

Swimming in the Cuyahoga: Data Management After Big Data

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Noumenal, Inc.**

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The Cuyahoga, 2014



The Cuyahoga, 1952



WARNING

**METAPHORS
IN USE**

Metaphors

Data warehouse

Data mart

Data hub

Data lake

Metaphors

One wonders whether
metaphors illustrate
cognition, or if cognition is
shaped by metaphors.

Paul de Man

Metaphors

Data warehouse

Finished goods.

Packaged goods.

Data mart

Natural resource.

Data hub

Logistics.

Data lake

Fire in the River.... Er, Lake

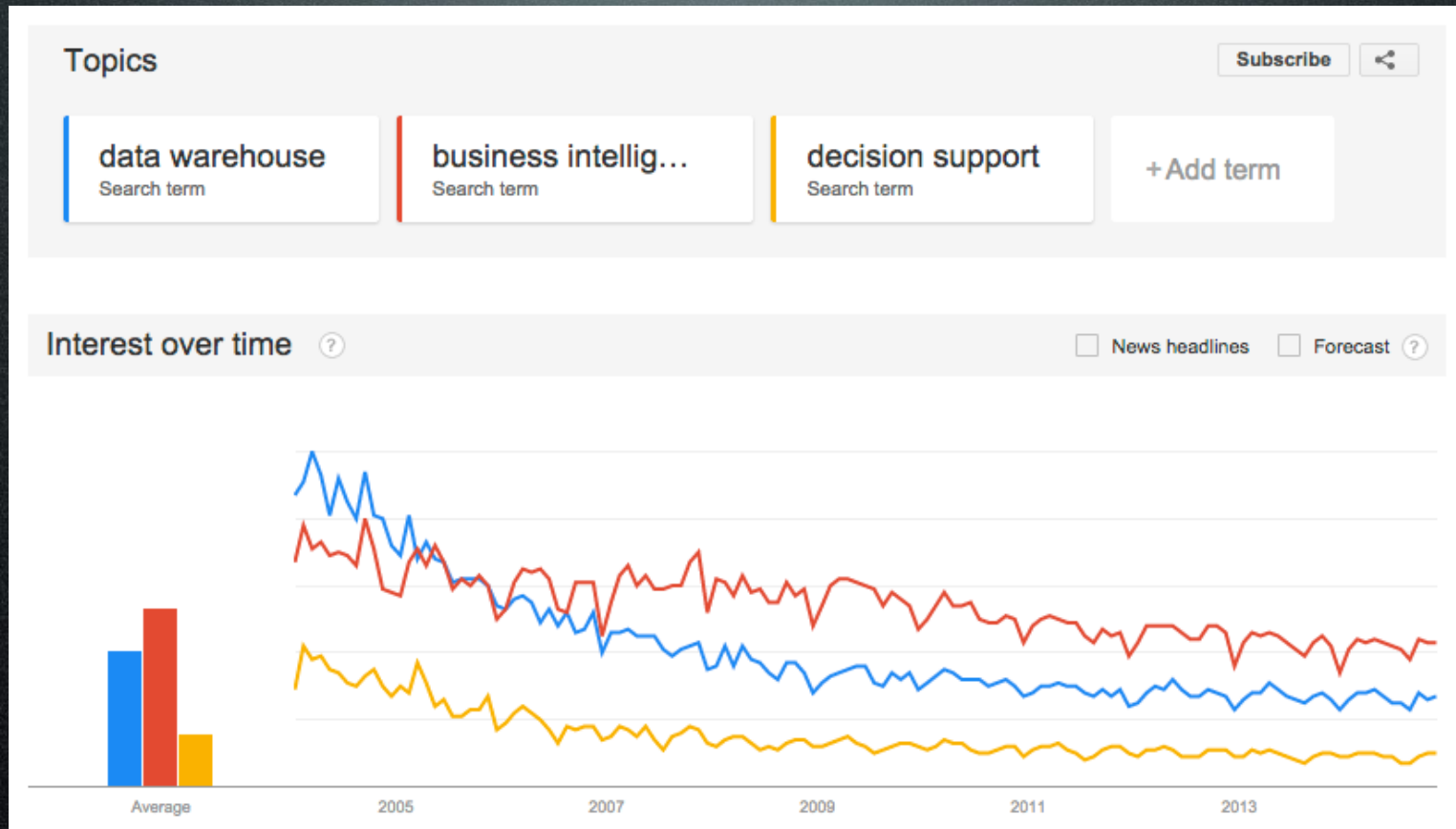


The first duty of a
revolutionary is: to get
away with it.

