

INFOVISION
2012

THE KNOWLEDGE SUMMIT

OCTOBER, 19-20, 2012
BANGALORE

Social
Mobile
Analytics
Cloud

SMAC
is
SMART

Product Management 101

For BI Platform & Application Developers

Ravi Padaki

About Me



About Me

- Passionate about Product Management & Marketing
- Worked on Online advertising, Analytics and Big Data recently
- 15+ years of experience
- Mostly lived and worked in San Francisco Bay Area, California, USA
- Companies worked for Sybase (now SAP), Kodak, HP, Yahoo!
- Founded India Product Management Association in Nov 2010
- Learn, share and network at our events. indiapma.org
- Newbie blogger on data strategies: datakulfi.wordpress.com

Agenda

- What is this about?
- What is this not about?
- Why this topic?
- Who is this for?
- How does one measure success in BI?
- 10 tips for a successful BI product!
- One last thing...

What is this about?

- Product Management 101 for Business Intelligence (and Analytics platforms)
- Ingredients for a successful Business Intelligence product
- How to empower business with intelligence?

What is this not about?

- Go to market strategies
- Sales enablement
- Pricing
- Distribution
- Partnerships

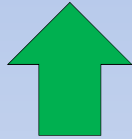
Why is this topic important?

Heard at Ad Tech Bangalore from panelists

- “Data and analytics is not being very useful to the business as they are not actionable”
- “We are getting caught up in the justification of (social media) ROI for the sake of justification”
- “Technology for the sake of technology does not serve the business needs”

The Data Pyramid

Value



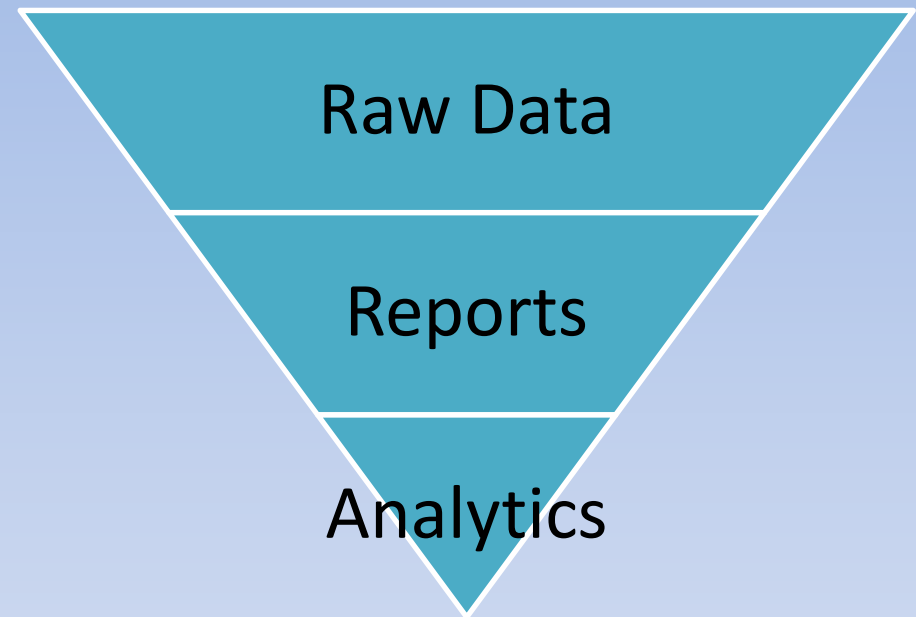
Analytics
(Intelligence)

Reporting
(Information)

Raw Data

General Observations

- Give me all the metrics you have (because I don't know what I am looking for!)
- So much data and yet no insights!
- Great Insight, so what?



