

Who's afraid of the big bad data wolf?

Ben Schein
VP, DATA CURIOSITY





Ben's bio: Evolution of a data dork

Philosophy, Politics and Economics (no data)

6 years at database software start up: training, coding, selling
(and cleaning the bathrooms)

MBA

**5 years breaking things
in finance at Target** (push
the envelope of what is
given to me)

**5 years building analytic
solutions at scale** (stop
breaking things and start
building a bigger envelope)

- Target.com Business Intelligence Analytics and Testing (BIAT): 2013-2015
 - Enterprise Data BI and Analytics (EDABI) Center of Excellence: 2015-2018
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VP, Data Curiosity (June 2018 - present):
working as product and data culture evangelist based in the office of the CTO

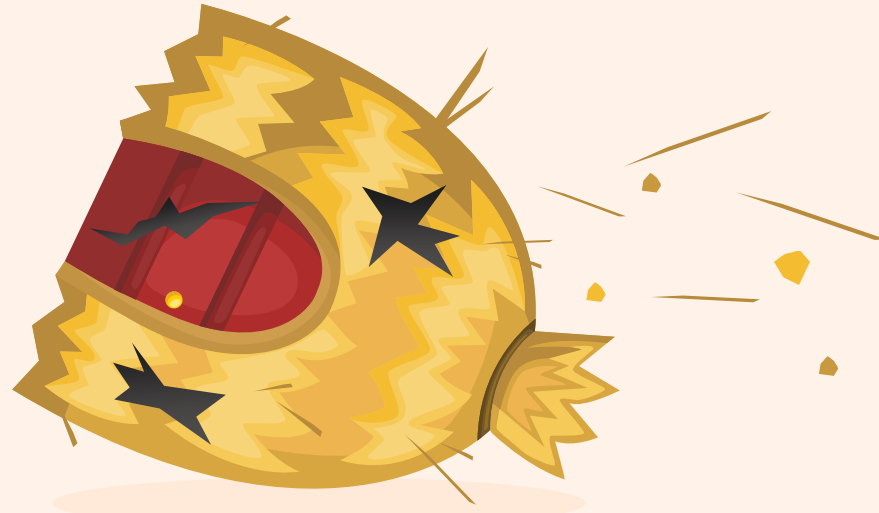
Data can be scary...



And just like the 3 little pigs we have been building houses using the best materials that we have



**But when that big bad data
wolf comes, we can find our
data houses just do not stand up!**



Data can be scary...



Four key questions



Why are we afraid?

—

How have we responded to the fear?

—

How can we move beyond the fear?

—

How can we turn the fear into action?

Why are we afraid?



Why are we afraid?

Afraid we will make a mistake



Why are we afraid?

Afraid we will make a mistake

Afraid someone else will make a mistake
because I was not paying attention



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Trauma from being in houses
that have collapsed in the past



