

Unifying Data, People and Technology

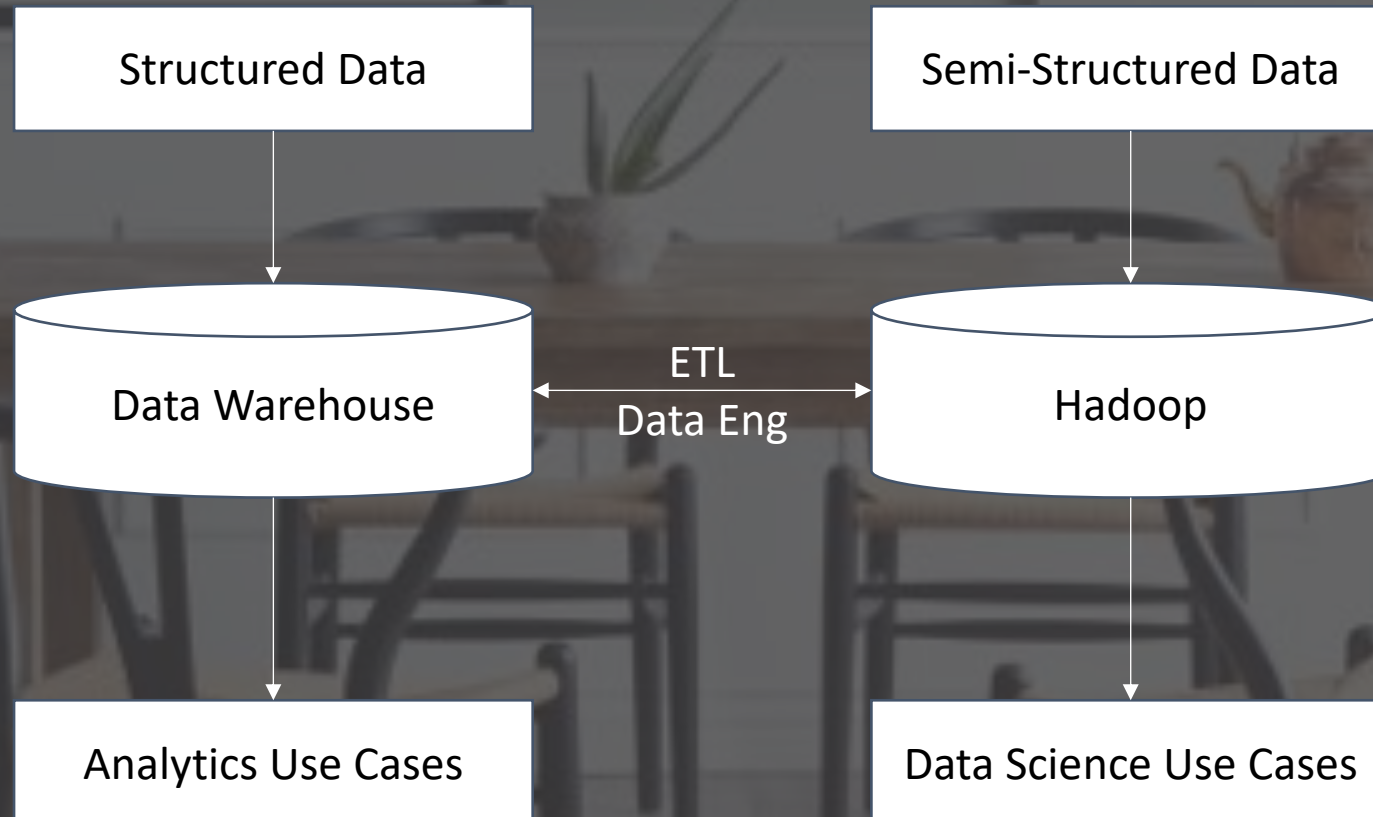
Craig Kelly, Overstock

A modern living room with a white sofa, a patterned fireplace, and a large plant. The room is decorated with a patterned rug, a blue pouf, and a wooden coffee table. The fireplace has a blue and white tile pattern. A large green plant is in the background. The text "UNIFYING DATA, PEOPLE, & TECHNOLOGY" is overlaid in the center.

