

**WORKSHOP DAY ONSITE**  
OCTOBER 4, 2023

**CONFERENCE DAY ONSITE**  
OCTOBER 5, 2023

**WORKSHOP DAY ONLINE**  
OCTOBER 6, 2023



**Why is it important to have analytics performed by business users and how to enable them?**

Dawid Rasala



## Introduction

- Work with data from almost 15 years in many roles, currently as CDO in Milarex
- Milarex is a fast-growing International Seafood Company with Norwegian HQ and production facility in Poland
- We are produce more than 100 million safe and sustainable consumer products yearly
- Serving the global retail and food service market from sales offices in Germany, Italy, United Kingdom, France, Poland, United States

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# DATAMASS GDAŃSK SUMMIT

CLOUD AGAINST DATA



## What is value of data?

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## What is value of data?



**Data**

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## What is value of data?



**Data**



**Analytic**

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## What is value of data?



**Data**



**Analytic**



**Insights**

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## What is value of data?



**Data**



**Analytic**



**Insights**



**Action**

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## When action will be most valuable?



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## When action will be most valuable?



**Aimed**

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## When action will be most valuable?



**Aimed**



**Quality**

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## When action will be most valuable?



**Aimed**



**Quality**



**Timeliness**

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## Why we need business user do improve quality?

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## Why we need business user do improve quality?

### Single source of truth

Practice of aggregating the data from many systems within an organization to a single location

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## Why we need business user do improve quality?

### **Single source of truth**

Practice of aggregating the data from many systems within an organization to a single location

### **Data engineering**

Processes utilized to ensure integrity of the data housed within different databases

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Decentralized data architecture that organizes data by a specific business domain

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### **Data contracts**

A data contract outlines how data can get exchanged between two parties





# Why we need business user do improve quality?

## Single source of truth

Practice of aggregating the data from many systems within an organization to a single location

## Data engineering

Processes utilized to ensure integrity of the data housed within different databases

## Data mesh

Decentralized data architecture that organizes data by a specific business domain

## Data contracts

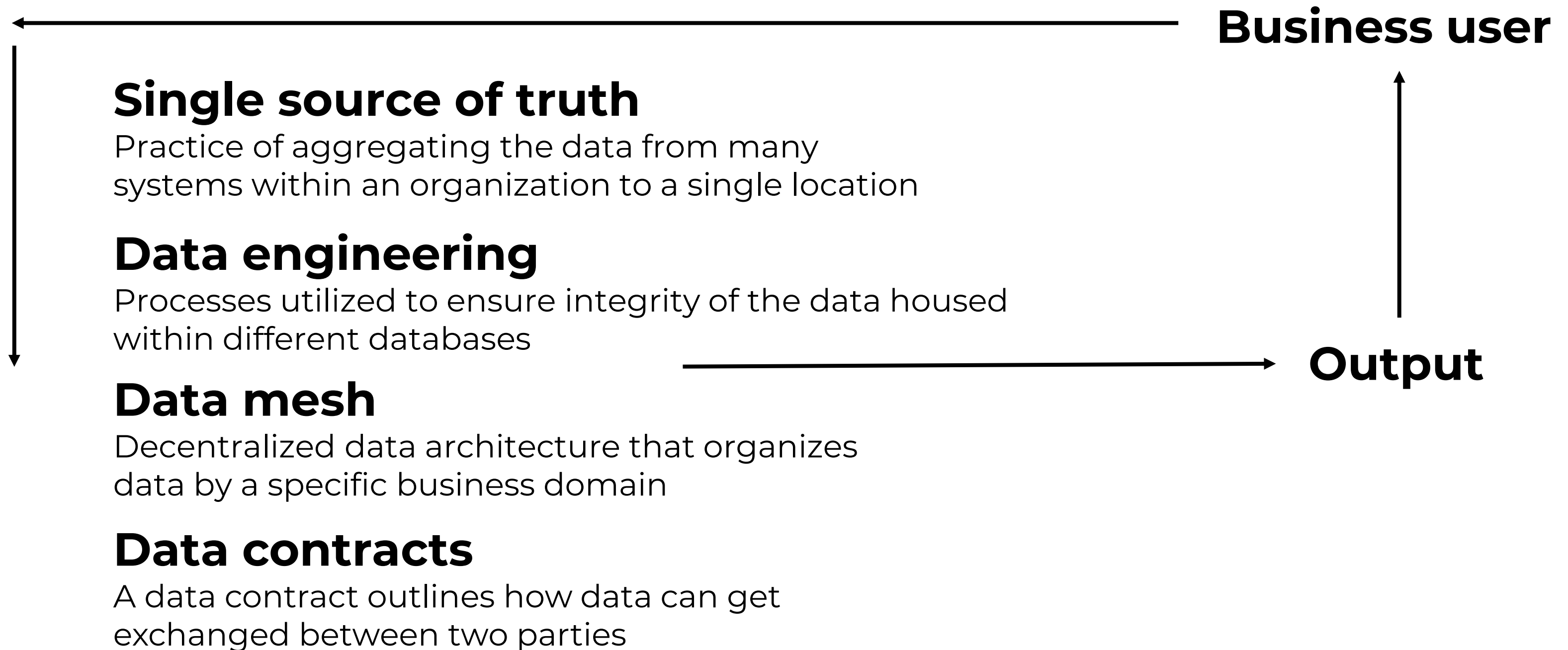
A data contract outlines how data can get exchanged between two parties