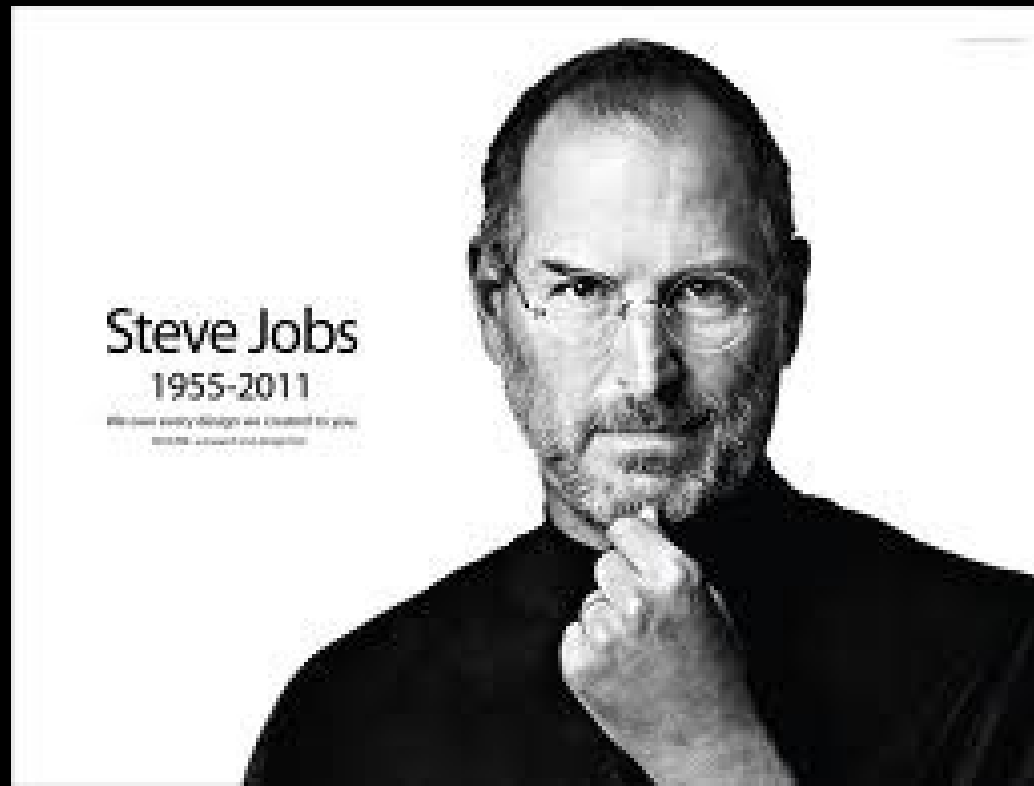
Why is using data so hard?

IT: “What are the key requirements that your BI application must address?”

Business: “It must address everything, because I don’t know what kinds of reports I’ll have to produce and what kinds of analysis I’ll have to perform tomorrow,”

... unfortunately, a typical answer

Source: The Forrester Wave report **Q2 2012**



“Simple can be harder than complex... But it’s worth it in the end because once you get there, you can move mountains.”

What users need?



What they get...



What users need?



What they get...



