SIX WAYS TO EMULATE A BIG DATA DETECTIVE

➔ Effective data discovery is as much of an art as a science, and depends just as much on mindset as it does on job role. In a **recent study**, Aberdeen looked at users who have a detective's mind for exploring and analyzing data. The research demonstrated how this type of mental model for managing big data can lead to substantial improvements in data access and visibility. The following is a guide for organizations looking to emulate the behavior and enjoy the performance of a big data detective.

☐	**Assess the environment thoroughly.** The diversity and complexity of data these days necessitates a strong understanding of the available information, how it is classified, and how it can be used. Detectives are more likely to have processes in place to discover and identify all available data and classify it for future use.
☐	**Use all available evidence.** Between traditional structured data, text-based unstructured data from social channels, and location or geospatial data, decision makers have more evidence at their fingertips than ever before. Big Data detectives are more likely to use all of these data types on a frequent basis.
☐	**Maintain the integrity of the crime scene.** Much in the same way that a disrupted crime scene can lead to bad conclusions, poor data quality can mislead users into making unwise decisions. The typical big data detective is more likely to engage in the right processes and use the right tools for maintaining and improving data quality.
☐	**Hone your crystal ball skills.** Beyond the ability to make tactical decisions in the moment based on real-time data, detectives recognize the value in leveraging historical data to populate predictive models, and are more likely to leverage predictive analytics technology to better anticipate threats and opportunities.
☐	**Stay on the chief's good side.** As much as big data initiatives are owned by the IT staff, the cost and resulting benefits fall on the shoulders of the executive team. Detectives recognize the need to build alliances and gain support from leadership in order to get these initiatives off the ground and ensure their success.
☐	**Develop investigative skills internally**. From the consumption of a simple report to a complex statistical regression analysis, companies these days are looking for ways to build analytical skills. Big Data detectives are more likely to have an analytically-driven culture in place, as well as to have formally established the data scientist role.

➔ Read the full report: Evidence to Insight: Secrets of a Big Data Detective