**Output**



# Why we need business user do improve quality?



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## How long we are waiting?

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## How long we are waiting?

**2.3 min**

Median wait time  
for an Uber

Uber

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## How long we are waiting?

**2.3 min**

Median wait time  
for an Uber

**18 hrs 40 mins**

World's longest flight  
NYS - Singapoure

Uber



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## How long we are waiting?

**2.3 min**

Median wait time  
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Uber

**18 hrs 40 mins**

World's longest flight  
NYS - Singapoure



**48 hrs**

International door-to-door  
shipping from UK to USA



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## How long we are waiting?

**2.3 min**

Median wait time  
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Uber

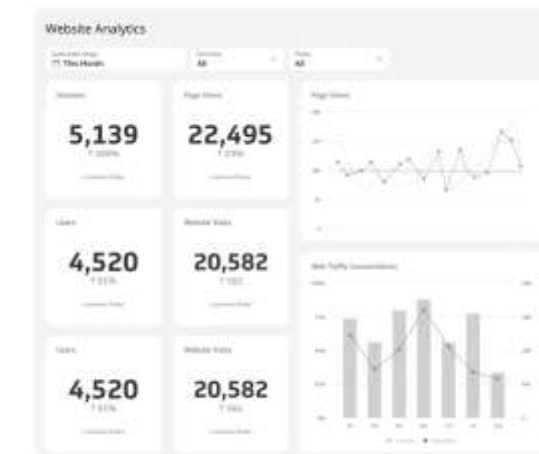
**18 hrs 40 mins**

World's longest flight  
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**48 hrs**

International door-to-door  
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## How long we are waiting?