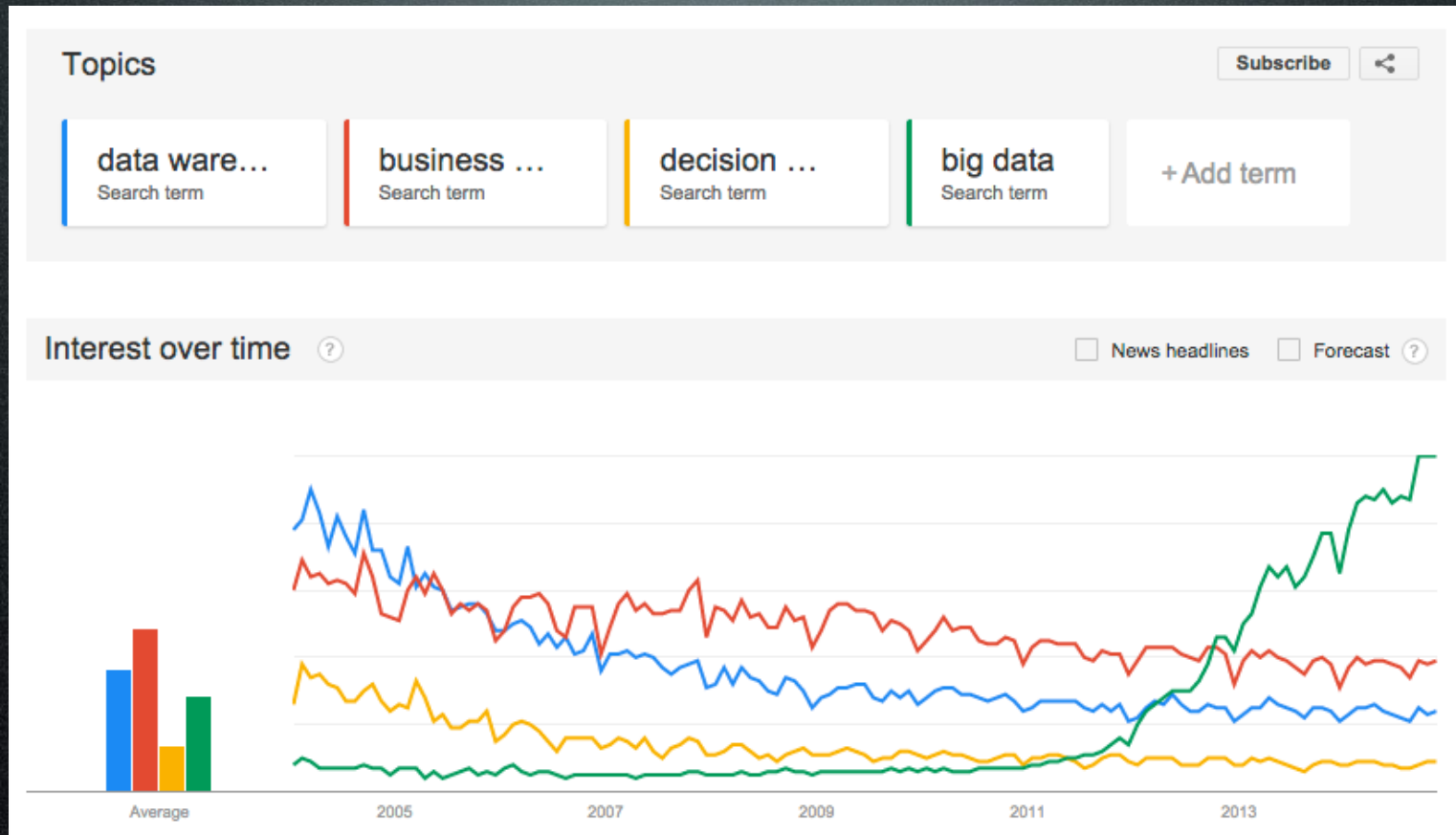
Abbie Hoffman, *Steal
This Book* (1971)

A cleansing fire that burns away corruption and vice.

