The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions

Featuring recognized technology expert and award-winning author, Phil Simon, of the forthcoming *The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions*

JUNE 13, 2014
Questions?

To ask a question … click on the “question icon” in the lower-right corner of your screen.
Follow the Conversation on Twitter

Use #HBRwebinar

@HBRExchange

JUNE 13, 2014
The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions

Today’s Speaker

Phil Simon
recognized technology expert and
award-winning author of the
forthcoming The Visual Organization: Data Visualization, Big Data, and the Quest for Better Decisions

JUNE 13, 2014

#HBRwebinar  @HBRExchange
Who am I?

• Award-winning author of six books, most recently *The Visual Organization*
• Speaker, consultant, and technology expert
• Huge *Breaking Bad* fan (more on that later)
Netflix Stats

- Roughly 48M customers
- Nearly $26B market cap
- Responsible for one-third of all US weeknight Internet traffic

Data as of June 9, 2014
Netflix Facts

• Single biggest AWS customer
  • 2012 Christmas day outage
• In September of 2013, Netflix became the first non-TV network to win an Emmy for *House of Cards*
The Netflix Data Credo - 1

- Data should be accessible, easy to discover, and easy to process for everyone.

Source: Netflix - tinyurl.com/tvo-netflix
Computers and algorithms only get you so far...
Augmenting Existing Data
Move Well Beyond Simple Genres

- Comedies
- Dramas
- Westerns
- Documentaries
77,000 Subgenres of Movies

- Dark Suspenseful Sci-Fi Horror Movies
- Gritty Suspenseful Revenge Westerns
- Romantic Indian Crime Dramas
- Evil Kid Horror Movies
- Visually-Striking Goofy Action & Adventure Films
- Violent Suspenseful Action & Adventure Films from the 1980s

Source: The Hollywood Reporter
The Netflix Data Credo - 2

- The longer you take to find the data, the less valuable it becomes.
Stats

50,000 Netflix subscribers watched all 13 episodes of Season 4 of *Breaking Bad* the day before Season 5 premiered.

Source: *The Hollywood Reporter*
The Netflix Data Credo - 3

- Whether a dataset is large or small, being able to visualize it makes it easier to explain.
HBR Webinar @philsimon 19
Figure 3.1 Detailed Color Comparison of *House of Cards* and *Macbeth*

*Source: Netflix Technology Blog (techblog.netflix.com)*
Figure 3.2 Detailed Color Comparison of Hemlock Grove, House of Cards, and Arrested Development
Source: Netflix Technology Blog (techblog.netflix.com)
What does Netflix know about each of its 40M streaming customers?

- What they watch
- When they watch
- The device on which they’re watching
- When they pause and/or resume watching
Organic Organization Chart

Employee
Manager

Autodesk Inc.
May 2007 to June 2011
Characteristics of a Visual Organization

- Eschew “set it and forget it”
- Encourage data exploration and discovery
- Recognize the limitations of reporting stalwarts
- Buy and build new tools as necessary
Dataviz Myths

• We must visualize all of the data
• Only visualize good data
• Visualization will always manifest the right action or decision
• Visualization will lead to certainty
Lessons: Becoming a Visual Organization
Becoming a Visual Organization

- Look outside of the enterprise
- Don’t forget the metadata
- Visualize both small and big data
- Walk before you run... at least for now
Becoming a Visual Organization

- UX: participation matters
- Experimentation is paramount
- Walk before you run...at least for now
- Avoid the “quarterly visualization mentality”
Becoming a Visual Organization

- Transparency is becoming increasingly important
- All data is not required to begin
- Encourage interactivity
- Iterate
Connect with me

www.philsimon.com

@philsimon
Questions?

To ask a question … click on the “question icon” in the lower-right corner of your screen.
Presentation Link and Audience Poll

Click on the double links icon here to download the presentation and take a brief audience poll.
Thank you for joining us!

This webinar was made possible by the generous support of Teradata.
Learn more at www.teradata.com.