**2.3 min**

Median wait time for an Uber

**18 hrs 40 mins**

World's longest flight  
NYS - Singapoure



**48 hrs**

International door-to-door shipping from UK to USA



**4.5 business days**

Average wait time for a dashboard report





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## Data circle of hell

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## Data circle of hell

**I need  
information**

Business user

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## Data circle of hell

**I need  
information**

Business user



**I don't have data**

Business analyst

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## Data circle of hell

**I need  
information**

Business user



**I don't have data**

Business analyst



**I need grab  
this data**

Data engineer / IT

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## Data circle of hell

**I need  
information**

Business user



**I don't have data**

Business analyst



**I need grab  
this data**

Data engineer / IT



**New data are  
ready**

Data engineer / IT

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## Data circle of hell

**I need  
information**

Business user



**I don't have data**

Business analyst



**I need grab  
this data**

Data engineer / IT



**New data are  
ready**

Data engineer / IT



**Here is Your  
answer**

Business analyst

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## Data circle of hell

**I need  
information**

Business user



**Great! But I need  
more information**

Business user



**I don't have data**

Business analyst



**I need grab  
this data**

Data engineer / IT



**New data are  
ready**

Data engineer / IT



**Here is Your  
answer**

Business analyst





## Self service data analysis as potential solution

**I need information**

Business user



**Great! But I need more information**

Business user



**I don't have data**

Business analyst



**I need grab this data**

Data engineer / IT



**New data are ready**

Data engineer / IT



**Here is Your answer**

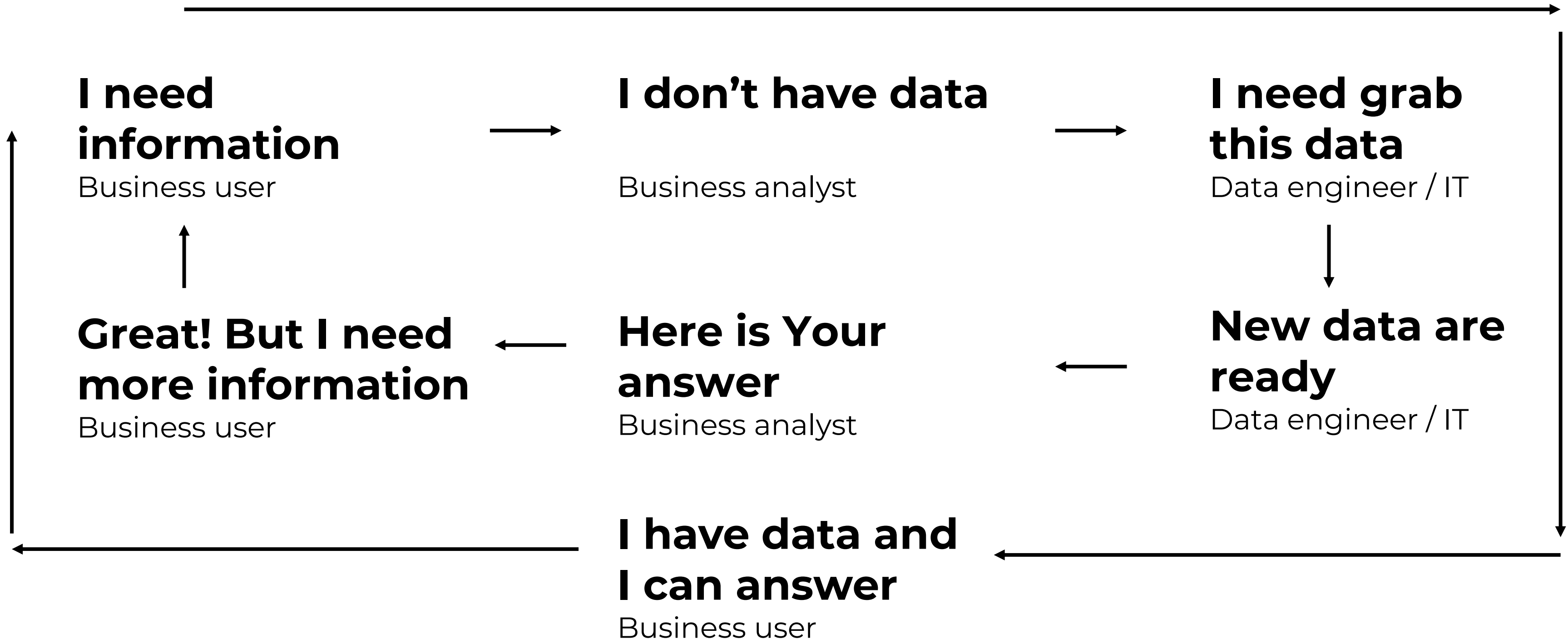
Business analyst







## Self service data analysis as potential solution



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## Idea of self service

### Definition

Self-service BI allows business users to ask questions of their data, get insights, and analyze data

### Not new idea

By allowing each business user to access analytics whenever they need it, without having to go through someone else, you make it that much easier for them to make data-driven decisions.

