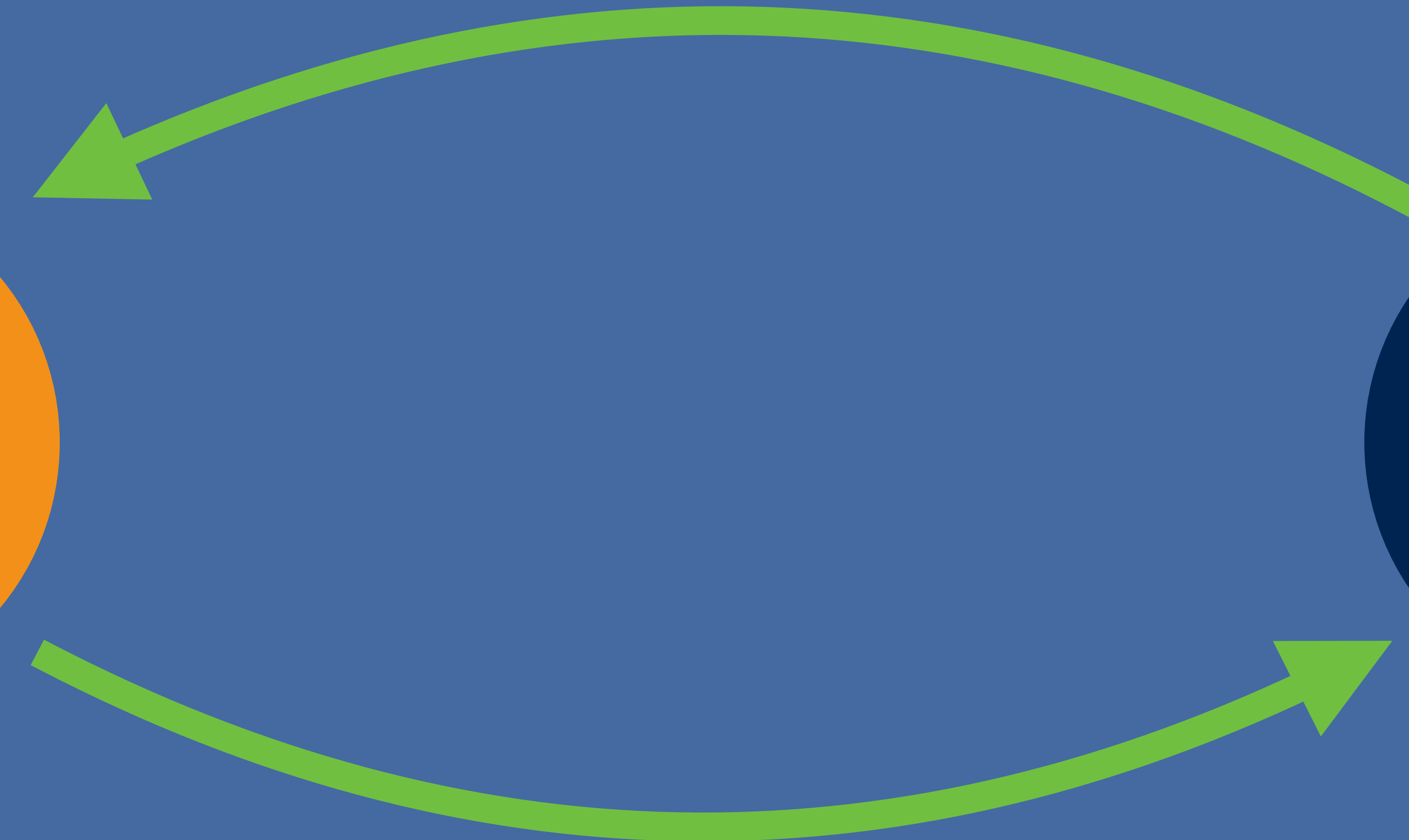


DATA & BUSINESS

Business to Data = B2D



Data to Business = D2B

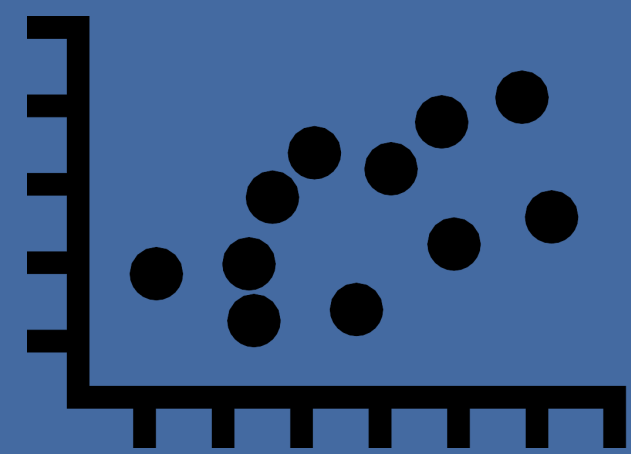