Why are we afraid? – We need to address this fear

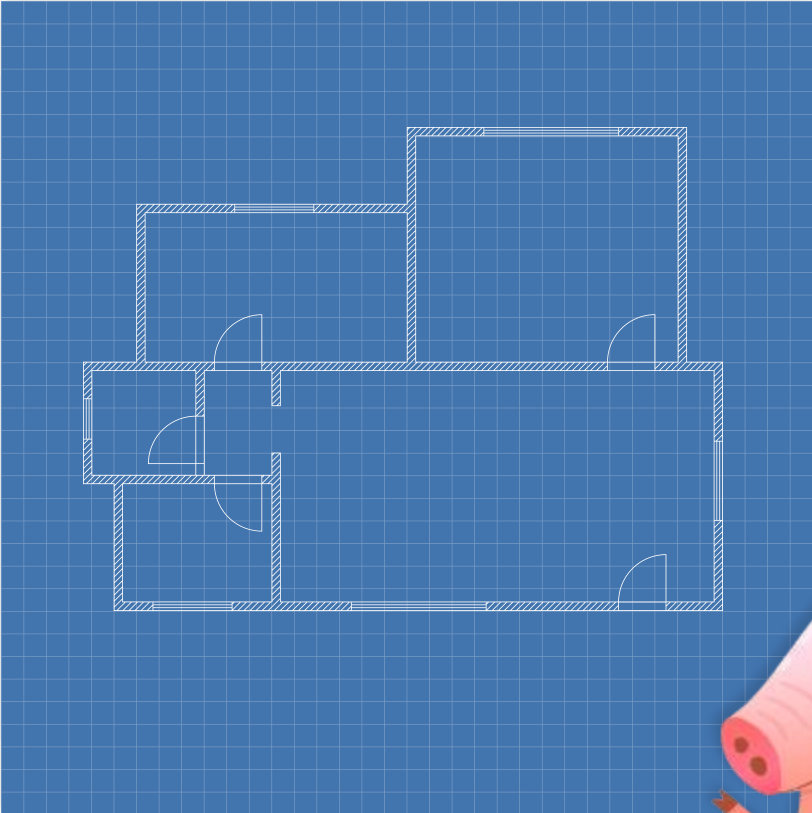
Afraid we will make a mistake

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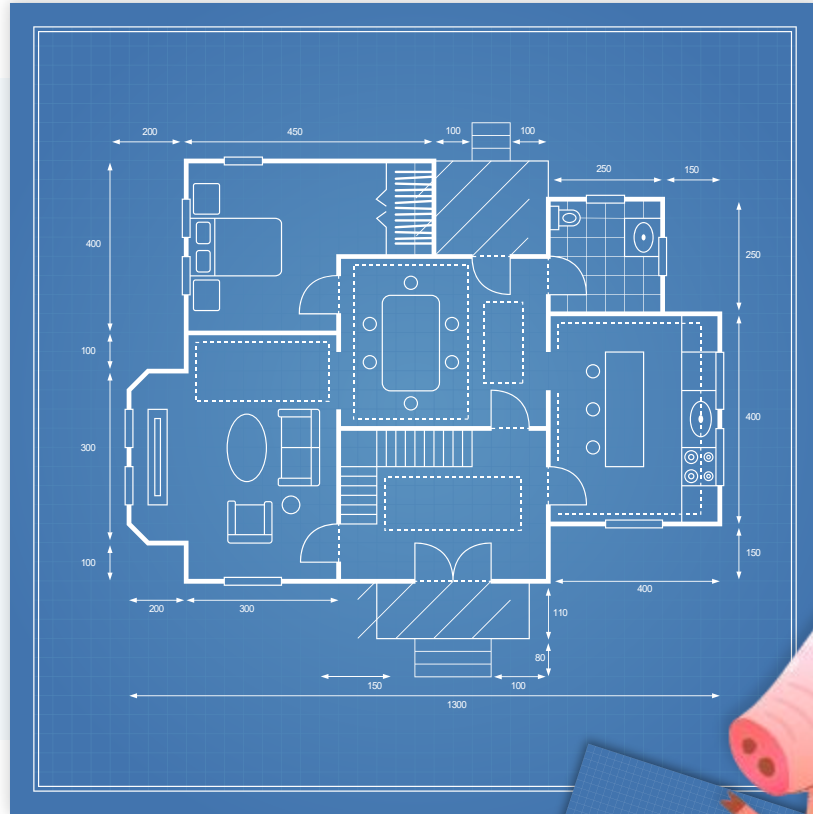
Trauma from being in houses that have collapsed in the past



How have we responded to the fear?



