



OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE DATA



AARON BURCIAGA

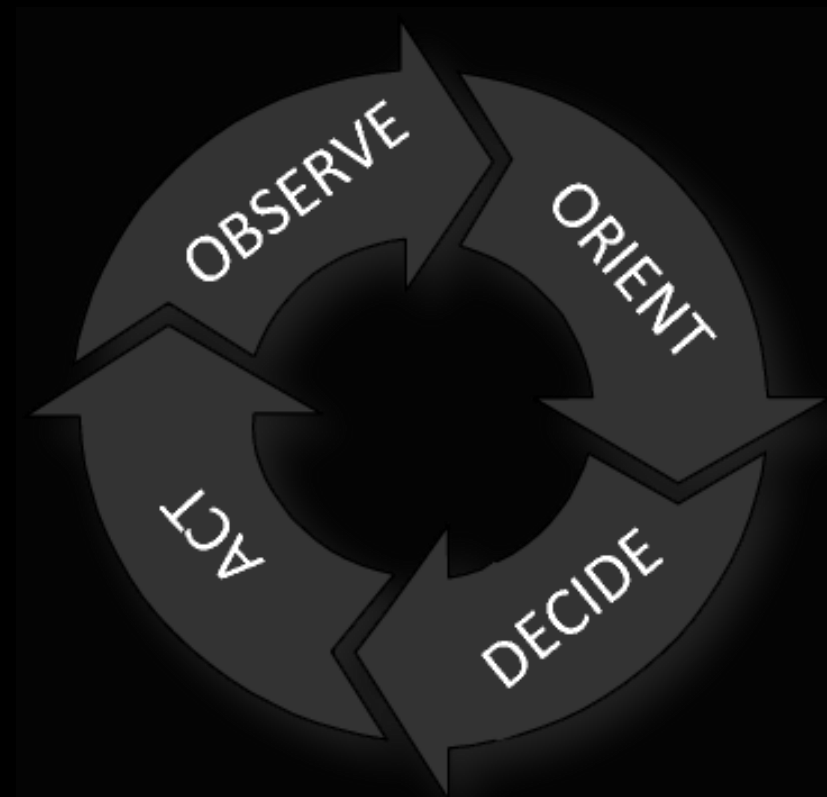
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The OODA Loop of Analytics

- Command and control is a continuous, cyclical process
- High tempo yields an ever-increasing advantage with each cycle
- With each cycle, slower actions become less relevant to the true situation

