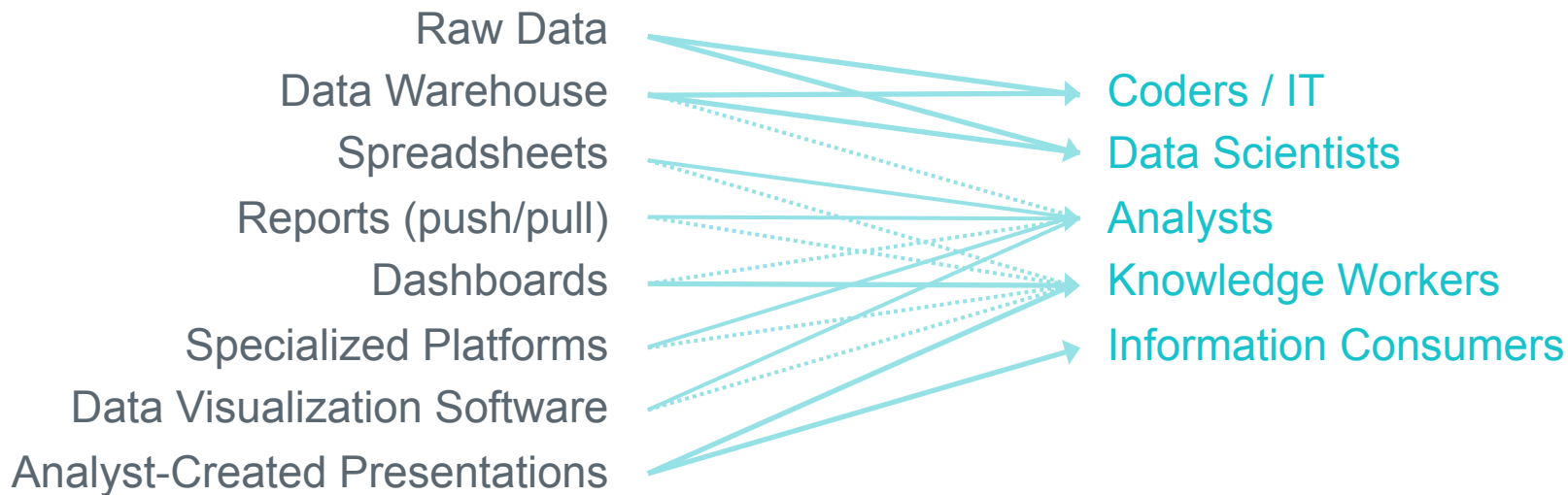
- + Raw Data
- + Data Warehouse
- + Spreadsheets
- + Reports (push/pull)
- + Dashboards
- + Specialized Analytics
- + Platforms (Google Analytics)
- + Data Visualization Software
- + Analyst-Created Presentations

# Can we simply give appropriate access and call it democratization?

Raw Data  
Data Warehouse  
Spreadsheets  
Reports (push/pull)  
Dashboards  
Specialized Platforms  
Data Visualization Software  
Analyst-Created Presentations

Coders / IT  
Data Scientists  
Analysts  
Knowledge Workers  
Information Consumers

# Can we simply give appropriate access and call it democratization?



# The Problem

Many data citizens cannot independently, safely, and efficiently find out what they need to know.

Too few options offer a good mix of:

- + Flexibility
- + Simplicity
- + Depth
- + Safety

# The Risks

Simply widening access to data can result in:

- + Frustration
- + Wasted Time and Effort
- + Clogged System Resources
- + Dissemination of False Interpretations





Who are your  
Knowledge Workers?

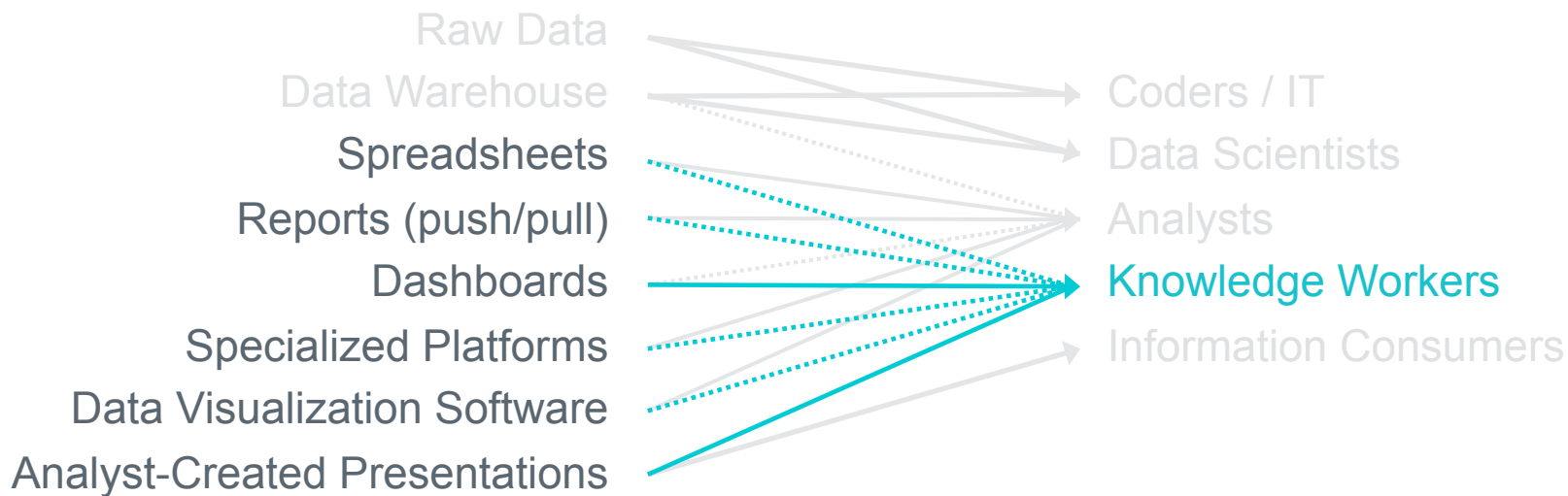
# Knowledge Workers

Who are they today in your organization?