How have we responded to the fear?– Complexity



Make our houses more complicated – but not always more sturdy

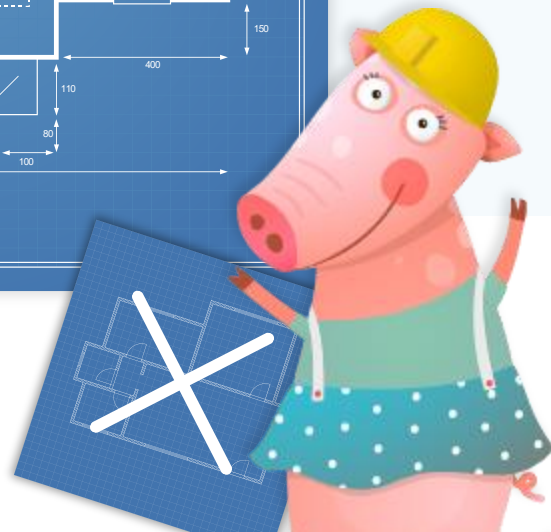
Takes longer to build a house



Make the building components more complex and more specialized



More complexity makes each change take longer



How have we responded to the fear?– False sense of security



Work to create the appearance of sturdiness and stability even though inside things are quite a mess.

How have we responded to the fear? – Keep people out

Limit who can use or come into the house

Act as more of a “gatekeeper” than a “shopkeeper”

Focus on reduction of incidents over increase in safe entries



How have we responded to the fear? – We make do

Limit who can use or come into the house

When forced out, people build their own tents and other temporary structures that have no governance or oversight



How have we responded to the fear?– Build with what we have

We tried our best with the houses we have built

Limited materials

Limited investment

Limited knowledge

Misaligned incentives



How have we responded to the fear? – But still fall short

We tried our best with the houses we have built

Limited materials

Limited investment

Limited knowledge

Misaligned incentives



How have we responded to the fear? – Negative consequences

These negative responses can end up just increasing the fear and increase anxiety

Discouraging people from engaging or asking questions

Even the brick house is not perfect



Fear grows and grows and grows...



Move beyond the fear

We need to flip it. Give people
the confidence to move
beyond the fear.
The confidence to be curious.



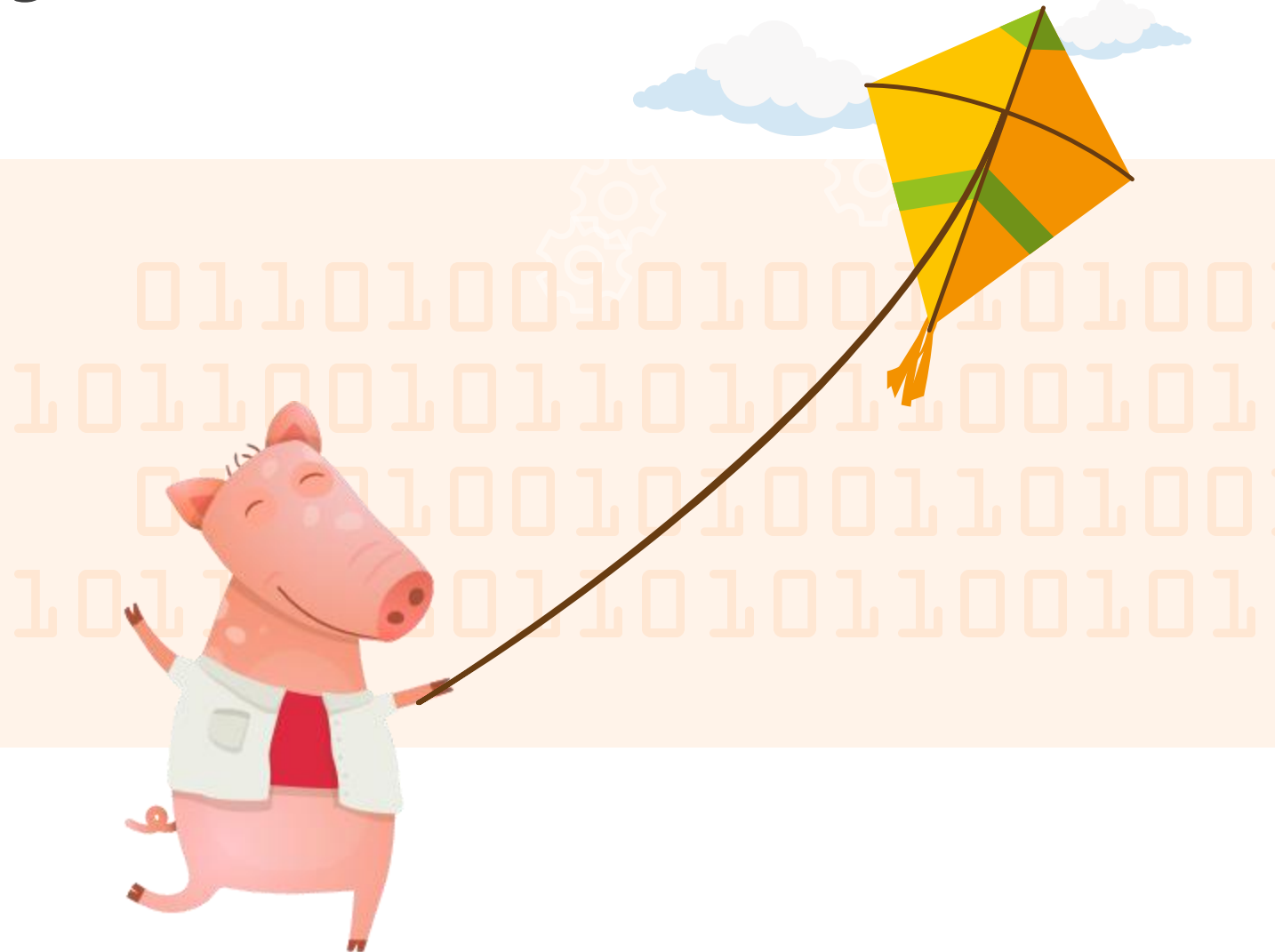
Building confidence, reducing fear – **Minimal friction**