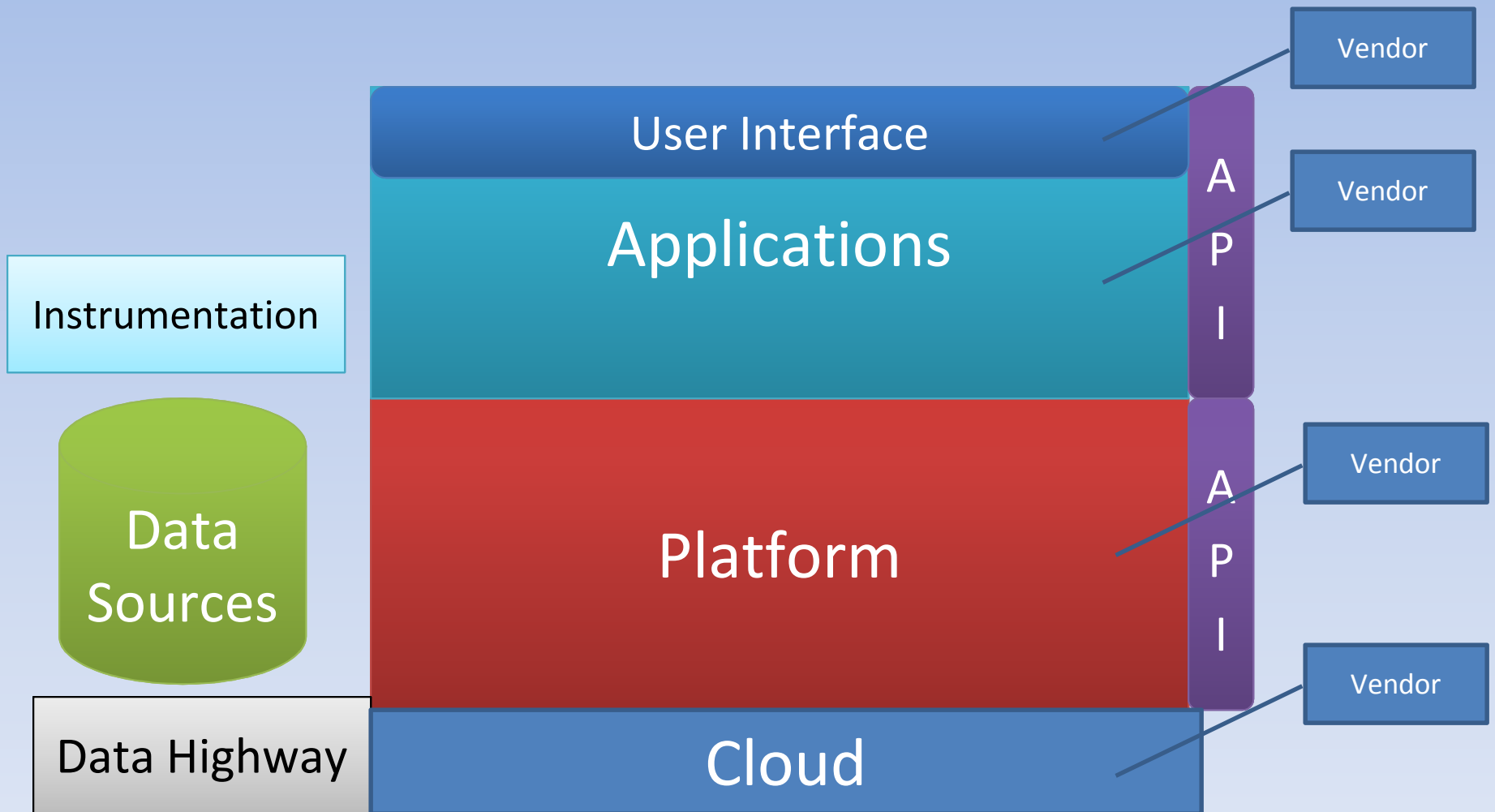
Who is this for? By Roles

- Platform developers
- Application developers
- Dashboard builders
- Big data architects and developers
- UI developers
- Business Analysts
- User Experience designers
- Product Managers

Who is this for? By vendor

- 100% in-house analytics
- 100% vendor solution
- Hybrid
 - Vendor platform, applications
 - In house applications, dashboards