### Evolution over the years

MS Excel, pivot tables, drag and drop

### Challenge

Business users fear data

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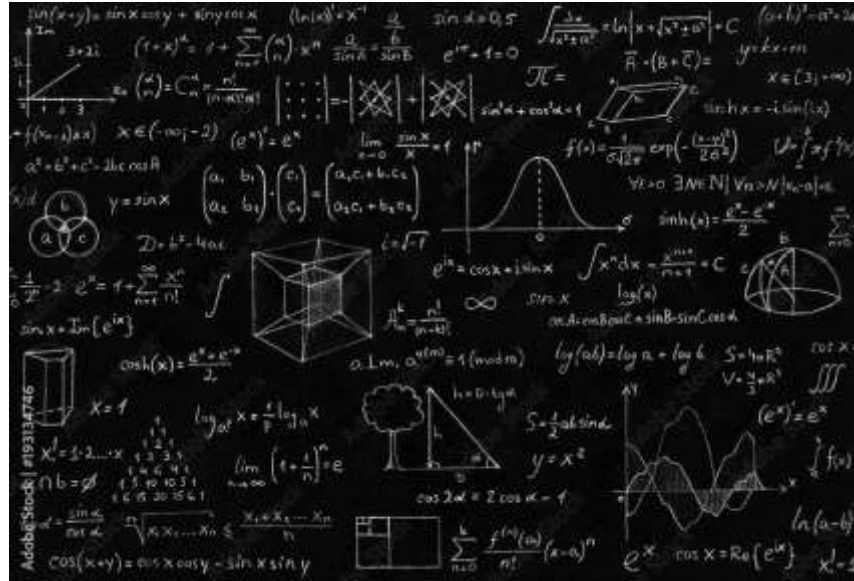
## Why business users fear data?

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## Why business users fear data?



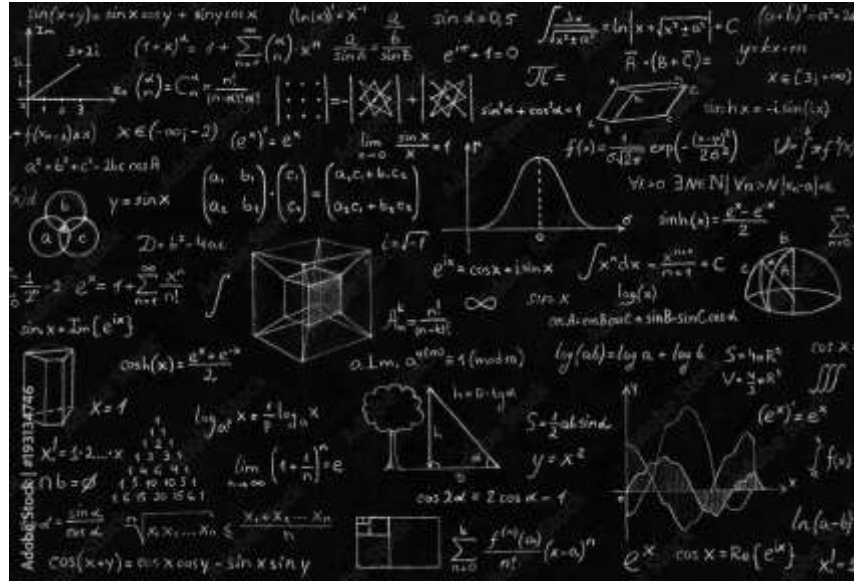
Math

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## Why business users fear data?



