

# TREASURE

## Get to the Fun Part Faster: Five Tips for Spinning Up Your Analytics Project



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Data analysis and data science are two of the most highly sought after skills. But once a data professional lands their dream job, they often encounter an unexpected reality – the 80-20 rule. The fact is, data professionals spend the vast majority of their time on the less-than-glamorous requirements of their job that were not necessarily included in the job description: requesting hardware resources; acquiring and cleansing data; and writing complex code to answer basic questions.

What if you could turn that rule on its head and get to the fun part of your job faster? Here are five tips you may want to consider when spinning up analytics projects.

### 1. Make IT an Enabler

All too often, the IT department is viewed as a roadblock to new analytics projects. Data professionals must ask IT whether vendors have been certified to work with their companies. They have to ask IT to purchase and allocate licenses for new software. And if a project requires new hardware, IT must integrate that hardware into a data center crammed with a multitude of other servers and pieces of hardware. With competing projects across multiple departments, IT must allocate limited resources to meet the needs of the entire organization.

**Tip:** Let IT make your project easier. When spinning up analytics projects, consider vendors that require little involvement from your IT team. Solutions that handle several areas of the data pipeline – acquisition, data storage and analysis, for example – can help you get started quickly, as can cloud-based solutions that do not require new hardware. The easier and faster you can deploy an analytics project without extensive IT overhead or a hefty price tag, the easier it should be for IT to give its approval.

### 2. Move Fast

Let's face it. Many analytics projects are pilots and experiments. You do not need to overthink every facet of the potential data infrastructure upfront to determine whether there is value in moving forward.

The pace of business is ever increasing. If you think your next analytics project has a chance of helping you gain a competitive advantage, you need to start working on that project today. Don't wait around for hardware to be allocated or a million-dollar database appliance to reach your office. Get started now. You may fail faster, but that's a good thing. Better to try, fail and move on without major investments of time and resources.

**Tip:** Spin up pilots in days or hours – not months. Choose a solution that allows you to quickly deploy pilots, experiments, and proofs of concepts. If your findings prove valuable, then move the project into production. But don't choose a solution that requires months of planning to execute an experiment.

### 3. Work with Multiple Data Types

Remember the 1990s? You could work with simple, structured data in a spreadsheet and identify opportunities to greatly improve your business. You sold more of Cola A last summer than Cola B? Stock more of Cola A this summer. Brilliant!

Times have changed. To get the biggest bang for your buck, look at analytics solutions that easily ingest and process structured, unstructured, and multi-structured data in one place. By joining traditional structured data from business applications with multi-structured big data from newer sources – web logs, sensors, mobile applications, and other sources – you can uncover new insights that may not be visible from any single source.



**Tip:** Don't be overwhelmed by multiple data types. Choose solutions that make it easy to integrate and analyze structured and unstructured data from multiple sources. Maybe you can uncover some gems by matching the Customer ID or email address from your Orders spreadsheet with website traffic from your server logs and third-party demographic data.

#### 4. Access Data Effortlessly

Most tools are really good at handling one part of the data pipeline. Maybe a tool is great for data collection, but you would not dream of using it to analyze data. Or maybe you have a great front-end tool, but accessing data with that tool from a single new source – never mind integrating data from another source or two – takes hours or days.

It doesn't have to be that way. New solutions make it easy to acquire data directly from applications, then integrate, analyze and visualize that data all within the same platform. Imagine how much that could simplify your life.

**Tip:** You need data. Find a solution that makes it easy to acquire that data. The more steps in the data pipeline that solution can manage, the simpler your job becomes. Want to move data or results to another system? Make sure whatever you choose makes it easy to export your data whenever you want.

#### 5. Don't Reinvent the Wheel

Do you know SQL? Good. Are you comfortable exploring data in Tableau or other popular business intelligence and visualization tools? Great.

Many of the analytics tools that have entered the market in the last decade require you to learn new, complex programming frameworks. And they aren't compatible with traditional database connectors and languages, so you can't work with the other solutions to which you've grown accustomed.

**Tip:** Your skills are incredibly valuable. Choose analytics solutions that help you leverage your existing skills and tools. When you need to quickly spin up a project and start analyzing, think twice before you invest in a tool that requires you to learn new languages and frameworks and may not even be compatible with the rest of your environment.

#### Conclusion

Data analytics and data science are sexy professions these days, but the job often invites unexpected headaches. That doesn't have to be the case. When you need to spin up future analytics projects, look for solutions that you can deploy quickly. You should be able to begin ingesting, integrating, and analyzing data in days – with the SQL skills and business intelligence tools you already know.

Want to spin up your next analytics project right now? Try the Treasure Data Service.

[www.treasuredata.com](http://www.treasuredata.com)