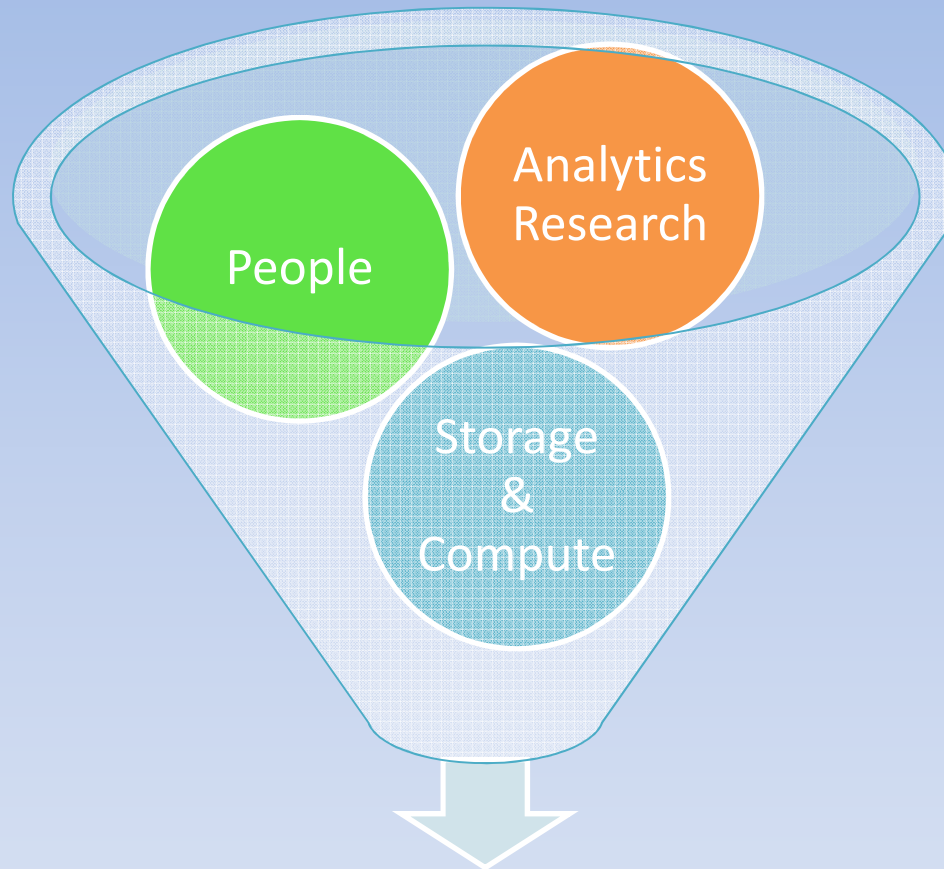
Data stack: Build Vs Buy Vs Lease



Sample of Self Serve BI products

- Actuate One from Actuate
- Cognos Insight from IBM
- WebFOCUS from Information Builders
- PowerView, PowerPivot, Excel from Microsoft
- Microstrategy
- Oracle Business Intelligence Suite
- Qlikview from Qliktech
- SAP Business Objects from SAP
- SAS Enterprise Business Intelligence
- Tableau Desktop and Server from Tableau
- Tibco Spotfire Analytics from Tibco

Measuring success of data & analytics



Value for Business?



What percentage of revenue is driven from data and analytics?

10 tips to create a successful BI product!

Plan for data early
on in the process

Get to the
question behind
data set request

Articulate value
from a user
perspective

Create a
framework for
prioritization

Embrace good
design philosophy

Be Agile

Free the data
ASAP

Single source of
truth

Data quality
measures

Keep Validating!

10 tips by phase!