Don't make people think about it

Automated grouping and access rights

Less work for admin/IT and easier for business as they move roles

Leverage ever expanding SSO and 2FA technology



Building confidence, reducing fear – **Security vs Usability**

Understand the balance between security and ease of use

What I want to see is different than what I am allowed to see



Building confidence, reducing fear – Data nuances

Not all data is created equal

Do not govern all data based on your most restrictive data



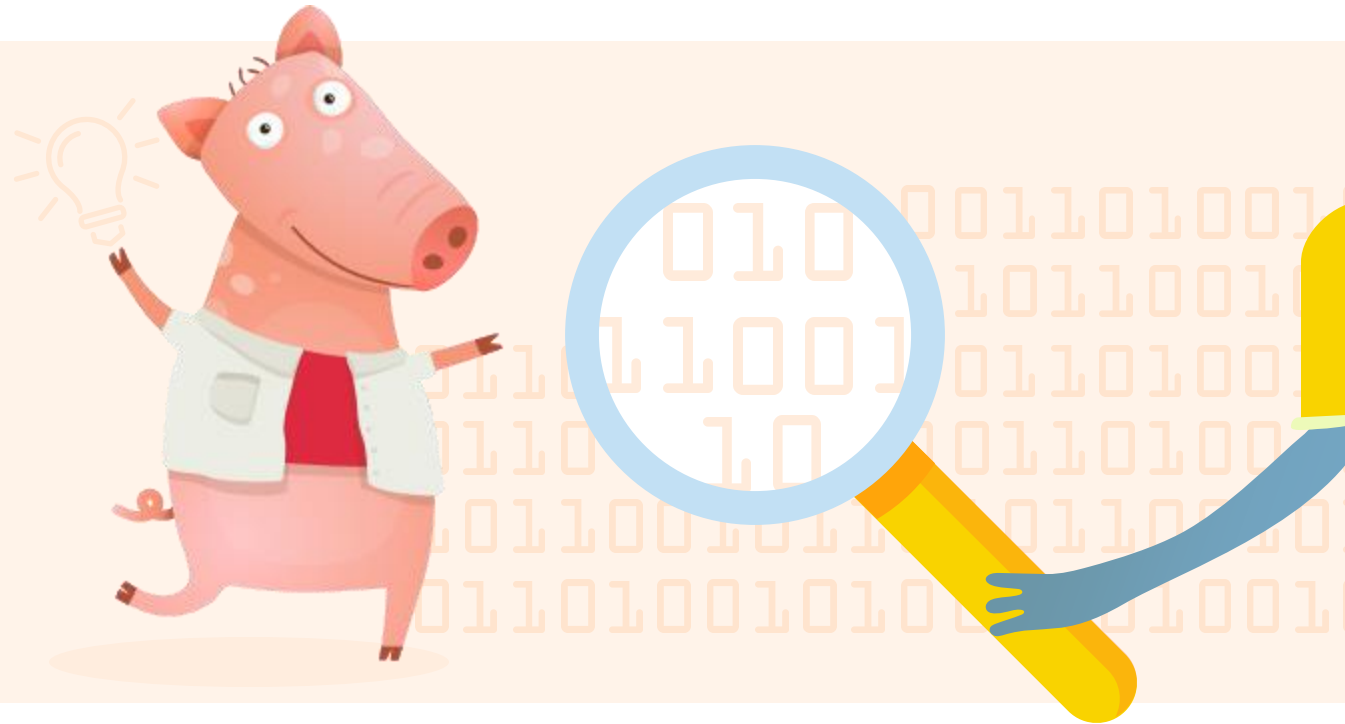
Building confidence, reducing fear – **Trust but verify**

Trust (empower) but verify (monitor)

Use data to understand when people may be going off the rails

Get new ideas from what people are doing

Restrain when needed

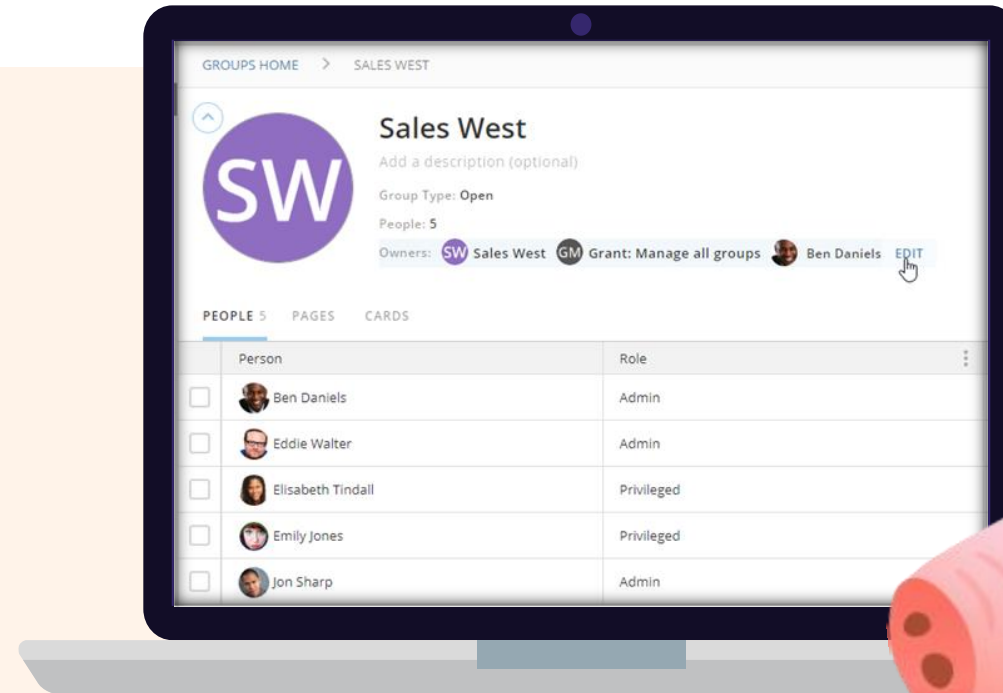


Building confidence, reducing fear – **It takes investment**

Invest in governance

May not seem as exciting as AI/ML but can have a bigger impact on a product or organization than the latest trendy topic