FROM DATA TO BUSINESS

Example

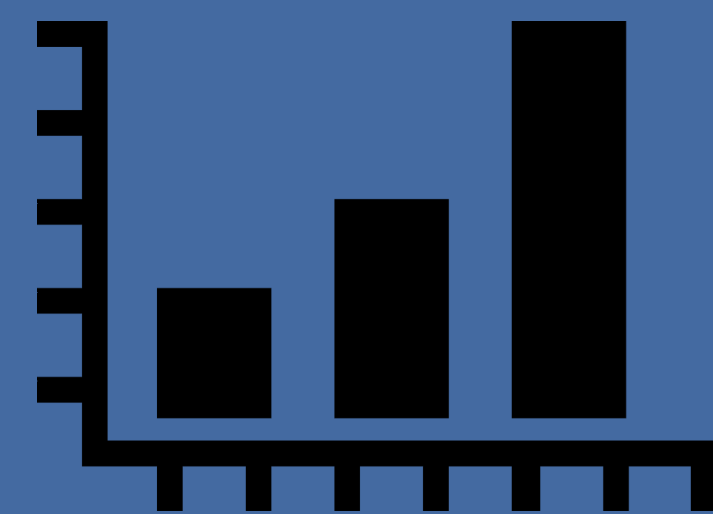
Increase
Decrease

Evolution

Air
Pressure



Data



Information



Analysis



Decisions