**Math**



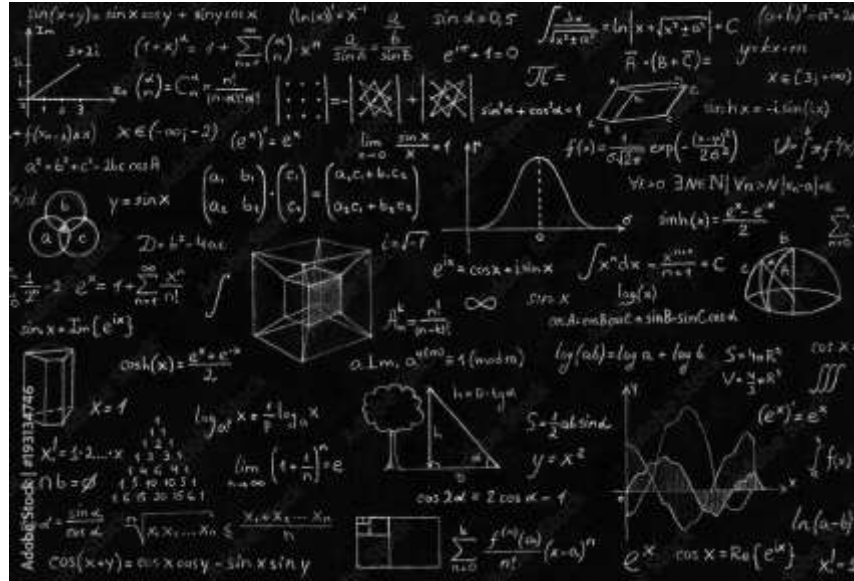
**Technology**

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## Why business users fear data?



**Math**



**Technology**



**Responsibility**

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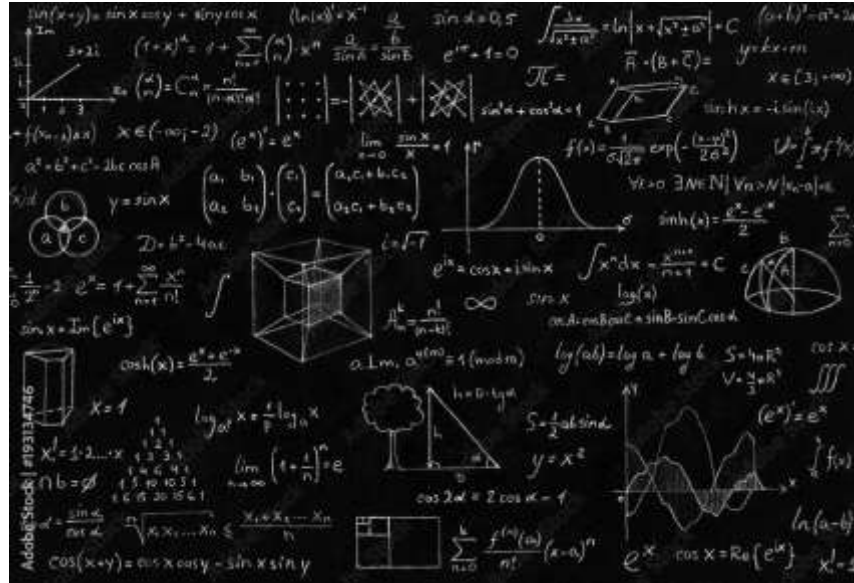
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## Why business users fear data?



**Math**



**Technology**



**Responsibility**



**Data literacy**

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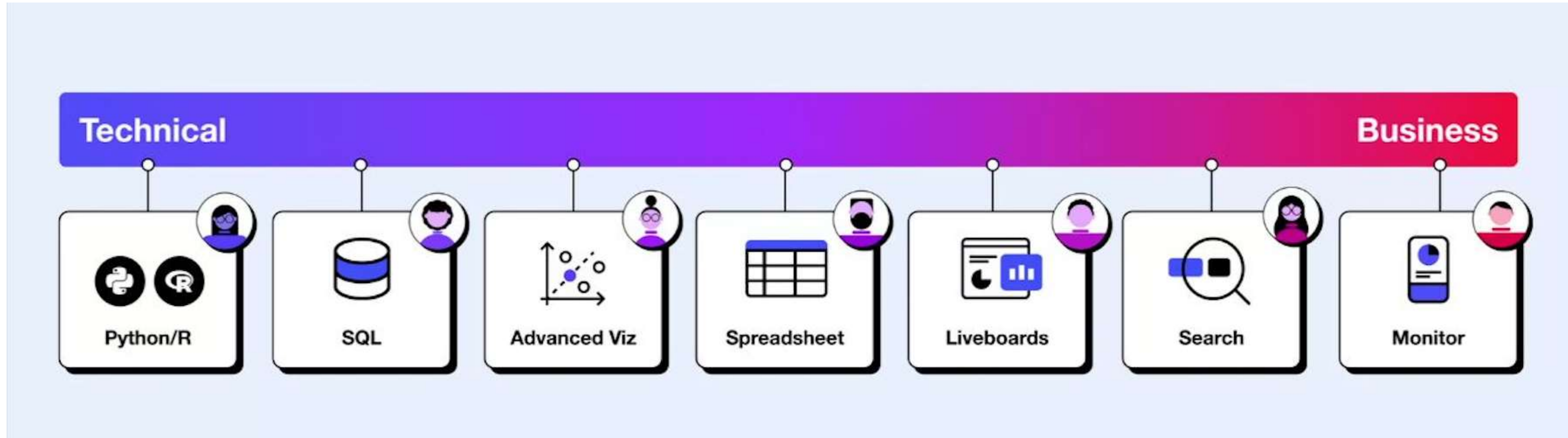
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## Generative AI





