Goldstone Analytics Bulletin

Beyond Data: Transforming into an Analytical Organisation

Analytics within a traditional organisation often starts as a top management initiative aimed at increasing productivity. Implementation faces several challenges, and top management sponsorship could quickly fade away.

Here are five lessons to start out a successful transformation.

- Gain credibility by delivering short-term results that assure long-term sponsorship from top management.

- Set the right incentives for the organisation to embrace analytics, avoiding rivalry between analytics and the business lines.
- Do not take for granted that analytic projects are a priority for the whole organisation — hold the analytics group accountable for end-to-end implementation.
- The analytics team members beyond quantitative skills require the ability to build consensus across different stakeholders within the organisation.
- The contribution from analytic initiatives must be measured.

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What's New?

Tableau - Five years a leader

2017 GARTNER MAGIC QUADRANT FOR BI & ANALYTICS
Tableau continues to lead the pack in the latest Gartner report with Microsoft 'Power BI' competing as a leader. The report highlights the BI and analytics platform market's multiyear transition to modern agile business-led analytics.

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How to Spot Visualization Lies

It used to be that we'd see a poorly made graph or a data design goof, laugh it up a bit, and then carry on. At some point though — during this past year especially — it grew more difficult to distinguish a visualization snafu from bias and deliberate misinformation.

Of course, lying with statistics has been a thing for a long time, but charts tend to spread far and wide these days. There's a lot of them. Some don't tell the truth. Maybe you glance at it and that's it, but a simple message sticks and builds.
So it's all the more important now to quickly decide if a graph is telling the truth. This a guide to help you spot the visualization lies.

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Industry Watch!

How Big Data Could Find Simpler, Cheaper Ways To Repair Wildlife Ecosystems

A nonprofit has developed a tool to identify low-cost restoration solutions that have a major impact.

When a sewage treatment plant dumps warm water into a nearby river, it's a problem for cold-blooded fish. On the Rogue River in Oregon—known for its salmon and steelhead—the wastewater plant in Medford, Oregon, considered building an expensive cooling tower to solve the problem. It ended up using trees instead.

The plant started working with farmers and other landowners along the river, paying them to plant trees by the water—which proved an equally effective cooling mechanism as traditional infrastructure. The key was location: the Freshwater Trust, a nonprofit that worked on the project, created a data analysis tool to identify a dozen properties, out of hundreds, where trees could have the most impact.

The tool, called BasinScout, pulls together big data about the vegetation next to waterways, the amount of sunlight and soil type, the slope of land, crops grown nearby, water usage on farms, and other factors. Then it creates maps for water restoration projects, color-coding areas based on the priority. The highest-priority areas can have the most impact at the lowest cost.

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