Actions

Promotion

Push
category

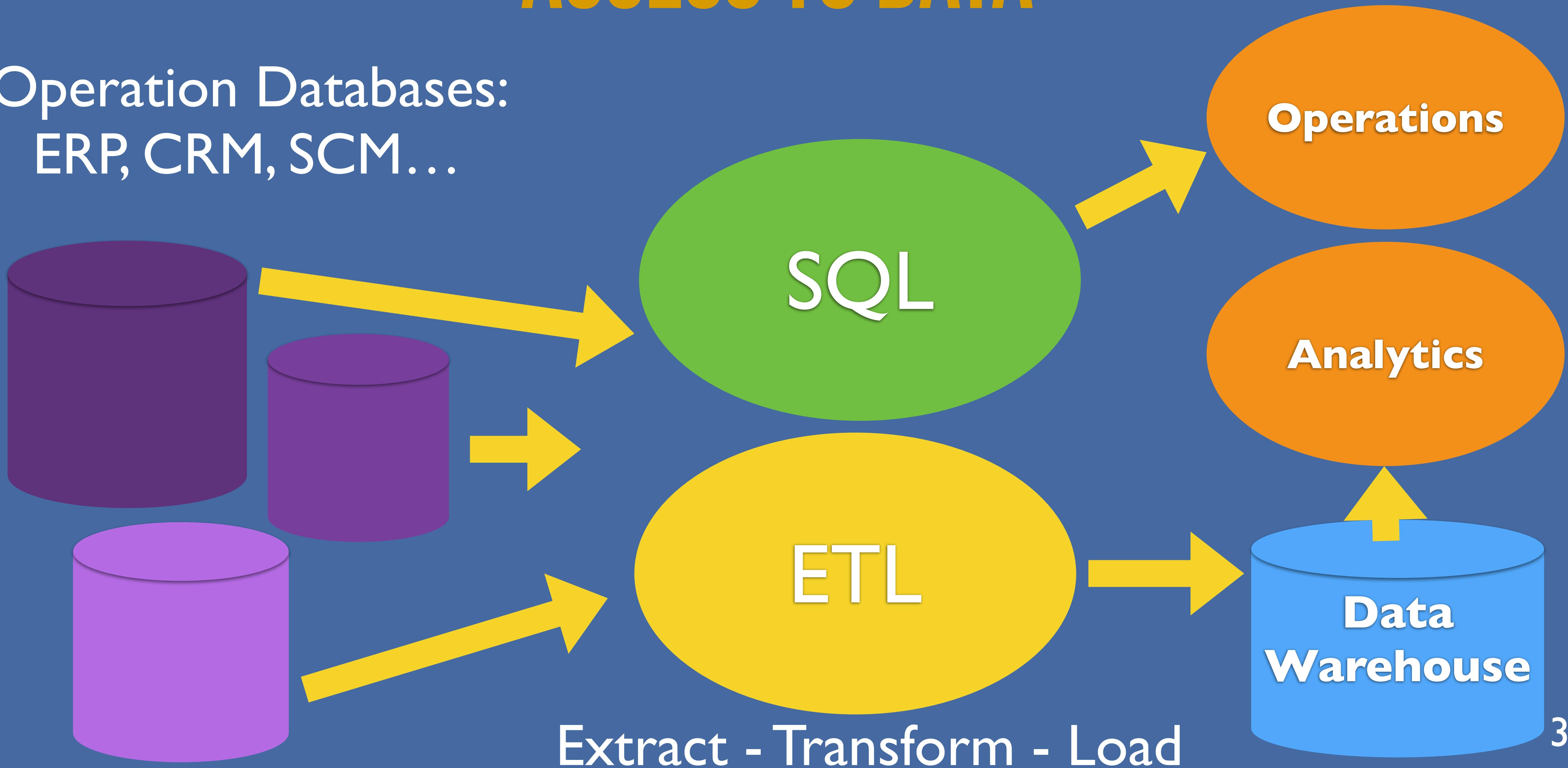


Business
Value

Sales

ACCESS TO DATA

Operation Databases:
ERP, CRM, SCM...