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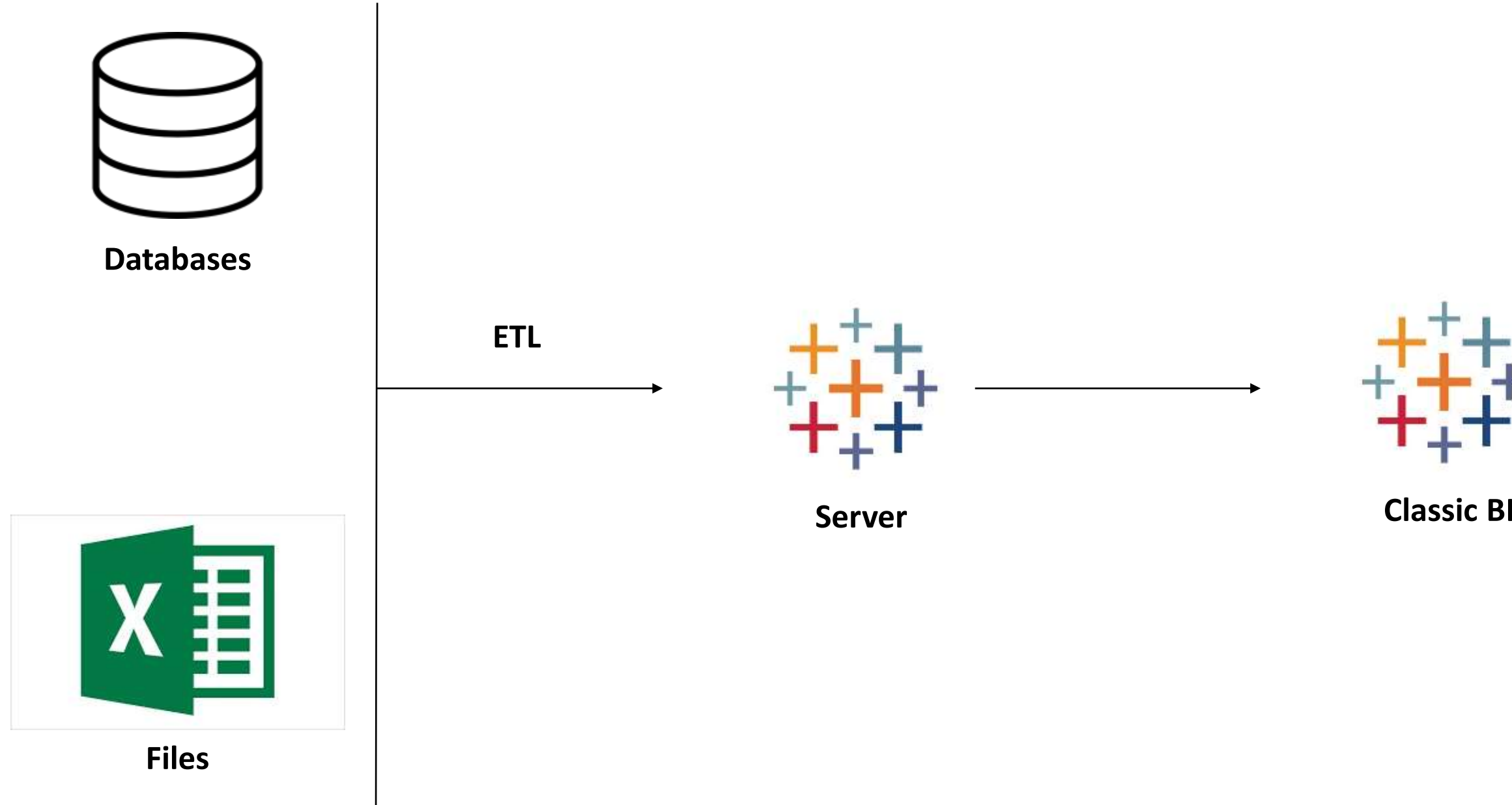
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## Before



