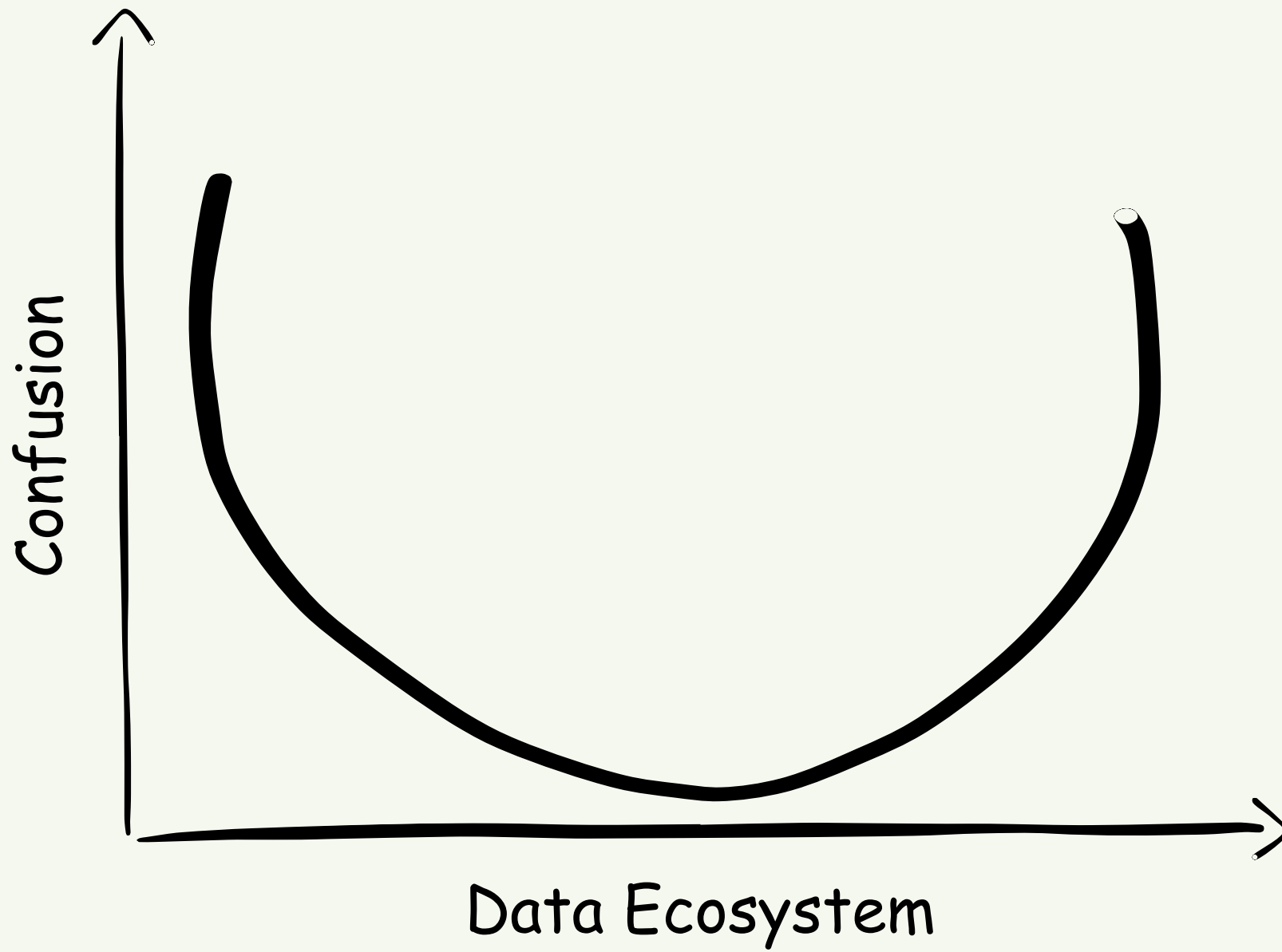




Crafting Effective Analytics Strategies: Navigating Challenges & Landscape for Business Success

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THE 2024 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE

