

Getting Started with Decision Intelligence

6 Things to Consider Before You Start Your Journey

Legacy data and analytics platforms aren't built for modern business needs. In particular, traditional BI solutions and dashboards lack the required agility for today's breakneck pace of digital business.

Data insights need to flow in nearly real time to become actionable, and that doesn't happen with traditional BI solutions. The next wave of business intelligence (BI) is here - moving beyond static reports and dashboards towards the timely delivery of actionable insights and the automation of complex data analysis. Progressing from "data to decisions" requires answers to what happened, why metrics changed, and how to improve outcomes. Only decision intelligence can get you there. Decision Intelligence (DI) uses AI, machine learning and contextual information to unlock the power of a business's most valuable asset, its data, by helping people make decisions over complex information faster, more consistently and more accurately than before.

This AI-powered technology uses historical and real-time data to generate valuable insights, predict future business outcomes, reduce risks, improve operations, cut costs and increase revenue. AI is only part of a decision intelligence solution; contextual intelligence understands the interrelationship of the data and accurately projects consequences and outcomes and then can deliver a successful recommendation.

Organizations across industries are leveraging decision intelligence to gain agility and faster, more accurate decision-making. Companies that embrace decision intelligence technology position themselves better for success than those that don't. Here are six things to consider to get the most out of your decision intelligence investment.

1. Data Fabric

Decision Intelligence platforms are consumption platforms; they ingest all existing data and AI and machine learning models. An existing data fabric is a critical prerequisite. Users need an environment to produce analytics for consumption by a decision intelligence platform.

If you are unsure if your data sources are prepared for decision intelligence, ask yourself if your BI efforts provide the quality and breadth of data available for analysis. If the answer is "yes," then you are ready for DI because it doesn't require anything more than BI.

2. AI and Machine Learning Models

A decision intelligence platform needs to consume the output from any AI or machine learning models you have already or are going to build. Most organizations today have AI or machine learning models designed to support

domain-specific analytic goals. Popular tools include DataRobot, H2O.ai, Dataiku, SAS, and increasingly, AI and machine learning services from AWS, Google and Microsoft. Diwo's Decision Intelligence platform can consume output from any of these vendors and does not require changes to the models to leverage them.

3. Human in the Loop

To optimize the outcome from a decision intelligence platform, you will need subject matter experts who understand your data environment and models.

- ETL/Data warehouse lead (data environment expert)
- Data scientist (model expert)

By including experts in the process, you ensure that your DI output is correct and context-driven. Additionally, a human can process exceptions and give the system feedback to improve its algorithm and increase accuracy. It is essential to keep people with institutional knowledge involved in operationalizing your DI system to fine-tune AI. Despite its ability to supercharge analytics with automation, a DI system will benefit from expert involvement for continuous tuning and adjustment.

4. Start with a Specific Use Case

There are no industries and practically no use cases that could not benefit from decision intelligence. As organizations begin to consider where to start, small-scale, focused use cases where the value can be clearly articulated are ideal. Think about the business problem that prompted you to consider DI in the first place: improving pricing, real-time supply chain management or customer attrition. Most importantly, enterprises should consider what data assets, AI and machine learning models they have and which areas could produce the most significant ROI. Focus on a single, achievable project to start, learn from the implementation and scale up. This provides a blueprint for rolling out DI across the organization.

5. Focus on Business Outcomes

At the operational level, DI creates practical efficiencies. For example, in marketing, 12.5% of a person's work week (roughly 11 days per year) is side tracked by data wrangling. Imagine the benefit to your business if those 11 days were spent using data to create actionable insight that improves performance? Instead of synthesizing and correlating dashboards and insights or spending hours editing spreadsheet data line-by-line, decision intelligence does the tedious work of wrangling data and preparing it for analysis, freeing up analysts and line of business users for more productive work.

Start with a basic question, such as "What is the performance of the retail store division over the X period?" The decision intelligence system then will provide answers and suggest ways to explore data for additional insights related to performance, eliminating the time it takes to wrangle data. Decision-makers are empowered with timely, contextually relevant information and freed up from the time-consuming manual task of preparing the analysis.

By detecting trends and correlations in data, and suggesting ways to interpret results in natural language, DI saves time and provides actionable insights. This improves performance, increases profitability and heads off potential issues before they arise.

6. Empower Decision Makers

In today's competitive marketplace, leaders race to convert data-driven insights into tangible business results.

Successful leaders infuse decision intelligence throughout their organizations to drive smarter decisions, enable faster actions and optimize outcomes. Decision intelligence supports a data-driven culture by allowing frontline employees to confidently make small, daily decisions. It facilitates quick, insightful and accurate decisions by offering recommendations in context.

Getting the most out of decision intelligence requires data and analytics leaders who understand the limitation of business intelligence and who want to create a culture of empowered decision-makers throughout their organization. By including decision intelligence into your analytics stack, your organization's data and culture of empowered decision makers become a new competitive advantage.

Do you want to evolve beyond traditional BI tools and get to better decisions, faster?

Visit diwo.ai to learn how Diwo's Decision Intelligence platform can support your journey to AI-powered decision-making.

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