Big Data Analytics Lifecycle

Venkata Rohit Yarlagadda

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With the increasing technological advancements, there has been a rapid expansion and creation of new content, new information and data from various sources around us. Regardless of its definition, big data phenomenon has become more common, pervasive and important. Some of the benefits enjoyed by organizations from big data include improved understanding of issues, inventive ideas and more opportunities to forecast the future (Dietrich, Heller & Yang, 2015). With the existence of big data, organizations have now embraced the application of big data analytics to be able to obtain value from it. Big data analytics has been beneficial to organizations as they use this data to identify new opportunities leading to increased efficiency and profitability. Besides, the businesses enjoy more effective marketing, competitive advantages over rivals and better customer service (Dietrich, Heller & Yang, 2015). Therefore, to obtain these benefits, it is important for an organization to correctly frame a business analytics problem to be solved. Otherwise, a poorly framed business analytics problem can cause various issues to an organization.

Posing the right questions and framing problems cautiously provides the basis for properly defining a project and initiating organizational change. In most cases, organizations tend to frame their problems poorly, which in turn limits potential solutions that could be applied to solve the problem (Bartlett, 2013). This results in the employment of inappropriate tactics and even attainment of poor outcomes. It is important to note that framing a problem well can lead to more dividends in the long term and possibility of positive change. For instance, most organizationsconduct surveys to assess employee satisfaction. These surveys consist of components such as employee engagement, satisfaction and motivation. If the results obtained from the survey are unsatisfactory, managers would demand for a corrective action to be taken. In any case, no organization wants unmotivated employees. In such a case, there is need to define and frame the problem in a conscious manner so as to interpret it and respond to it appropriately. Further, defining and framing a problem thoughtfully changes the way people view the problem and gives opportunity for alternative solutions. Therefore, organizations should encourage and facilitate conscious and robust way of thinking, which includes asking thought-provoking questions.

 A major concern towards most organizations today is whether they are solving the right problems. In most organizations, managers tend to seek solutions to problems affecting them without first deliberating on whether they fully understand the problem. This often results into more problems that affect the organization negatively. For example, poor problem framing in service industries such as healthcare, hospitality, media and entertainment among others can have diverse negative impact on the delivery of services. For instance, inefficient use of workers in the service industry would lead to improper identification of ways to solve such problems hence leading to poor service delivery. Poorly framed problems influences the definition of the root causes of problems and complicates the understanding of the organization’scurrent state before devising appropriate solutions.

In conclusion, the preceding discussion provides the significance of correctly framing a business analytics problem to be solved and the issues that can arise from a poorly framed problem. Framing a problem well can lead to more dividends in the long term and possibility of positive change. In addition, defining and framing a problem thoughtfully changes the way people view the problem and gives opportunity for alternative solutions. On the contrary, poorly framed business problems can lead to decreased efficiency and profitability as well as poor customer service.

References

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