INFRASTRUCTURE

STORAGE

DATA LAKES / LUNGS

DATA WAREHOUSES

STREAMING / IN-MEMORY

NO-SQL DATABASES

SQL DATABASES

REAL TIME DATABASES

GRAPH DBS

CPU DATABASES

MULTI-MODEL DATABASES & ABSTRACTIONS

VECTOR DATABASES

ETL / ELT / DATA TRANSFORMATION

REVERSE ETL

DATA INTEGRATION

DATA GOVERNANCE & CATALOG

ORCHESTRATION

DATA QUALITY & OBSERVABILITY

FULLY MANAGED

MONITORING / MONITORING

SECURITY

COMPUTE

ANALYTICS

BI PLATFORMS

VISUALIZATION

DATA SCIENCE NOTEBOOKS

DATA SCIENCE PLATFORMS

ENTERPRISE MLOps PLATFORMS

DATA GENERATION & LABELING

DATA ANALYST PLATFORMS

ML OPS

AI DEVELOPER PLATFORMS

AI SAFETY & SECURITY

COMMERCIAL AI RESEARCH

NON-PROFIT AI RESEARCH

AI HARDWARE

GPU CLOUD / INFRA

EDGE AI

CLOSED SOURCE MODELS

MACHINE LEARNING & ARTIFICIAL INTELLIGENCE

AI RESEARCH

AI SAFETY & SECURITY

COMMERCIAL AI RESEARCH

NON-PROFIT AI RESEARCH

AI HARDWARE

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CLOSED SOURCE MODELS

APPLICATIONS — ENTERPRISE

SALES

MARKETING

CUSTOMER EXPERIENCE

HUMAN CAPITAL

FINANCE

LEGAL

PARTNERSHIPS

RESEARCH & COMPLIANCE