Fire In The Data Lake



Fire In The Data Lake

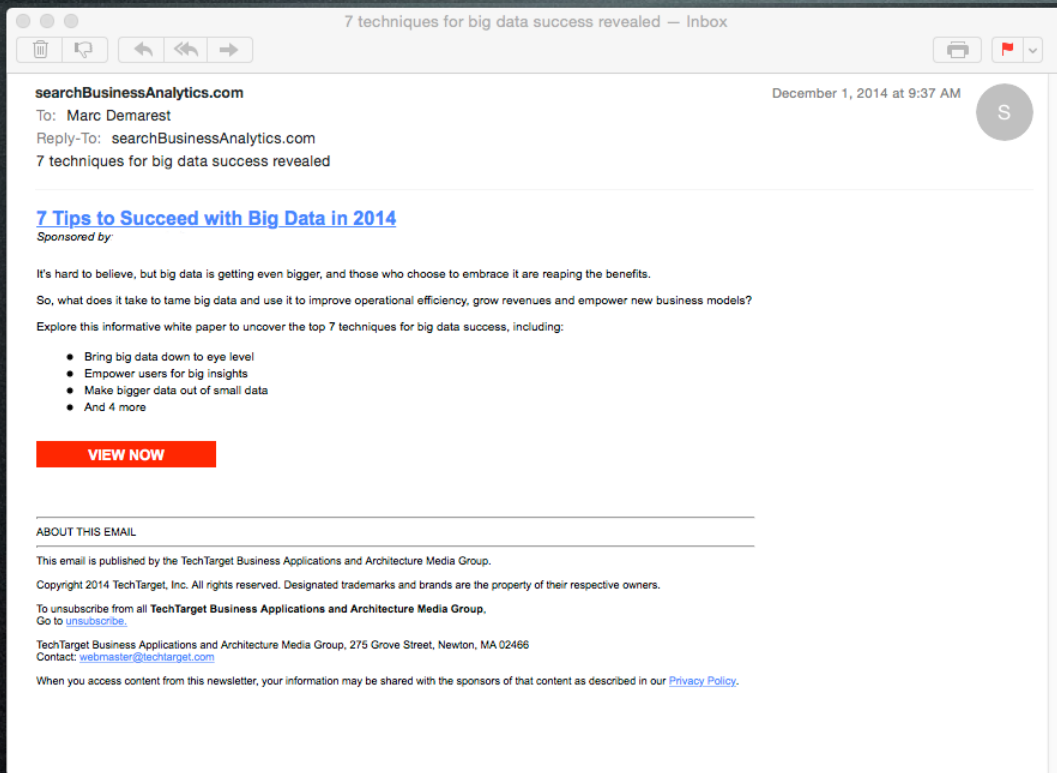


Fire in The Data Lake

Question 27: The big data revolution is a revolution in:

- A. The techniques employed by technology suppliers to shape the purchase decision-making behavior of technology buyers.
- B. The data consumed as raw material for commercial decision-making processes.
- C. The methods, practices, organizational models and processes favored for supporting commercial decision-making processes.
- D. The technologies deployed to support commercial decision-making processes.
- E. All of the above.