We need to empower them by:

- + Helping them become more effective and efficient
- + Converting more passive Information Consumers into Knowledge Workers

# Knowledge Worker Resources



A woman and a man are sitting at a table in a meeting room, looking at a laptop screen. The woman is on the left, and the man is on the right. They are both looking at the screen with interest. The room has a white wall with several framed pictures. The image is overlaid with a semi-transparent blue rectangle.

# Pros and Cons

# ⊕⊖ Spreadsheets

Indispensable, but not the way forward.

## PROS

- + Ubiquitous
- + Flexible

## CONS

- Minimal interactivity
- Weak data visualization
- Error-prone
- Poor data governance
- Difficult to share
- Not scalable

# ⊕⊖ Reports

More of a starting than an end point.

## PROS

- + Widely available
- + Often detailed

## CONS

- Siloed / narrow
- Often overly verbose
- Poor or no visuals
- If scheduled, create noise
- Lack interpretation

# ⊕⊖ Dashboards

Vary widely in effectiveness and ROI.

## PROS

- + Visual
- + Interactive
- + Broad

## CONS

- Expensive to create
- Not agile
- Often lack depth
- Minimal interpretation
- Often questionable ROI

# ⊕⊖ Specialized Platforms (e.g. GA)

More suited to analysts than knowledge workers.

## PROS

- + Powerful
- + Tightly integrated

## CONS

- Limited breadth of data
- Limited flexibility
- Complex beyond basics
- Lack of interpretation



# ⊕⊖ Data Visualization: (e.g. Tableau)

Breakthrough for analysts, less so knowledge workers.

## PROS

- + Powerful
- + Flexible

## CONS

- New skill to learn
- Availability / expense
- Dependence on structure of available data
- Limited room for interpretations

# ⊕⊖ Analyst Presentation

Indispensable, but not data democratization.

## PROS

- + Context
- + Interpretation

## CONS

- Expense
- Limited frequency
- Lack of interactivity

The background of the slide features a photograph of hands typing on a white computer keyboard. The entire image is covered with a semi-transparent red overlay, which is divided into a grid of squares of varying shades of red. The word "Storytelling" is positioned in the lower-left area of the slide.

Storytelling

# Interactive Storytelling

## A new way forward:

- + Engage interest
- + Convey meaning of data
- + High-impact dialogue
- + Motivate action
- + Maintain interactivity



# STORIES ARE JUST DATA WITH A SOUL.

DR. BRENE BROWN, UNIVERSITY OF HOUSTON

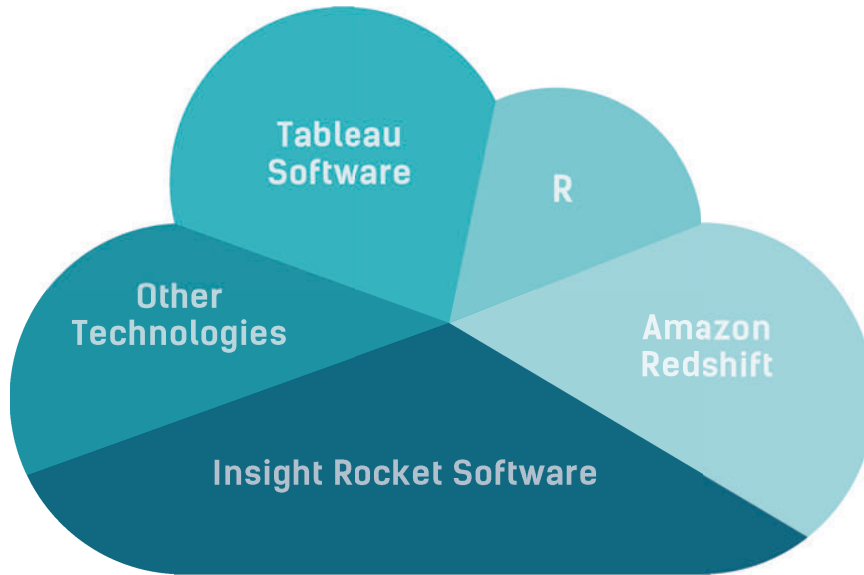
INSIGHT ROCKET » DATA DEMOCRATIZATION VIA STORYTELLING



# Empowering Analysts

Insight Rocket helps transform analysts into storytellers, thereby realizing the potential value of your data.

# Best-of-Breed Technologies



# Insight Rocket

A business intelligence and marketing analytics platform that empowers teams with:

- + Data Integration
- + Data Management
- + Intelligent Alerting
- + Predictive Analysis
- + Data Visualizations
- + Data Democratization
- + Analytics Storytelling
- + Communication/Feedback
- + And, much more



# Closing Thoughts

## Data democratization requires commitment.

- + Understand your organization's data personas
- + Identify appropriate resources by persona
- + Design from the ground up for democratization
- + Measure your data democratization progress

THANK YOU

David Millrod

*Managing Partner, Insight Rocket*

609.897.0142, [DMillrod@InsightRocket.com](mailto:DMillrod@InsightRocket.com)