APPLICATIONS — HORIZONTAL

CODE & DOCUMENTATION

TEXT

AUDIO & VOICE

IMAGE

PRESENTATION & DESIGN

VIDEO EDITING

VIDEO GENERATION

SEARCH / CONVERSATIONAL AI

APPLICATIONS — INDUSTRY

FINANCE & INSURANCE

HEALTHCARE

LIFE SCIENCES

TRANSPORTATION

AGRICULTURE

INDUSTRIAL & LOGISTICS

AEROSPACE, DEFENSE & GOVT

OPEN SOURCE INFRASTRUCTURE

DATA FRAMEWORKS

FORMATS

QUERY / DATA FLOW

DATA MANAGEMENT

DATABASES

CLAP

ORCHESTRATION

INFRASTRUCTURE

STREAMING & MESSAGING

STATISTICS & ANALYTICS

MLOps & AI/ML

AI FRAMEWORKS, TOOLS & LIBRARIES

AI MODELS

LOCAL AI

SEARCH

LOGGING & MONITORING

VISUALIZATION

COLLABORATION

DATA SOURCES & APIs

DATA MARKETPLACES & DISCOVERY

FINANCIAL & MARKET DATA

AIR / SPACE / SEA

PEOPLE / ENTITIES

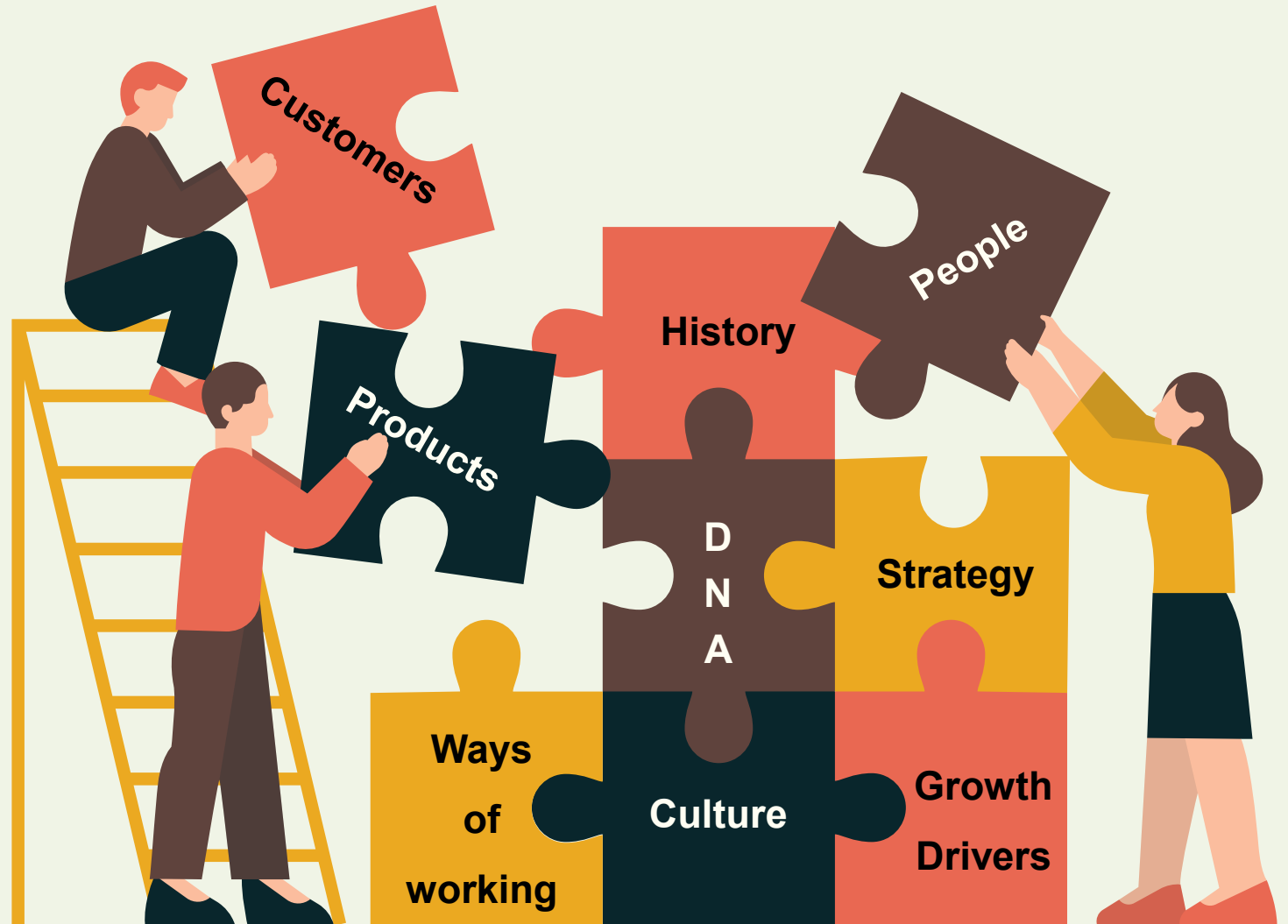
LOCATION INTELLIGENCE

ESG

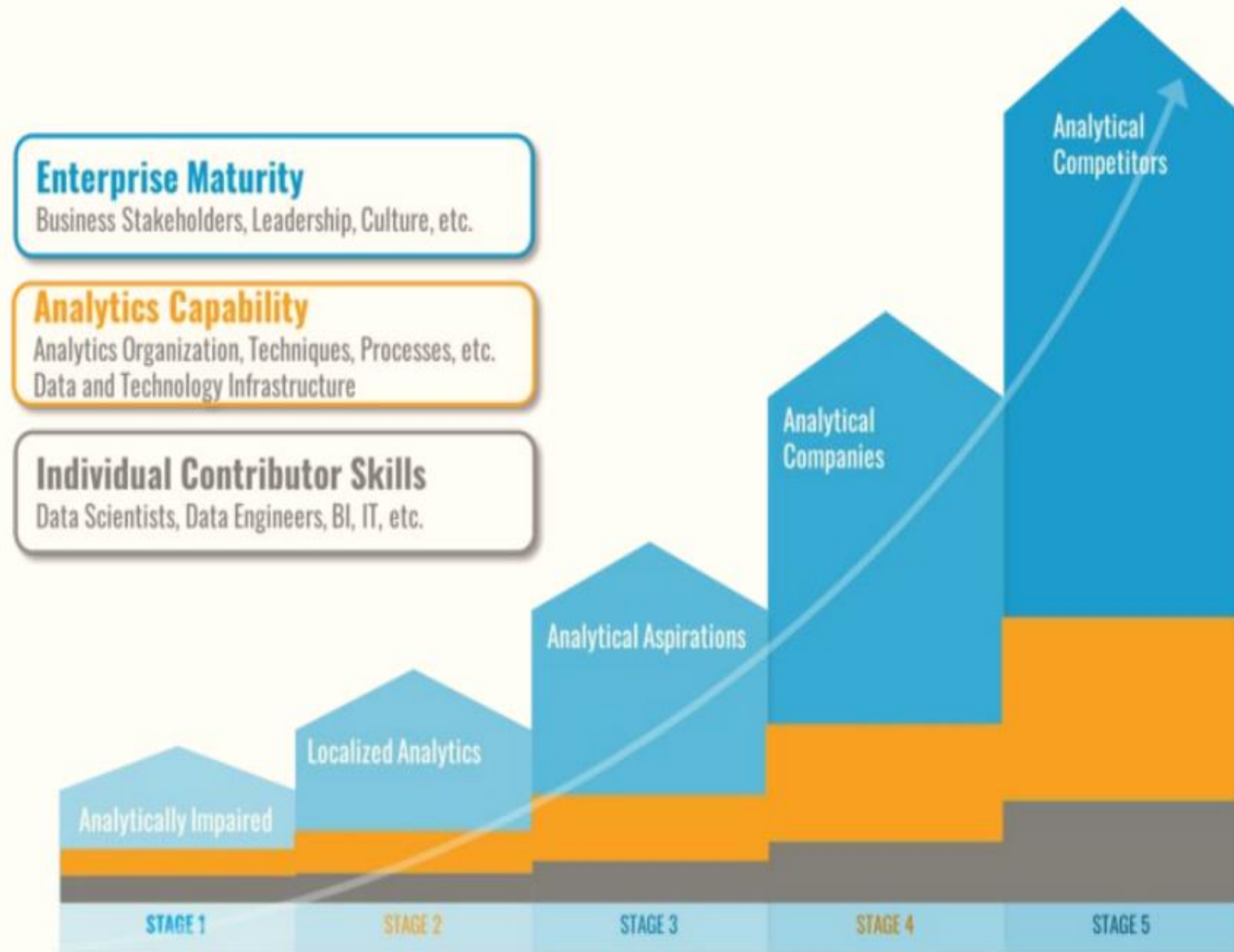
DATA & AI CONSULTING

DATA & AI CONSULTING

1. Work “in”
the business,
before
working “on”
the business.



2. Perform a “true” assessment of current maturity and analytics aspirations.



3. Alignment, accountability & ownership.



