

TOMORROW READY CIO

**ENABLING YOUR ORGANISATION TO
TURN INFORMATION INTO A
BUSINESS ASSET**

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AGENDA

- **The Dawn of a New Discipline or a new spin on “Business Statistics”?**
- **Data Mining: The New Mining Boom**
- **The Business Analytics Value Chain and associated skill set**
- **What Deakin is doing to develop Business Analytics knowledge and skills**



THE INFORMATION AGE

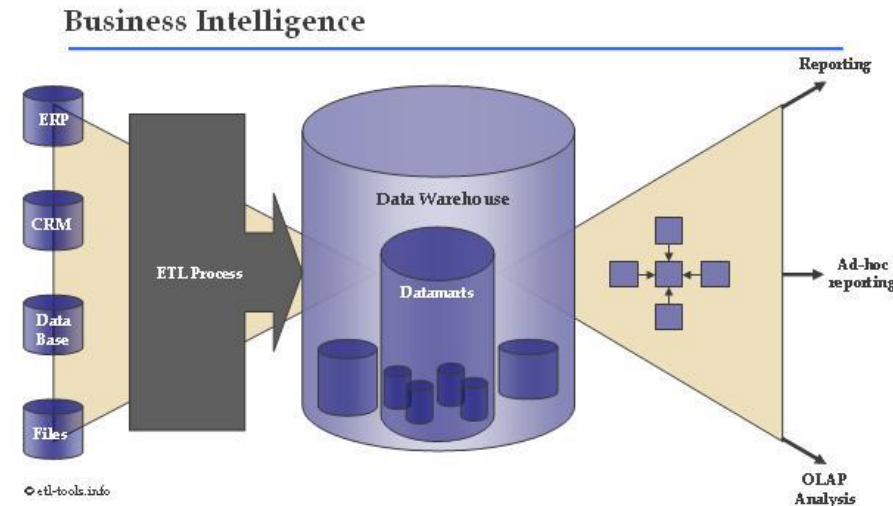
Technological advances combined with the mass adoption of social media and digital devices have changed the role of information in our Economy.

Organisations that have the skills and tools to capture and use information strategically are gaining a competitive advantage.



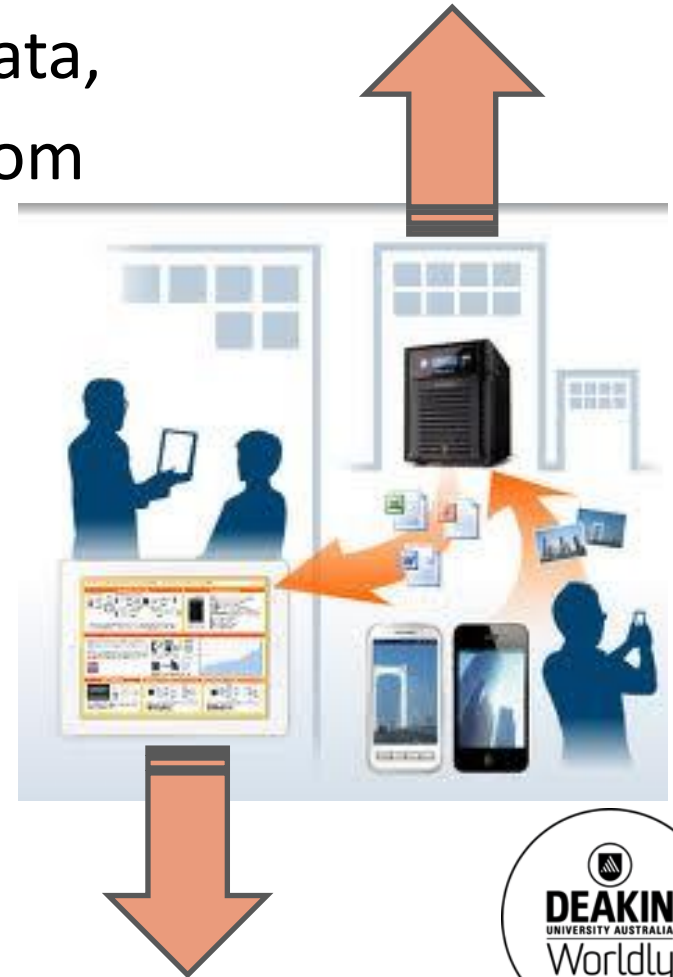
MINING (BIG) DATA

- Every day the world creates 2.5 quintillion bytes of data and 90% of the data we have today has been created in the last 2 years alone.
- Most organisations use only a fraction of the data they capture and a vast majority only capture internal data.