UNIFYING DATA, PEOPLE, & TECHNOLOGY

background

background DATA TYPES



background
SKILLS

Python

ETL

Spark SQL

Hive

MapReduce

Java

R

Scala

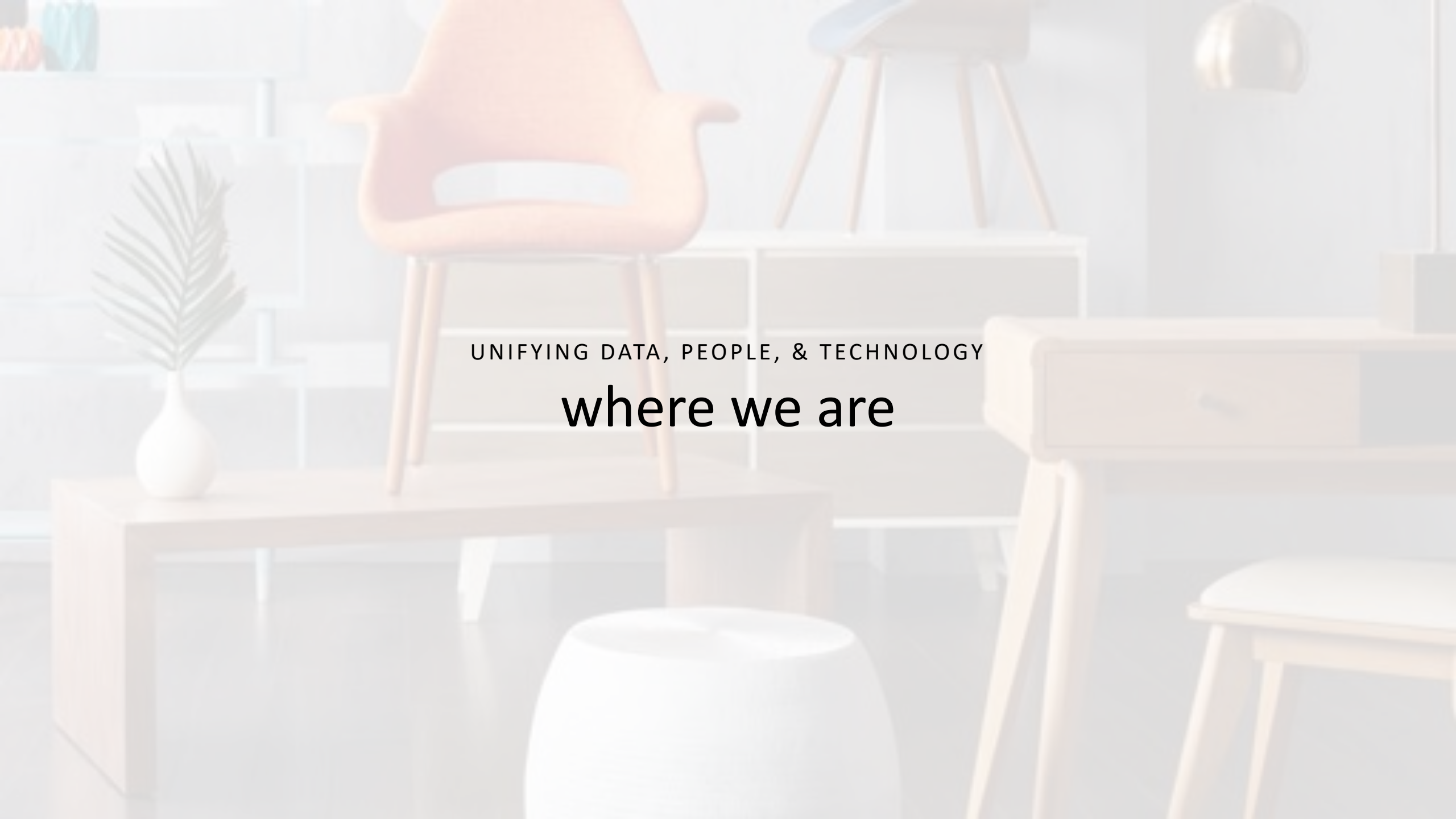
Pig

Microstrategy

background

SPEED & COORDINATION

Team	Expertise	Incentive
Channel Managers	Business	Outcome
Big Data	Data Architecture	System Quality
EDW	Database Administration	System Quality
ETL	Data Engineering	System Quality
Data Science	Modeling	Output
Analytics	Insights	Output