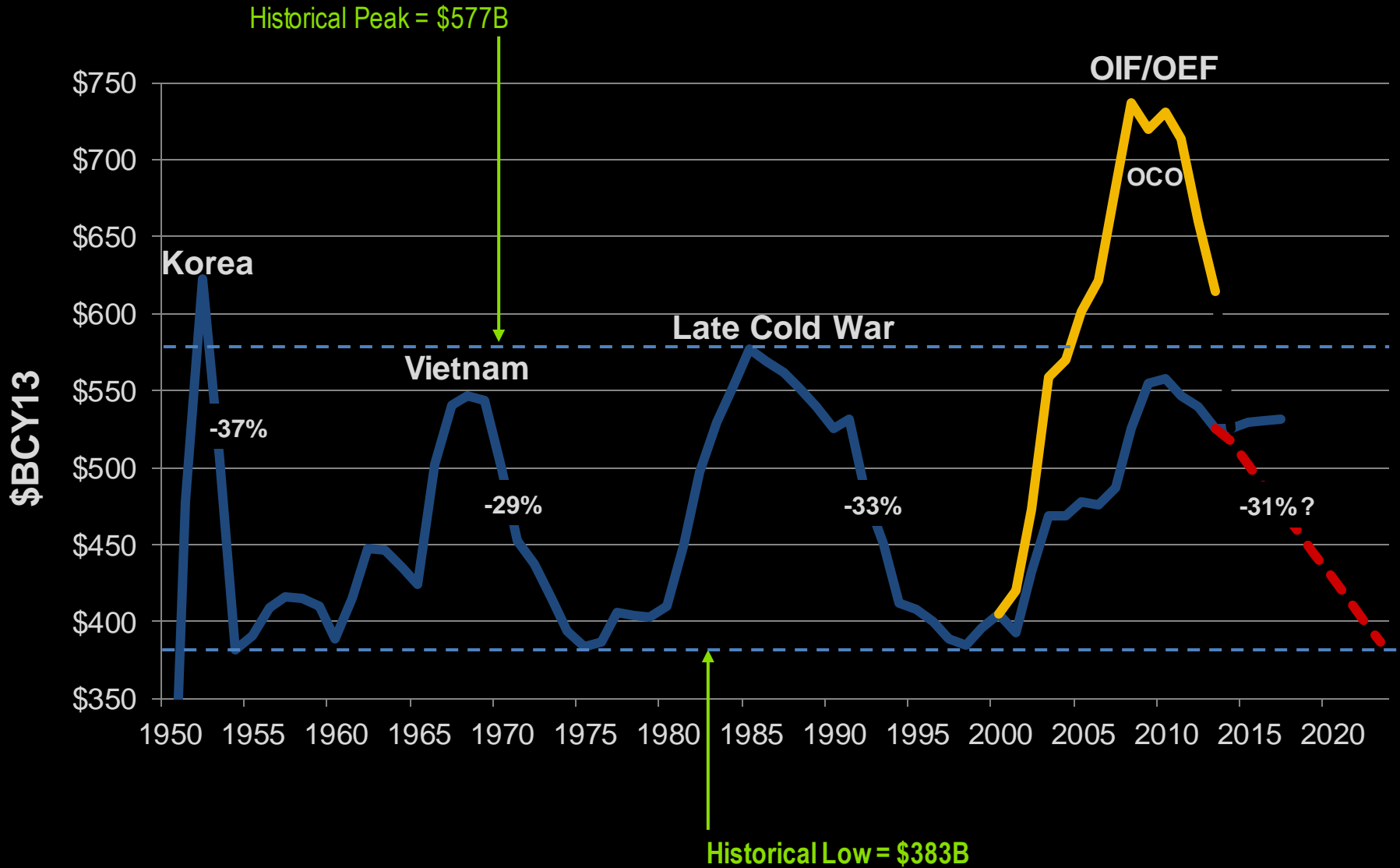


Monetized Data

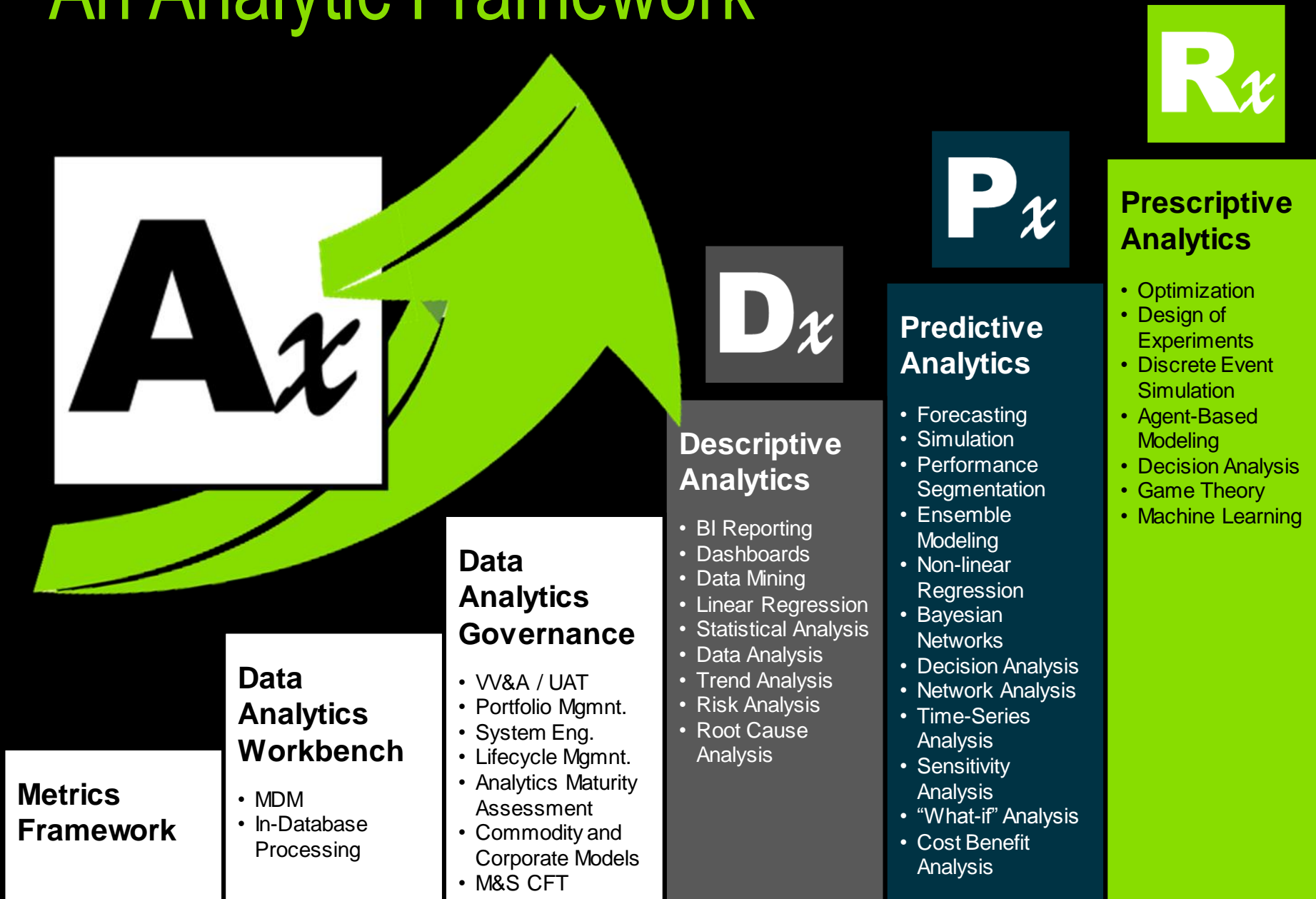
- The results of having an integrated approach to applying advanced analytics.
- A competitive edge resulting from leveraging data science to improve decision making.