DATA WAREHOUSE & DATA LAKE

Data Warehouse

Structured data

Transactions

Batch

Mostly internal datasets

Data Lake

Structured + Unstructured data

Interactions

Real time

Internal & External datasets

DATA PRE-PROCESSING

Quality

Compliance

Usability

DATA PRE-PROCESSING

Quality

Missing values

Errors in values

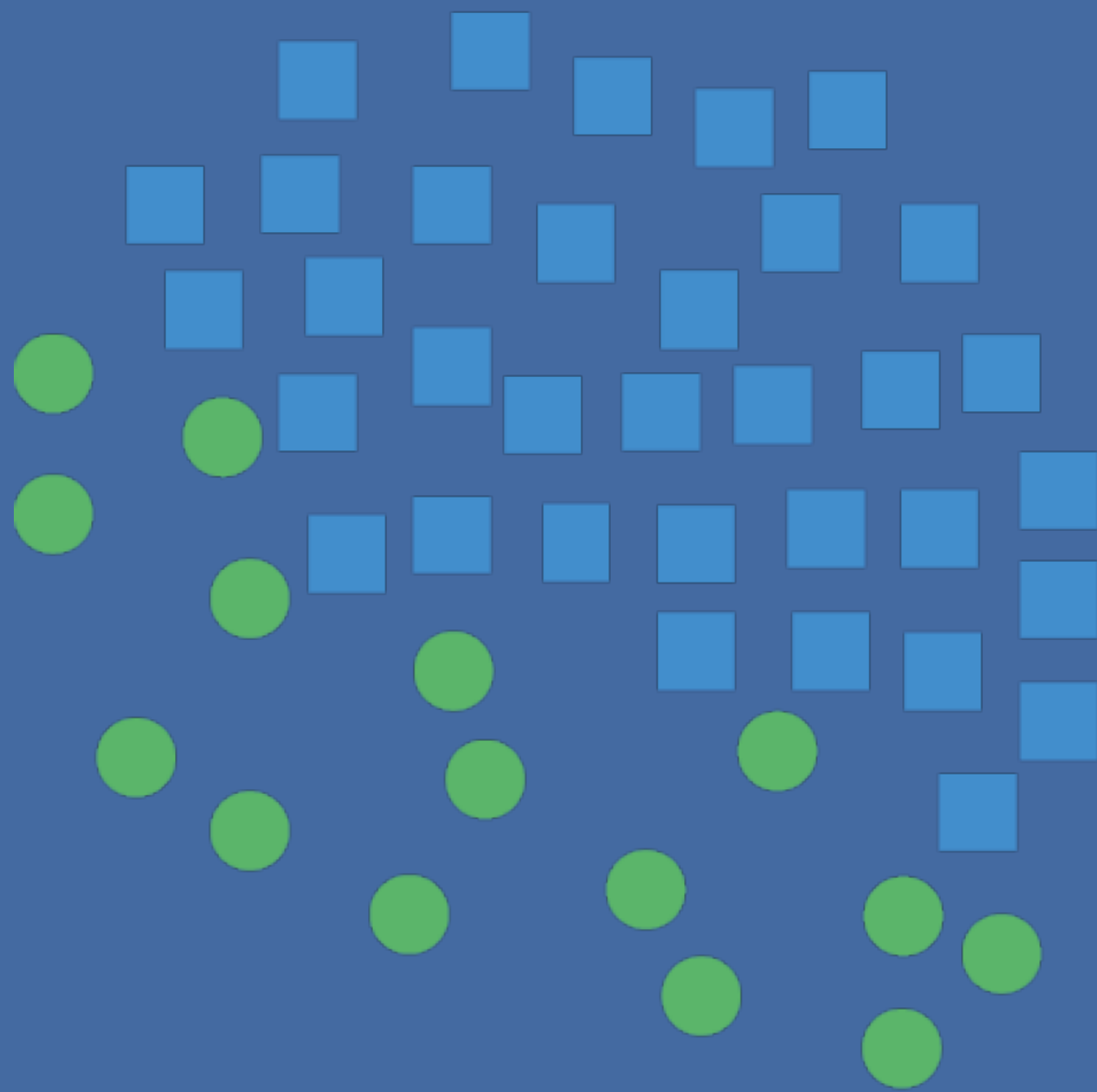
Errors in formats

Imbalanced data sets

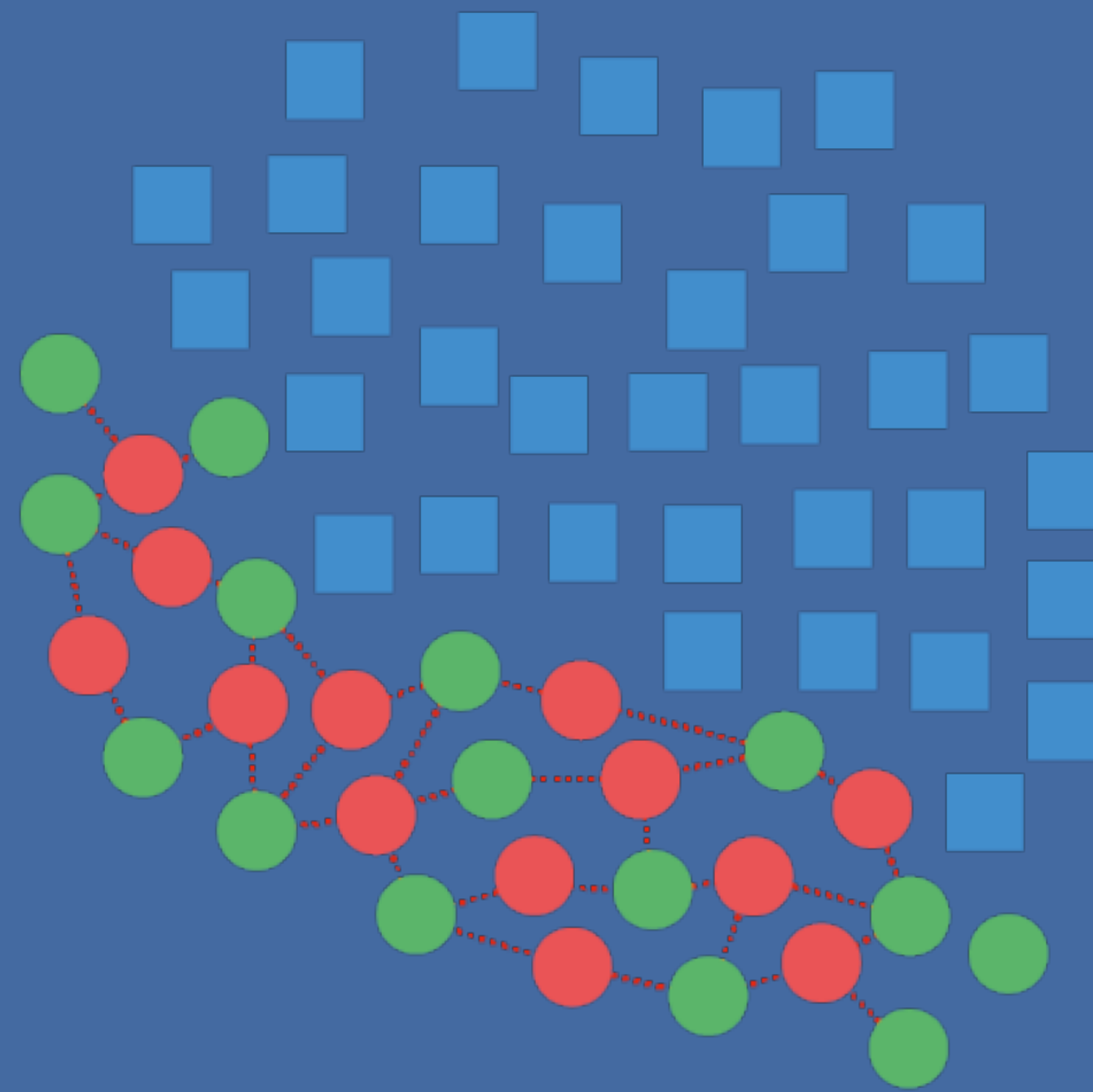
...