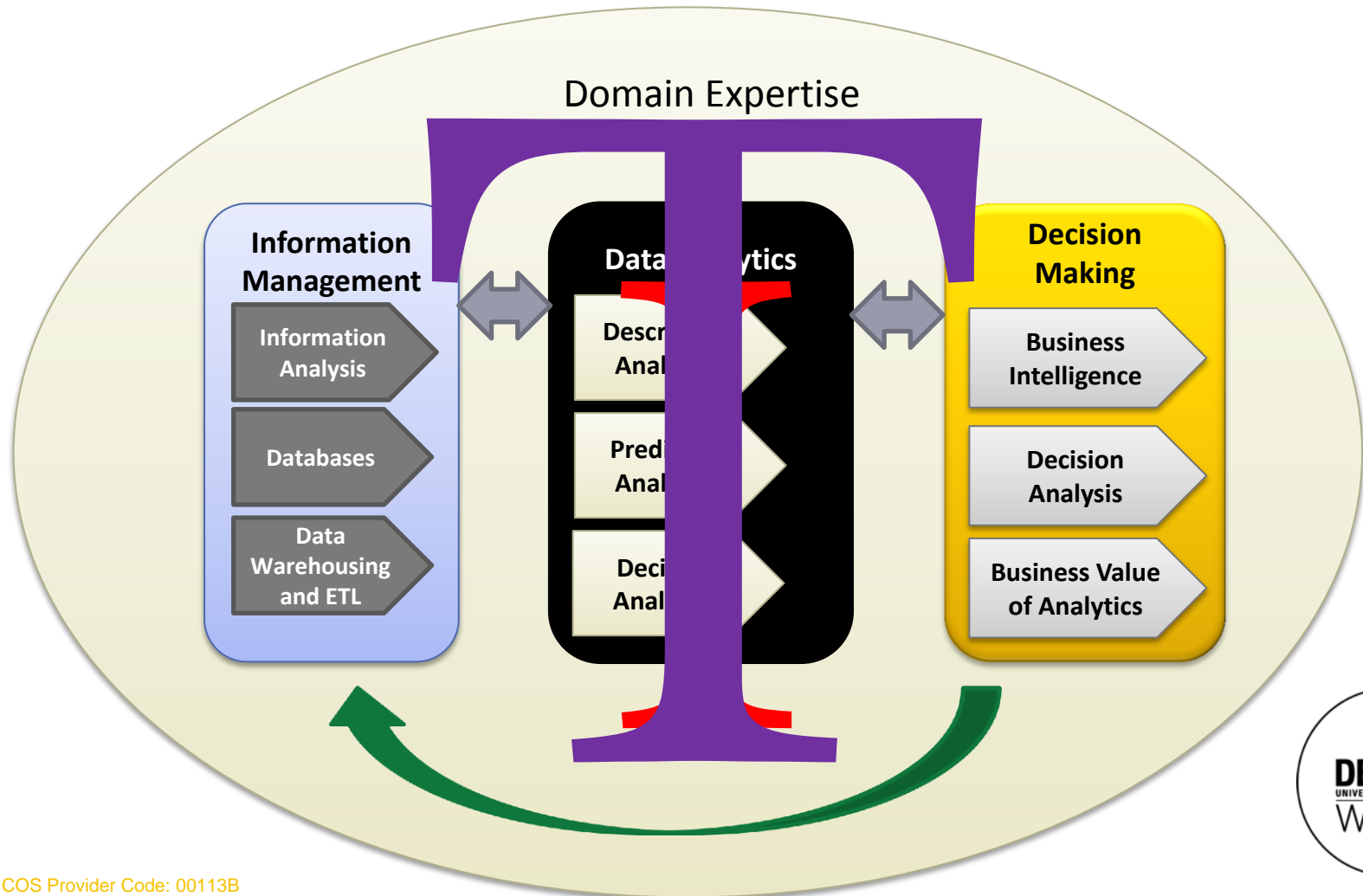


EXTERNAL (BIG) DATA

- Capturing and mining external data, particularly unstructured data from social media, is much more challenging but takes Business Analytics to another level.
- Its not just about incoming information but also about the outgoing information and knowledge leakage.



THE ANALYTICS SKILL SET



SOME KEY DIFFERENCES

- Information Analysts (*rather than Business Analysts*)
- Analytics project management (*rather than ICT project management*)
- Information driven decision makers (*rather than gut-feel decision makers*)





DEAKIN BUSINESS ANALYTICS INITIATIVES

IBM
**Centre of
Excellence**
in Business Analytics

- New academic programs
- Research Programs
 - Text Mining and social media monitoring
 - Visualisation and BI
 - Business Value/competitive advantage of Analytics
 - Risk/decision Modelling
- Showcasing Business Analytics in Action
 - Business Breakfast events
 - Symposia/conferences
- Analytics certification programs
(IBM, SAS, MS)



More Information:

<http://www.deakin.edu.au/buslaw/infosys/>

Deakin Business Analytics on LinkedIn

THANK YOU!