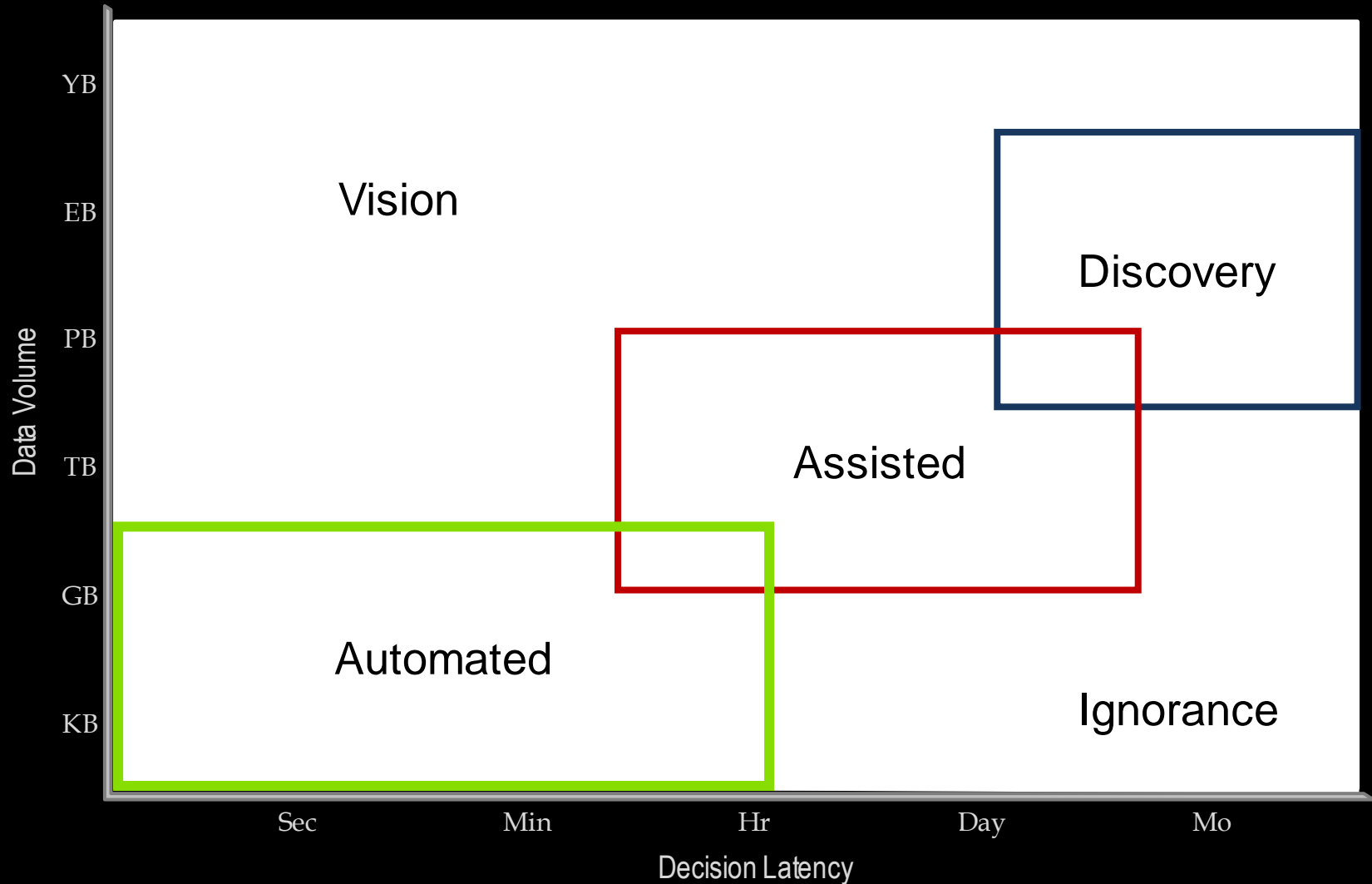
Motivation



An Analytic Framework



Delivering Speed to Value



First Principles of Data Analytics

1. Executive-level data analytics support program
2. Routine corporate approval and review of assessments
3. Shared 'sandbox' of data and analysis tools
4. Professionalized, incentivized, and tracked workforce of analysts

