DATA TO DATA PRODUCT

PRESENTED BY

DIVERGENCE ACADEMY

HTTP://DIVERGENCE.ACADEMY
THE DATA CHALLENGE

*Using Innovation with Analytics framework, we advise organizations at every stage in the Data Science Maturity cycle to develop new Data Products.*

Innovation with data requires thinking of it as a product, which inevitably demands paradigm shifts. This may result in the following questions:

- If data is a product, who can consume that product?
- What if data is a product for external customers or suppliers, the people who don’t work for the company?

One measure of innovation in leveraging data comes from understanding the scope of who is allowed to use company’s data. Here’s a simple metric: If the number of consumers of data who are not employees exceeds the number of users who work for the company, then the data is effectively being leveraged into the value chain beyond the constraints of “traditional” data thinking.

With **Innovation with Analytics** framework which includes four-step Drivetrain process and Systematic Inventive Thinking techniques, Divergence Academy helps create an impactful self-sustaining program that runs across the team and departments to transform data to data products, while promoting its strategic goals.

### INNOVATION WITH ANALYTICS

Optimizing for an actionable outcome over the right predictive models can be a company’s most important strategic decision. For an insurance company, for example, policy price is the product; an optimal pricing model is to these companies what the assembly line is to automobile manufacturing.

**DEFINED OBJECTIVE**

Setting a price that maximizes the net-present value of the profit from a new customer over a multi-year time horizon, subject to certain constraints such as maintaining market share.

**LEVERS**

What can an insurance company control? What price should you charge each customer, what types of accidents to cover, how much to spend on marketing and customer service, and how to react to their competitors’ pricing decisions? Other inputs - competitors’ strategies, macroeconomic conditions, natural disasters, and customer “stickiness.”

**DATA**

What additional data is needed to predict a customer’s reaction to changes in price? It is necessary to build this dataset by randomly changing the prices of hundreds of thousands of policies over many months.

**MODELS**

Start to design the models that can be used to optimize the insurer’s profit.

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**APPROACH**

- Contemporary, Practical & Relevant training with results in Analytics
- 3-day Innovation with Analytics Offsite, which includes Data Science for Management
- Knowledge Back office
- Divergence Labs for Proof-of-concepts, Prototyping, and Feasibility Assessments
- Develop Data Product Architect & Data Product Champion roles
- Custom curriculum development & deployment hosted on Open edX
ACHIEVING SELF-SUSTAINING INNOVATION WITH ANALYTICS

Our program is based on the blended learning with results model. This model consists of 3 Pillars, which – when combined – provide the framework for design and development of data products:

- **Results** – activities generating tangible projects which create immediate return-on-analytics.
- **Skills** – providing employees with the skills required to think innovatively and analytically to manage development of data products in the organization.
- **Structures** – putting in place a plan that supports a culture of innovation with analytics including management involvement and commitment, as well as cross organizational understanding and cooperation.

DATA PRODUCT ARCHITECT
We believe that the managers of the future are architects: for their teams, their departments, and their companies. They are the people who have the ability, capability, vision, and passion to lead an organization toward its future, whether from the top-down or from bottom-up (and, most often, in a combination of both).

DATA PRODUCT CHAMPION
Carrier of Innovation with Analytics Mindset that can connect top-down Architecture to Execution. Listen & look for Weak Disruptive Innovation Signals from Individual Contributors.

“Machine joins the workforce and algorithm gets a seat on the board”  - McKinsey India

DIVERGENCE LABS

Trainyourtext.com is the first product out of Divergence Labs. Labs is assisting startups in Texas develop their software.

With the help of Industry Domain experts the labs is assisting companies go from Data to Data Product.
Creating new offers, services and revenue streams in the “Virtual Solutions” realm using the Innovation with Analytics method.

Two employees participating in Divergence Academy’s Innovation with Analytics Suite will learn tools of innovation and analytics, management skills, and how to conduct small scale sessions internally.

Enhancing the ideas and concepts into business plans and generating an innovation with analytics based pipeline and the pipeline strategy.

Building the launch strategy, creating the new communications for the target audiences, generating new launch channels and putting into place unique post-launch “sensors” to quickly detect and react when needed.

Throughout the program, Divergence Academy will provide continuous support to the Data Product accelerators in conducting activities to further advance the program and enhance their experience using their Innovation with Analytics capabilities.

DATA SCIENCE MATURITY

Analytics capabilities can be built over time.

Organizations mature through a series of stages – Collect, Describe, Discover, Predict, and Advise – as they move from data deluge to full Data Science maturity. At each stage, they can tackle increasingly complex analytic goals with a wider breadth of analytic capabilities. However, organizations need not reach maximum maturity to achieve success. Significant gains can be found in every stage.

Reference: The Field Guide to Data Science; Booz Allen
SAMPLE DELIVERABLES

- **NEW “VIRTUAL SOLUTIONS” PORTFOLIO** – New services roadmap of potential scenarios that can be taken to market in the next 6-12 months addressing the new usage scenarios.

- **MARKETING COMMUNICATIONS** – Internal Roadmap of new products and services including the new benefits developed for Finance, Marketing, IT and Operations.

- **LAUNCH PROGRAMS** – A internal program launch for the new Data to Data Product to increase the adoption of the tools and methods, and plan the internal communications to support the launch.

- **DATA PRODUCT ARCHITECT** – two professionals trained to use the tools and techniques with small teams to generate solutions throughout the program and beyond it.

- **DATA PRODUCT TEAM STRUCTURE** – throughout the program we will look to customize the Divergence’s **Innovation with Analytics** approach to the company’s work environment and processes thus creating initial foundations for data-driven culture in the organization.

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**ADAPTIVE LEARNING THROUGH ANALYTICS**

We develop and deploy knowledge-application "cubelets" onto a learning platform. Each cubelet addresses the basic questions that constitute learning, such as:
- What is the concept?
- Why is it relevant?
- How does it work?
- Where is it applicable?
- When do I apply it?
- How do I apply it?

Each topic is presented in an interactive format using examples, analogies, symbols, metaphors, and with limited but relevant text. "Cubelet" optimizes the use of time, secures complete attention, and achieves maximum retention. The network of cubelets assists the participant to personalize the acquisition of knowledge.

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**BETTER DECISIONS THROUGH ADVANCED ANALYTICS**

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ABOUT DIVERGENCE ACADEMY

Divergence Academy is an education institution that is creating adaptive learning solutions to empower individuals to pursue the work they love on the most relevant skills of the 21st century - from web development to data science to product management. Established in 2014 as the first Data Science focused institution in the DFW area, we are making a new world of education at the intersection of product, marketing, and technology accessible to students and professionals pursuing careers in hybrid roles through our Innovation with Analytics approach.

Our Data to Data Product is a custom learning solution for corporations. It is the result of our deep domain knowledge in big data and analytics, blended learning approaches with seamless assimilation of online content from different sources into the learner's experience, and mentor-driven models along with labs and knowledge back office to maximize training with results. Give us a call to find out more about the solution or a possible solution to your particular challenge.

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