A. The Techniques Employed By Suppliers

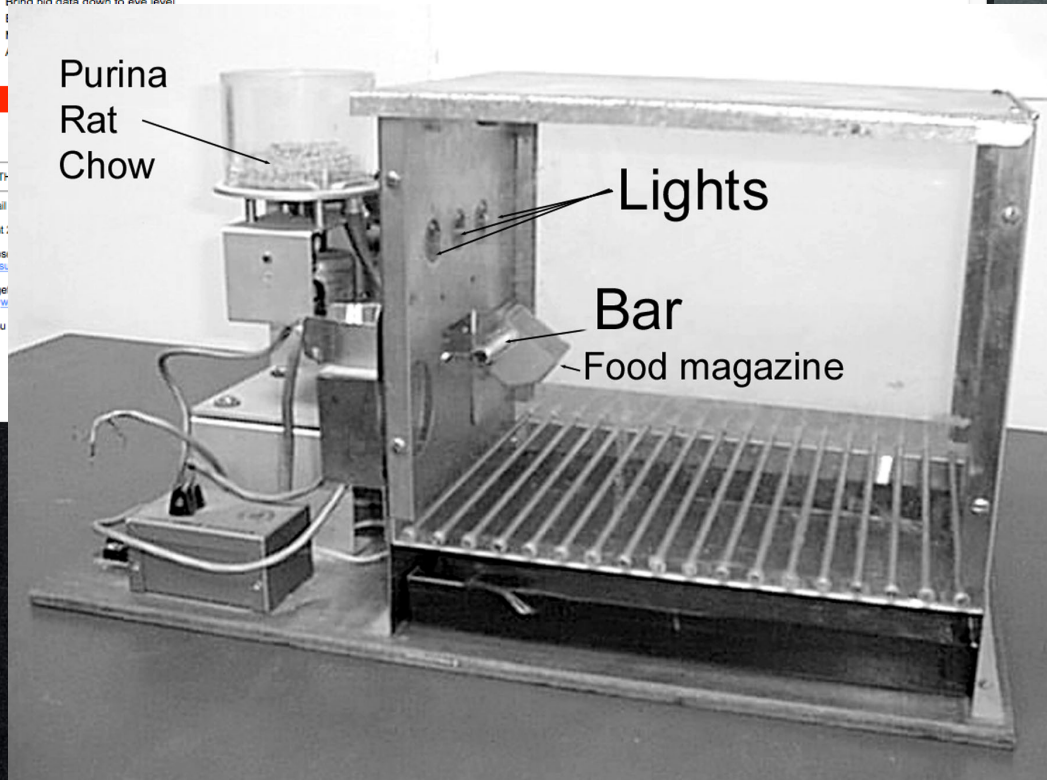
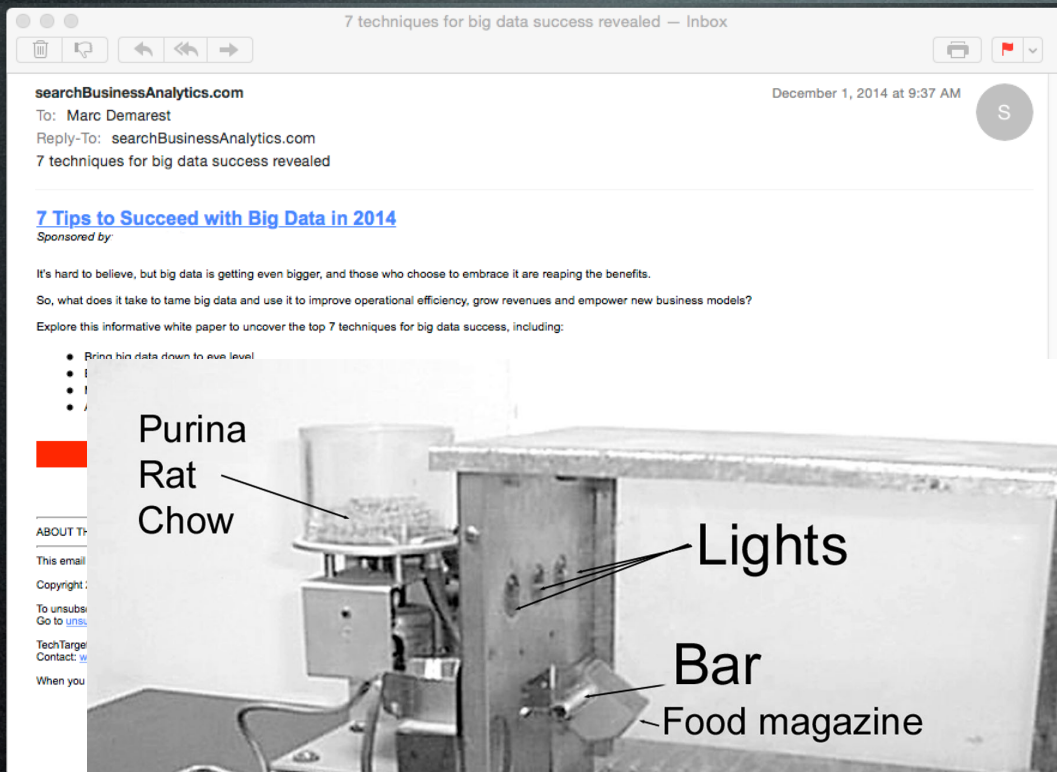


If thought
corrupts language,
language can also
corrupt thought.

