Why Big Data Analytics?
Three Business Challenges Best Addressed Using Big Data Analytics
It’s hard to overstate the importance of data for businesses today. It’s the lifeline of any company. The primary focus right now is on using big data analytics to gain insights across all areas of operations, customers, and product innovation. By applying the right analytical solutions to your data, you can:

- Better understand customer behavior.
- Gain better insights into operations.
- Identify risks such as fraud.
- Comply with government regulations.
- Answer complex questions.
- See important patterns in data that you couldn’t see before.

More data is better.

As a rule, the more data you have to analyze, the more you can generate valuable, data-driven insights. Today, this means harnessing all of your data from marketing campaigns, on-line and store purchases, social media, mobile apps, sensors, IT system logs, and more. Combining and analyzing all types of structured and unstructured data – an activity known as “big data analytics” – gives you insights that simply weren’t possible before.

For example, you can:

- Identify the fastest path from lead to customer conversion.
- Better target promotions to reduce customer acquisition costs.
- Identify operational failures and address them before they are reported by customers, employees and other stakeholders.
- Analyze pricing and historical data to price and advertise in ways that will maximize revenue.
- Identify and avoid security threats and potential fraud.

How can you unlock the value of big data?

In order to unlock the full potential of big data for your business, you need to:

- Bring together all siloed structured and unstructured data.
- Enable fast time to insight.
- Put analysis into the hands of all users that need it.

But for most companies, there are challenges to meeting these requirements.

According to McKinsey data, those that use Big Data and analytics effectively show productivity rates and profitability that are 5 – 6 percent higher than those of their peers. McKinsey analysis of more than 250 engagements over five years has revealed that companies that put data at the center of the marketing and sales decisions improve their marketing return on investment (MROI) by 15 – 20 percent. That adds up to $150 – $200 billion of additional value based on global annual marketing spend of an estimated $1 trillion.
Challenge #1:
You need to integrate and analyze all of your siloed data together to generate the best insights.

To take advantage of big data, you need to bring together all relevant data and analyze it at the same time. But getting all of your data together in one place – ready for analysis – can be a huge challenge. For most companies, structured and unstructured data is scattered everywhere into silos – different departments, systems and databases – and in a wide variety of formats. As a result, it’s very hard to bring together and prepare for analysis – at least not without many months of effort.

Challenge #2:
You need to generate immediate insights from big data to drive better business decisions.

The real value of big data analytics comes from generating accurate, timely insights that drive faster, better business decisions. But to achieve this, you need a way to add new data to your centralized data source the moment it becomes available and make it instantly available for analysis. Equally important, you need powerful analytics that can provide answers to the complex “What if...?” and “Why?” questions – the big ones you’ve never been able to ask before – right when you need them.

Challenge #3:
You need to make analyzing big data so easy that anyone can do it.

To fully exploit the power of big data, you need to get analytics into the hands of business users – the people who know their data and business the best. Most business users already use spreadsheets to analyze data. So ideally, they want an analytic solution that’s as easy to use as a spreadsheet and allows them to integrate and analyze all of their data. Traditional tools are difficult to use and require advanced analytical expertise and software training. But this locks out most business people from using them – at least not without IT assistance.
Traditional business intelligence solutions can’t address these challenges.

These challenges simply cannot be addressed using traditional business intelligence (BI) solutions, which were only designed to generate reports of predefined answers based on a limited amount of structured data. So when you try to use BI solutions to analyze big data, you face:

- **A painfully slow and costly data integration process:** With traditional BI solutions, it takes an average of 18 months to get new source data ready for analysis and three months to integrate new data sources.

- **Delayed and limited analytical/insight:** Traditional BI solutions require rigid data structures that can only give business people answers to a set of pre-determined questions. If a new, business-critical question must be answered, the data structure must be changed at great time and expense. In addition, data models can only include limited data sources – not all data. As a result, they can’t get answers to all of their pressing questions, which are often the “Why?” and “What if?” questions you need big data to answer.

- **Burdensome software complexity/training and skill requirements:** BI solutions are usually complex and difficult for business users to use. In addition, using them usually requires heavy IT involvement.
To unlock big data, you need big data analytics.

When you use a big data analytics solution, you can overcome all these challenges. Big data analytics is so powerful because it:

- **Delivers better decisions by enabling people to analyze all of their siloed data together** – regardless of data source, type, size, or format.

- **Generates lightning-fast insights needed to drive business decisions** – and ideally, they do this by providing wizard-based data integration, point-and-click analytics using a spreadsheet user interface, and drag-and-drop visualizations that make it easy to understand data and communicate insights.

- **Makes big data analytics easy for everyone to use** – so non-technical business users can use all relevant data as sources of insight whenever they need it.

These three capabilities are what separate big data analytics from traditional BI. And they are the key to harnessing the power of big data for competitive advantage.

**Traditional BI looks at data through a soda straw. Big data analytics looks at data through powerful, wide-angle binoculars.**

**Why Datameer for big data analytics?**

Many companies think that because big data is so powerful, it has to be complex. At Datameer, we make big data analytics so simple that anyone can use it to make data-driven decisions. Our mission is to simplify the complexity of big data analytics and empower everyone to make data-driven decisions in minutes, not months. We believe you shouldn’t need a data scientist or multiple technical tools to model, integrate, cleanse, prepare, analyze and visualize your data.

Datameer is your one-stop-shop for getting all your data into Hadoop, quickly analyzing that data, and visualizing your results. And we do it by:

- Delivering the fastest time to new insights.
- Making big data analytics so simple, everyone can use it.
- Providing the only end-to-end big data analytics solution on Hadoop.
Delivering the fastest time to new insights

Our application sits directly on top of the powerful Hadoop platform, which provides linear scalability and affordability for all types of data from any source. As a result, you can integrate data from any source into Hadoop in minutes.

The software comes with pre-built data connectors for all common structured and unstructured data sources. With Datameer, data integration is an easy, three-step process of specifying where, what and when – so you can overcome the time, cost, and limitation issues of traditional ETL and static schemas that come with BI tools.

And once data is in Hadoop, you can use Datameer to discover insights in minutes. Datameer’s spreadsheet-based user interface for analytics provides 240+ point-and-click analytic functions for everything from simple data joins to advanced text mining and machine learning algorithms. The spreadsheet user interface and pre-built functions place analytics into the hands of those that need it most: business users under pressure to make the best decisions quickly.

Once data is analyzed, Datameer’s extensive library of visualization widgets, including tables, graphs, charts, diagrams, maps, and tag clouds, enable users to create simple data visualization dashboards and stunning business infographics and visualizations. The end result? Big data visualizations that instantly communicate hidden insights buried in your data.

Making big data analytics so simple, everyone can use it.

Datameer makes big data simple for everyone – both business analysts and IT professionals.

Our solution provides easy access to data and powerful, yet familiar analytical and data visualization functions that are geared for business users – no training required. And our lean analytics process allows you to bring data in steps, visualize it to quickly identify anomalies and use this iterative process for building your data analytics.

Think familiar spreadsheets and drag-and-drop visualizations that are familiar, fun, and powerful.

The only end-to-end big data analytics solution on Hadoop

Datameer’s big data analytics solution is the only end-to-end big data analytics solution for Hadoop that allows you to integrate, analyze, and visualize any volume – and any variety – of data with minimal time and effort.
Companies of all types and sizes such as British Telecom, Citibank, Trustev, and Vivint are already using Datameer to integrate, analyze and visualize all of their data. And they are benefitting from the fastest time to new insights, regardless of their data size and type. To learn more, visit www.datameer.com.