OVERSAMPLING WITH SMOTE

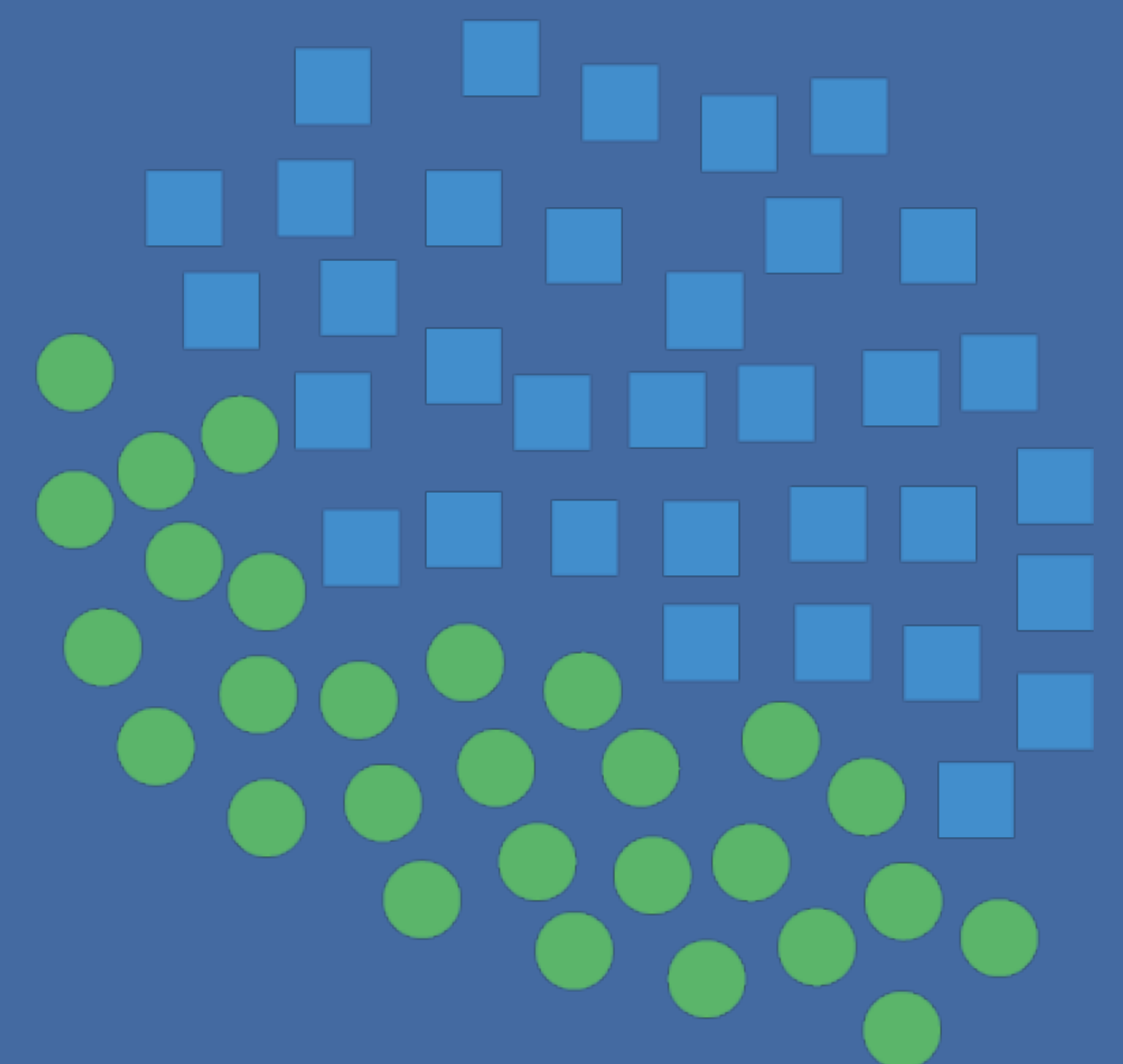
Synthetic Minority Oversampling Technique



Original Dataset



Generating Samples



Resampled Dataset

DATA PRE-PROCESSING

Compliance

Legal constraints

Sector constraints

Internal constraints

...

DATA PRE-PROCESSING

Usability

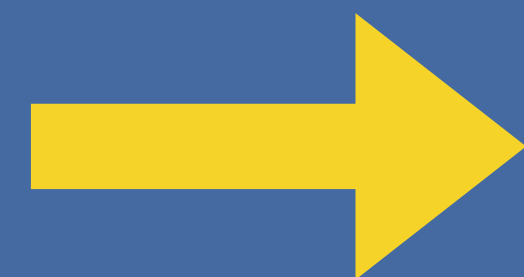
Understandable for algorithms

Efficient for algorithms

Robust for algorithm

Automated for algorithm

...



Feature Engineering

DATA ARCHITECTURE