Product
Discovery

Product
Planning

Product
Planning

Product
Planning

Product
Definition

Product
Definition

Principle

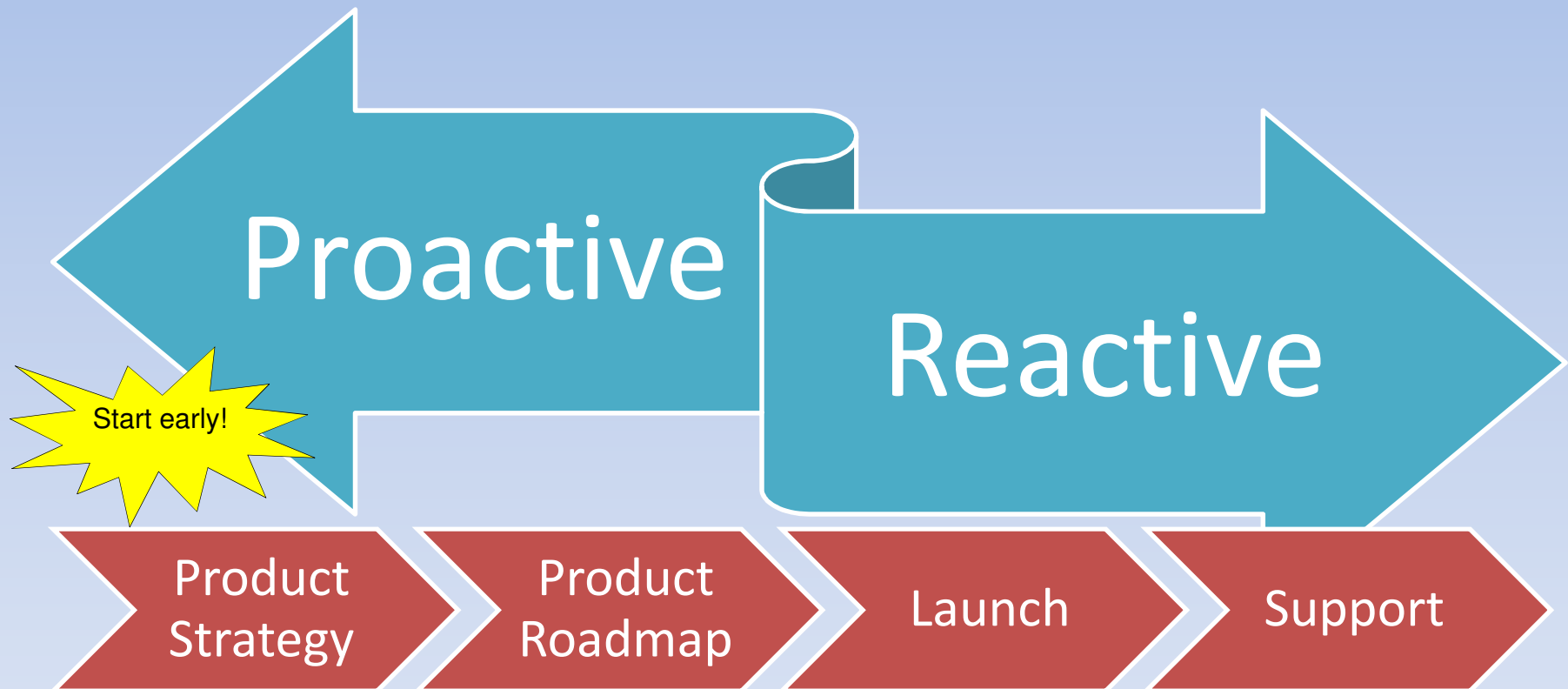
Principle

Principle

Basic
Mantra!



1. Plan for data from strategy phase



- Don't let data be an after thought.
- Understand product goals and strategies
- Identify analytical gaps

2. Get to the question behind the data set request

- Don't get trapped in the "Give me everything you have" scenario
- What decisions will the user want to get out of data?
- Work with the user to develop problem statement and mull over it!
- Note, don't expect the users to have all answers! Talk to Product and Sales as well!
- Use my Business Decision strategy framework – check out my blog!



3. Articulate value from user's perspective

- Minimize “Great Insight, so what?”
- Valuation of analytical features is tough!
- Indirect revenue impact is a good substitute
- What is the impact on revenue from decisions taken after consuming insights?

4. Create a framework for prioritization

- Prioritize USER STORIES for Minimum Viable Product
- Suggested framework for user story prioritization
 - (Indirect) Revenue impact
 - Strategic impact
 - User base impact
 - User Productivity impact
 - Regional priorities
 - Level of effort
- Optimization (bug fixes, enhancements) should be continuous
- Consider viability of current sources of data, alternate solutions
- Consider separating financial & billing reporting from analytics



5. Embrace good design philosophy

- User experience in BI is a big issue!
- Data visualization is key to faster insights!
- Visualization of big data is challenging but rewarding!
- Develop a philosophical framework to drive a consistent experience!
- Hire a great UE designer!



6. Be Agile!

- Agile/scrum methodology is great for BI
- Challenges persist around story points estimation
- Benefits
 - User alignment
 - Prioritizing for personas
 - Collaborative
 - Iterative
 - Fail fast



7. Free the data ASAP!

- Data is like a genie! Free the genie first to get your wish answered!
- Create value segments of services
 1. Basic: Email excel reports
 2. Standard: Self serve web UI
 3. Premium: Integrated with product



8. Get Peace of Mind with Single Source of Truth

- Utter waste of time with multiple sources!
- What time do you have?