Features like group management, process automation can be very important



Building confidence, reducing fear... **encouraging curiosity**

Minimal friction

Balance security and usability

Embrace the nuance and variety of your data

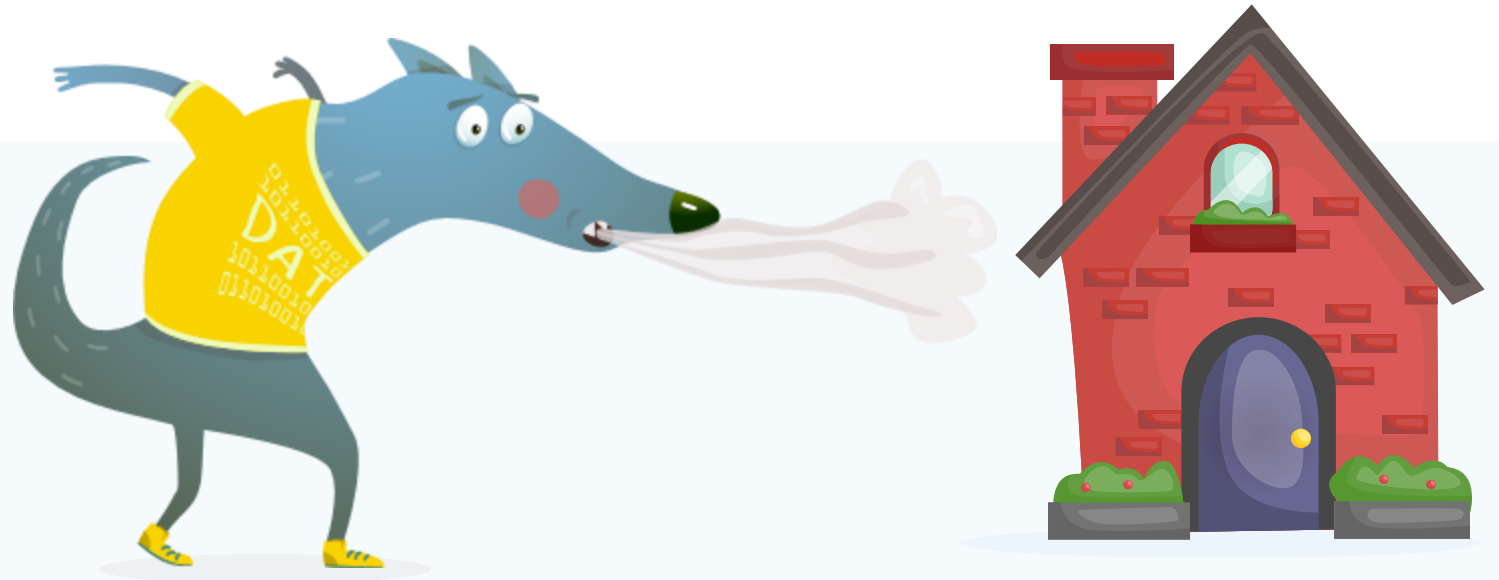
Trust but verify

Invest in governance

The big bad data wolf is still there...



Maybe we have
been building the
wrong structure
all along?





Make the wolf your ally

Maybe the wolf is now
helping you in some ways . . . How can we
turn the fear into action?



Turn the fear into action . . . Modern BI for all

Data agility

Data literacy

Intelligent action



Key lessons

- 01 Acknowledge the fear
- 02 Make it easy for people to be responsible
- 03 Invest in governance and intelligent action



Thank you