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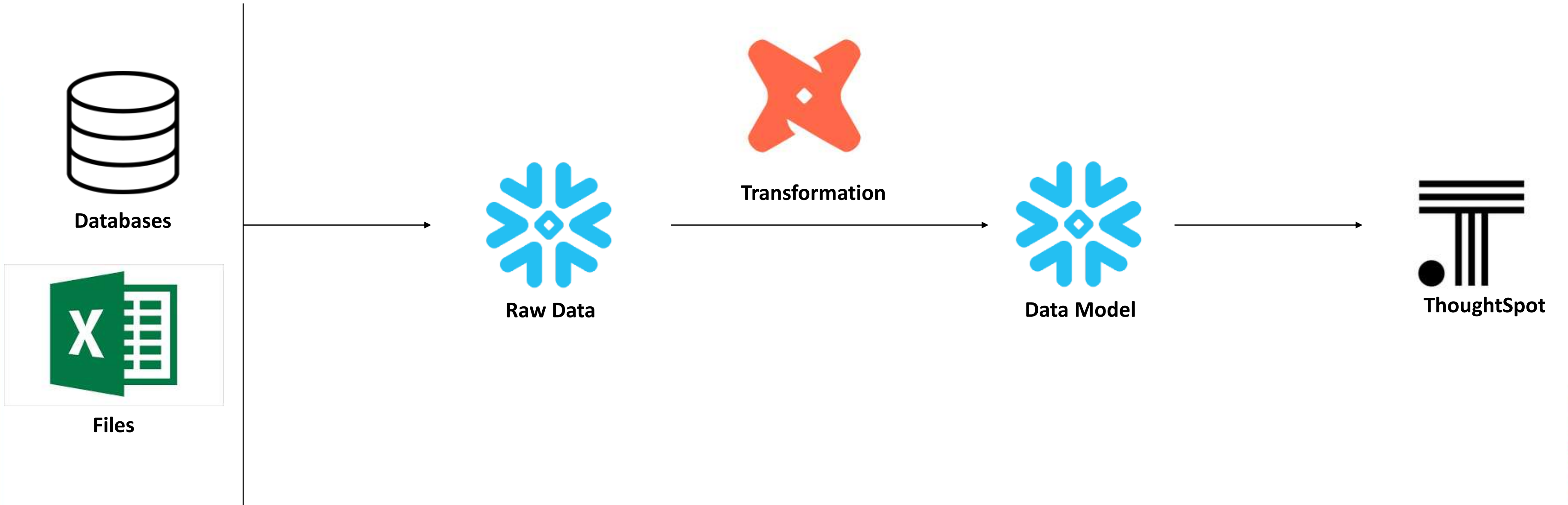
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## After



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## Value add of self service data analysis

### **Better cooperation between data and business team**

Everyone has their share of tasks to perform

### **Increasing speed to insights and actions**

Median wait time for insights drop down

### **Foster data driven culture**

Everyone has the ability to work with data

### **Empowers business users**

Business users have a greater sense of shaping the company

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## Challenges of self service

### **Cultural change**

A change in attitude towards data is required

### **Scaling BI capabilities**

It is important to ensure that the BI system is quickly scalable

### **Force more data governance**

When more people have access to data, you need to approach data management proactively

### **More data literacy training needed**

The use of data must be preceded by training in data use skills

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## Contact for further discussion

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