UNIFYING DATA, PEOPLE, & TECHNOLOGY

where we are



DATA

data

people

technology

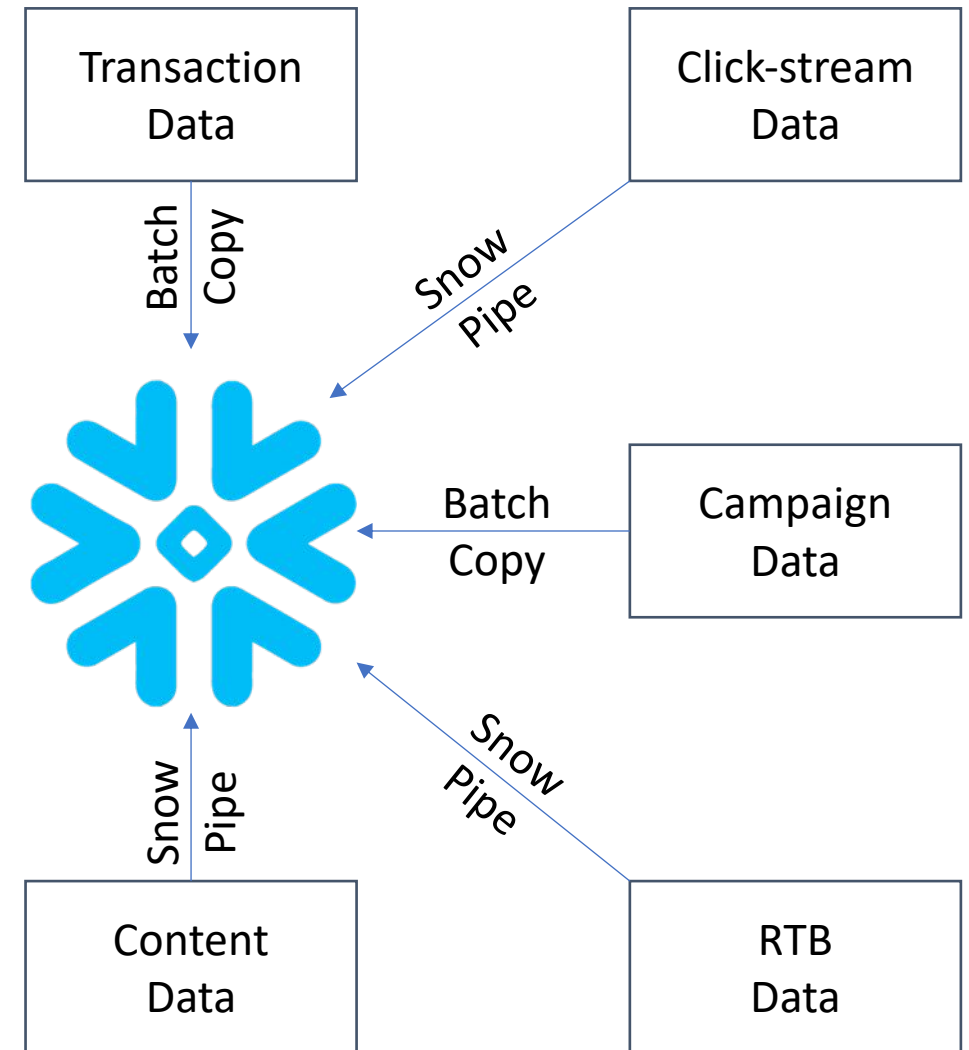
unifying data

Problem

Source	Type	Size	Users
Click-stream	Semi-structured	L	Analysts Data Scientists
RTB Logs	Structured	XXL	Channel Mgrs Data Scientists
Campaign Data	Structured	S	Analysts Channel Mgrs Data Scientists
Transaction Data	Structured	S	Analysts Channel Mgrs Data Scientists
Content data	Semi-structured	XL	Analysts Data Scientists