4. Build the right team and the right culture.



Embrace **Diversity**

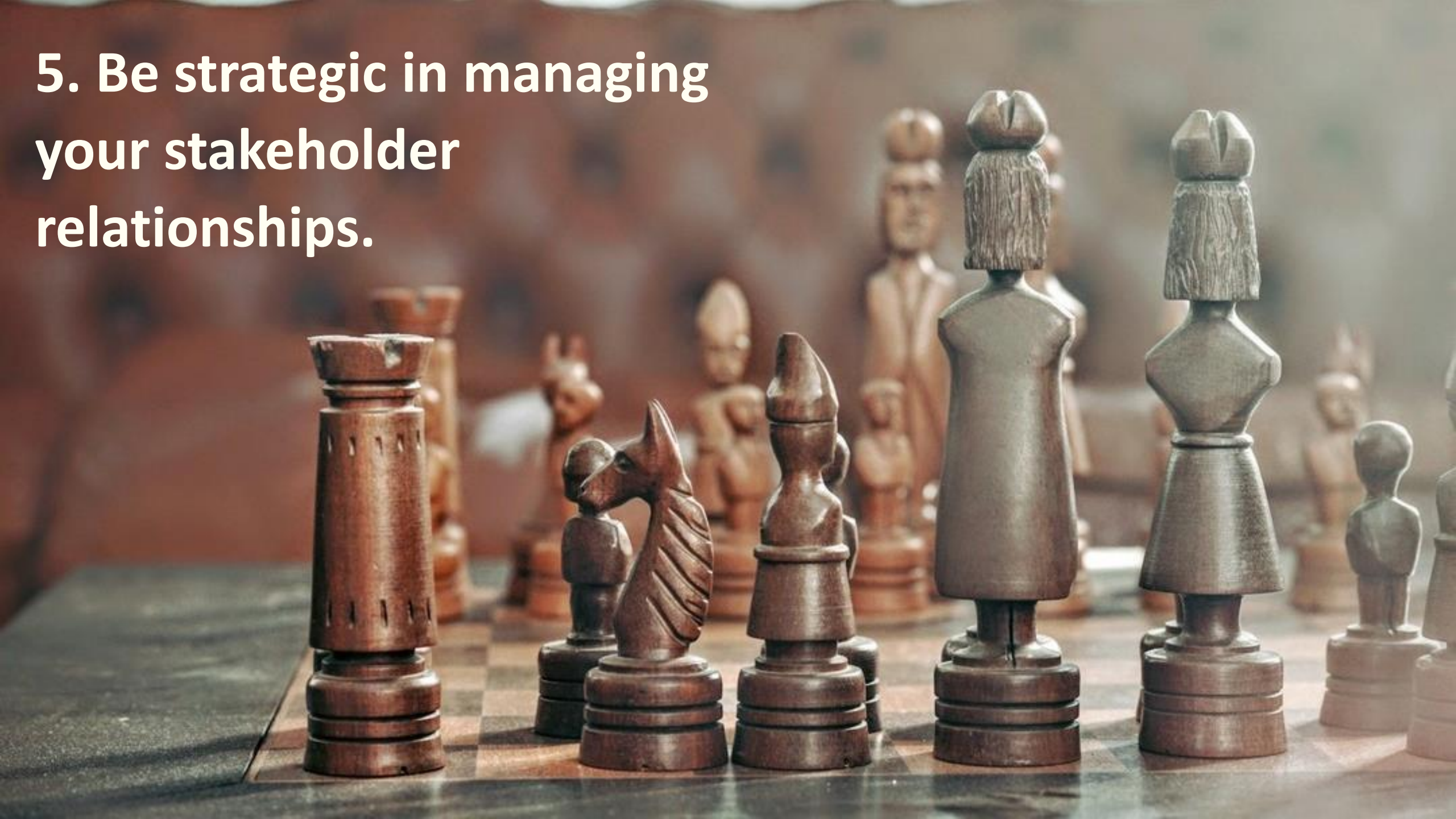


Empower the team

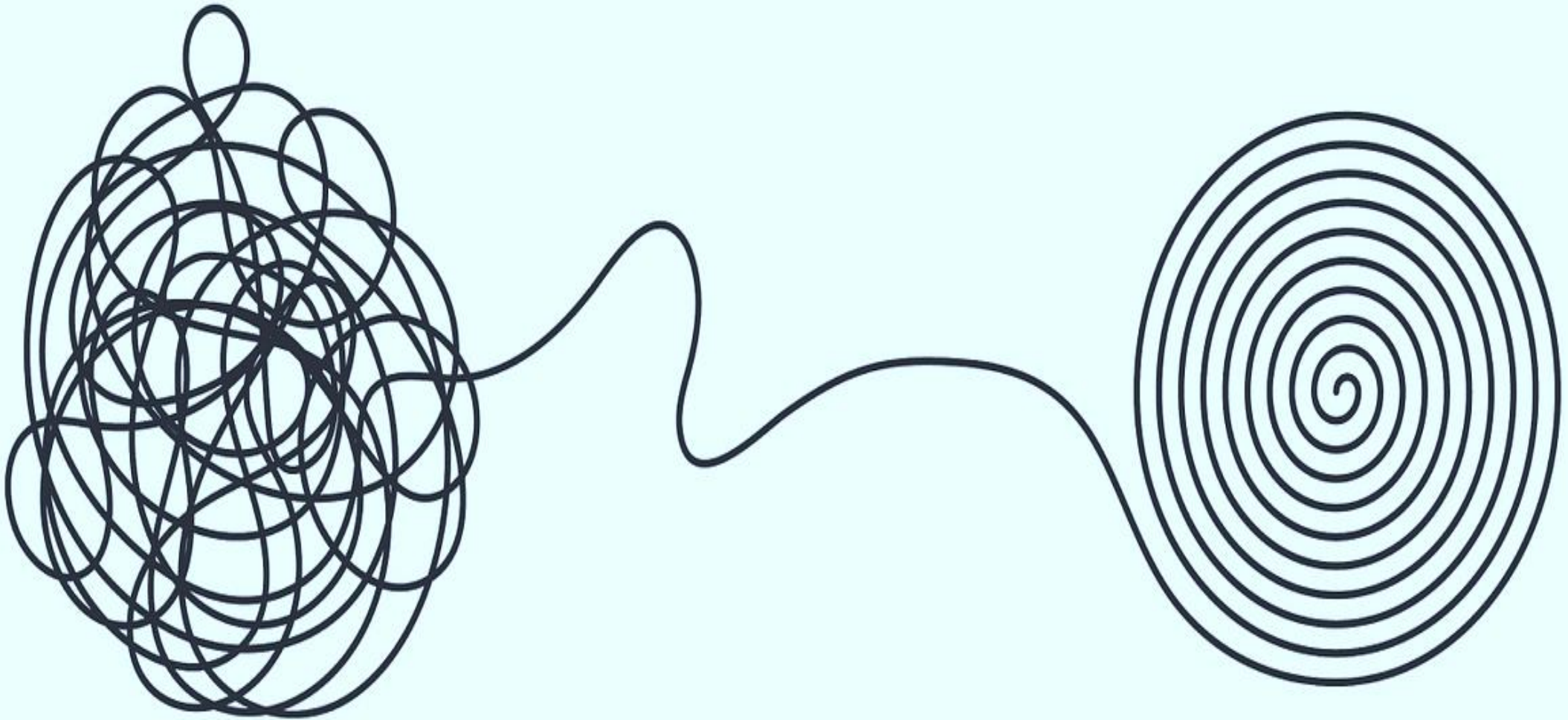


Provide a **Safe** Space

**5. Be strategic in managing
your stakeholder
relationships.**



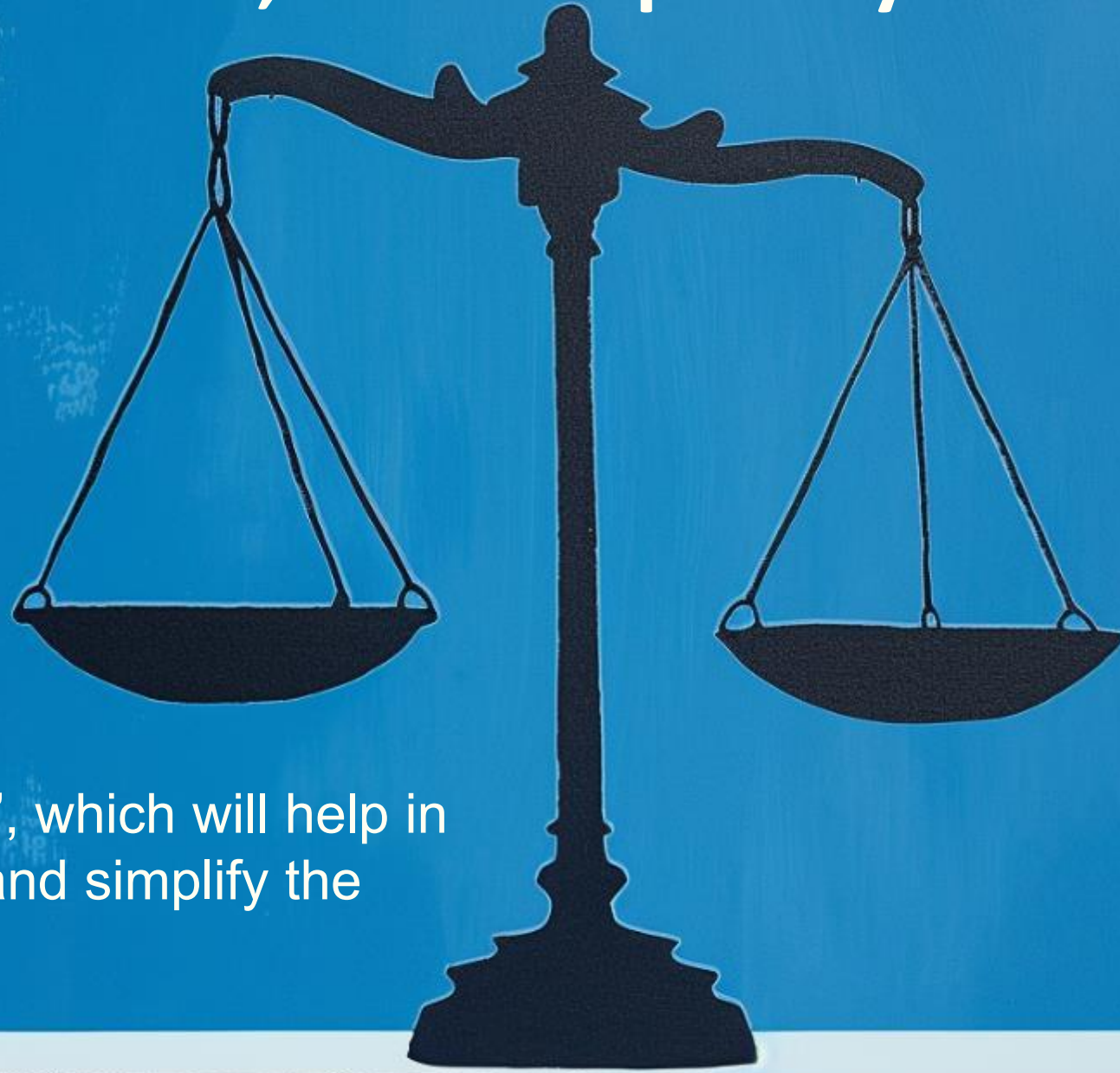
6. Make complex simple and simple compelling.



**7. Build your team's brand and
let it be known.**



8. Implement trust, ethics & privacy framework.



Begin with the “**why**”, which will help in defining the “**what**” and simplify the “**how**”!