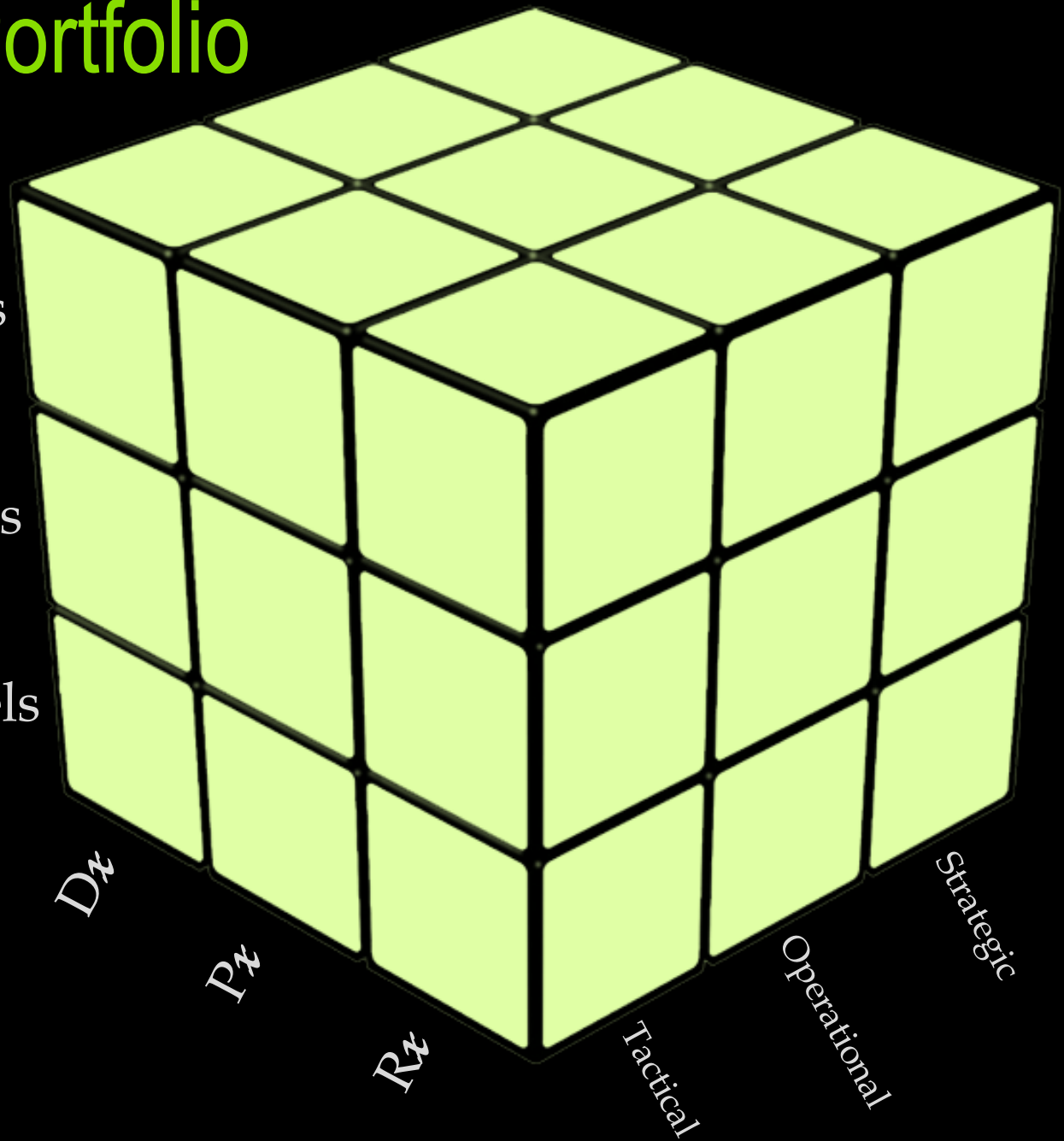
Instead of asking, "How can we get far more value from far more data?" successful big data overseers seek to answer, "What value matters most, and what marriage of data and algorithms gets us there?"

Balanced Portfolio

Accredited Models

Commodity Models

Ad-Hoc Models



Performance Management

- Identify, assess, mature, and manage the data, systems, models and tools used to develop policies and decisions.
 - Data-to-decision mapping, highlight value of data
 - Comparative data health assessments
 - Information to support system investment planning
- End state:
 - Identify best of breed
 - Mitigate redundant capabilities
 - Assess data, software, and VV&A liabilities
 - Frame the return on investment(s)

Stabilize

Review

Eliminate

IT SYSTEM PERFORMANCE MANAGEMENT SEGMENTATION		DECISION SUPPORT				
		HIGH		LOW		
		X	Y	Z		
ANNUAL SYSTEM COST	HIGH	A	7	2	1	10
		B	3	2	10	15
	LOW	C	5	5	15	25
			15	9	26	50



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