unifying data

Solution





PEOPLE

data

people

technology

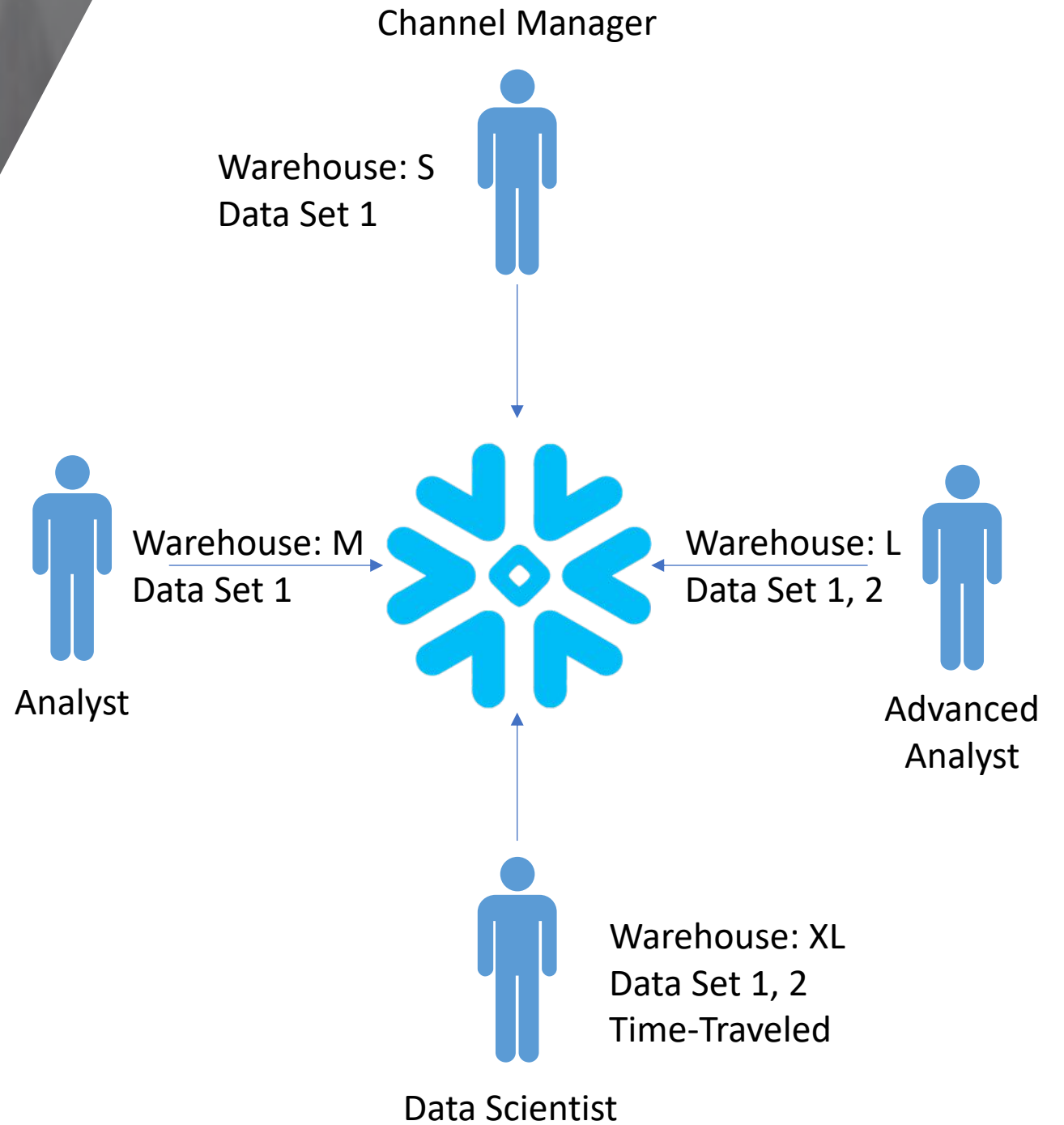
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Problem

Role	Language	Compute Size	Access Pattern
Channel Manager	SQL	S	Ad hoc
Analyst	SQL, Python, R	M-L	Ad hoc
Advanced Analyst	SQL, Python, R	L-XL	Ad hoc, Automated
Data Scientist	Spark, Python, Scala	L-XXXL	Ad hoc, Automated