9. Don't let your data strategy **kill** the 'entrepreneur' in your business.



10. Have fun.



Key challenges we often face

Cultural & organisational resistance



ROI concerns



Communication of insights



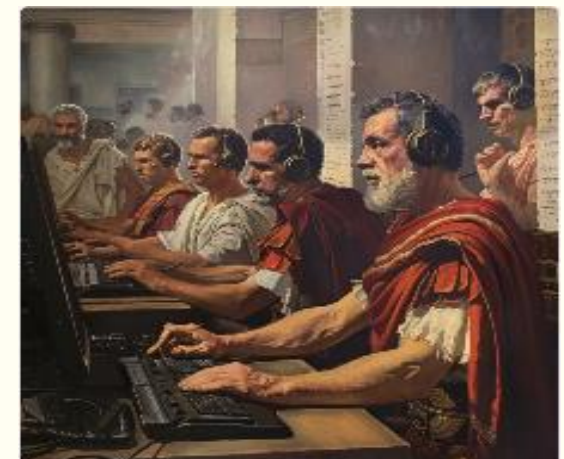
Data quality & accuracy



Defining what 'good' looks like



Overemphasis on technology & data



And some of the architectural challenges...

Integration & scalability



Technology evolution



Data Governance



Managing business expectations



Data access & self service



Data privacy



Thank you.