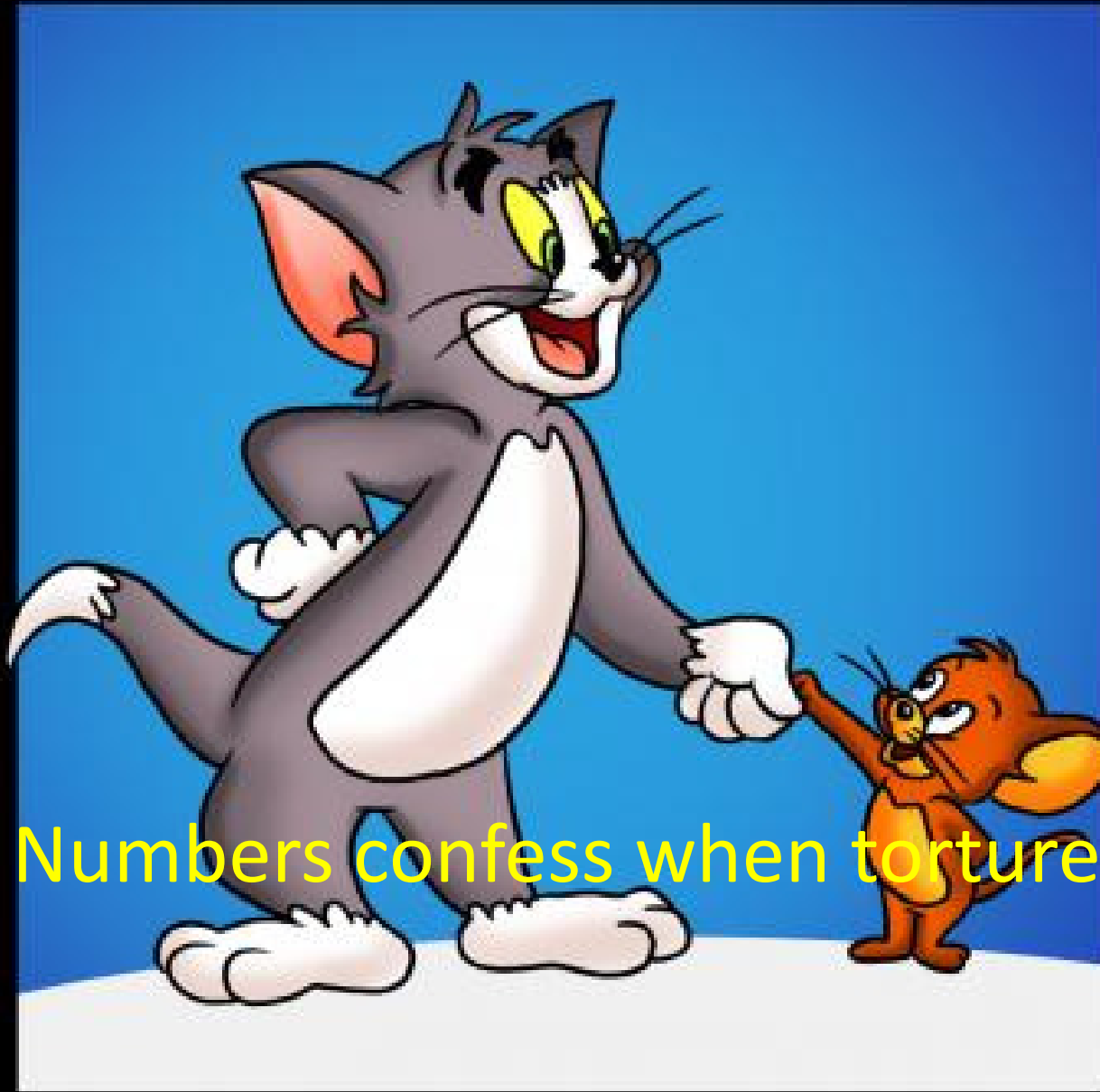
9. Data Quality Measures

- If Data is King, Data Quality is King Maker!
- Perception of quality is user's prerogative!
- Consider data definition read outs early in the process
- Make this a non-negotiable feature!

10. Keep Validating!

- Frequently check in with the users at every step of the process
 - Concept
 - User story
 - Excel based sample analysis
 - Wireframes/mocks
 - Alpha
 - Beta
- Connect the dots back to the decisions at every stage
- Ensure a fail safe environment for users!
- Create data enthusiasts board of advisors

One Last Thing: Evangelize data or else...



Numbers confess when tortured!



Thank you!

Contact me:

- Email: ravipadaki@yahoo.com
- Blog: <http://datakulfi.wordpress.com>
- Linked In: <http://linkedin.com/in/ravipadaki>