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Solution





TECH

data

people

technology

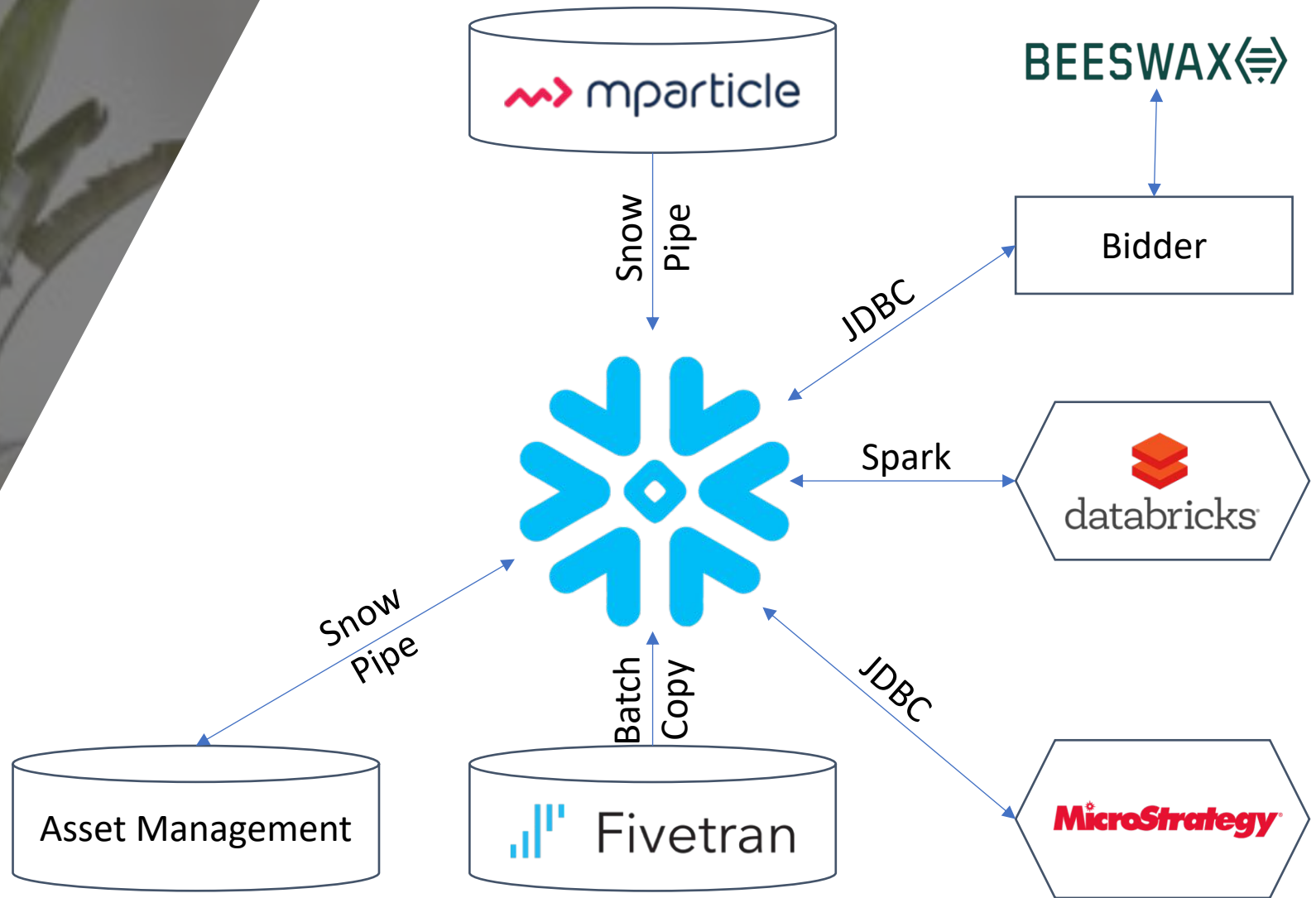
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technology**

Problem

System	Purpose	Type	Data Types	Compute Size
Databricks	Machine Learning	Batch Streaming	Semi-structured	L-XXXL
mParticle	Customer Data Activation	Streaming	Semi-structured	L-XL
MicroStrategy	Reporting	On-Demand	Structured	S-L
Asset Management	Content Activation	Streaming	Semi-structured	L-XL
Marketing Bidding	Advertising Automation	Batch	Structured	M-L

unifying tech


Solution



A dimly lit bedroom scene. In the center is a bed with white linens and several pillows. To the left is a wooden nightstand with a white lamp. To the right is a wooden dresser with a white ceramic bowl filled with colorful items and a white box with brown straps. The background shows a closet and a metal shelving unit.

UNIFYING DATA, PEOPLE, & TECHNOLOGY

outcomes



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Thank You

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