George Orwell

“The call to action”

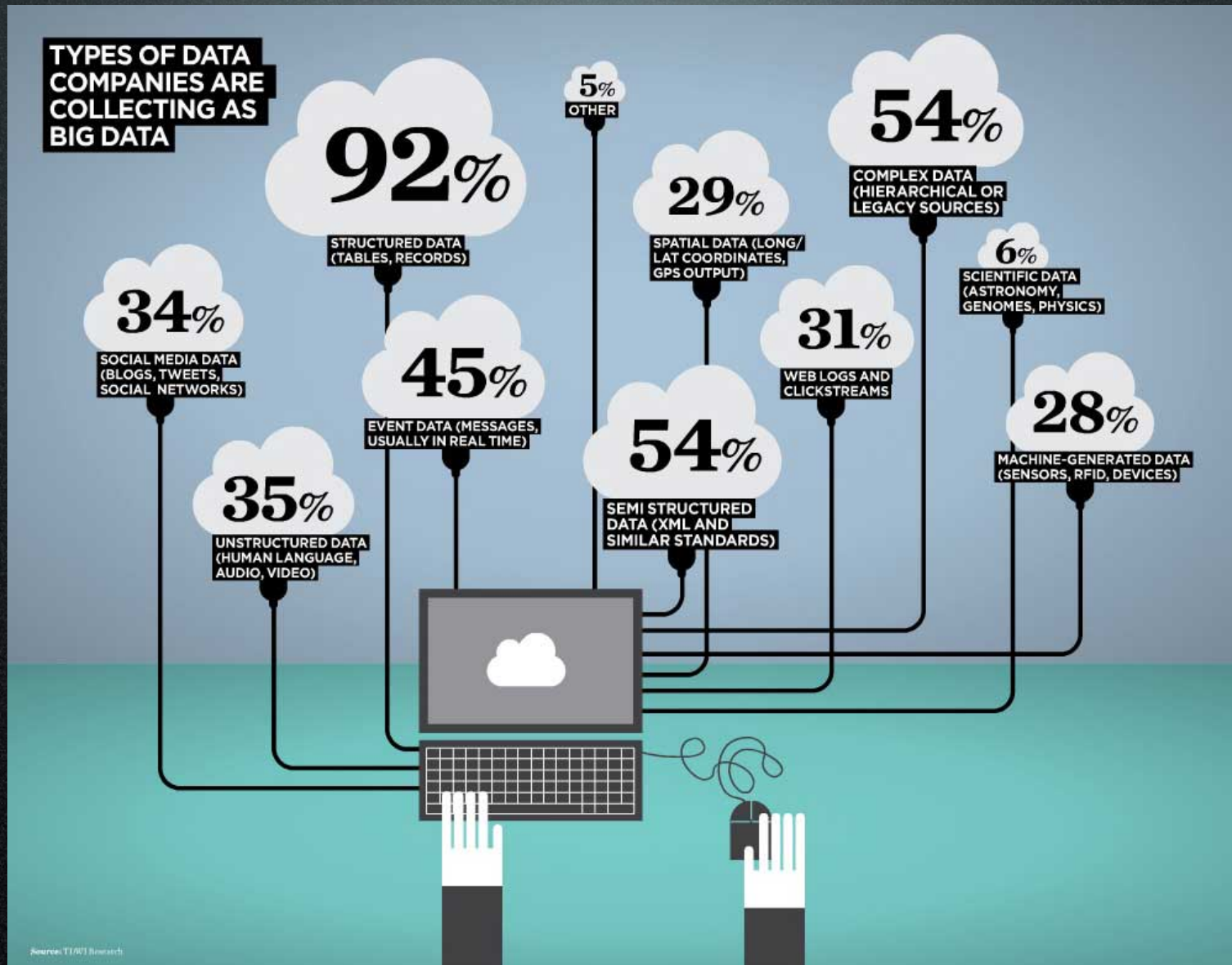
A. The Techniques Employed By Suppliers



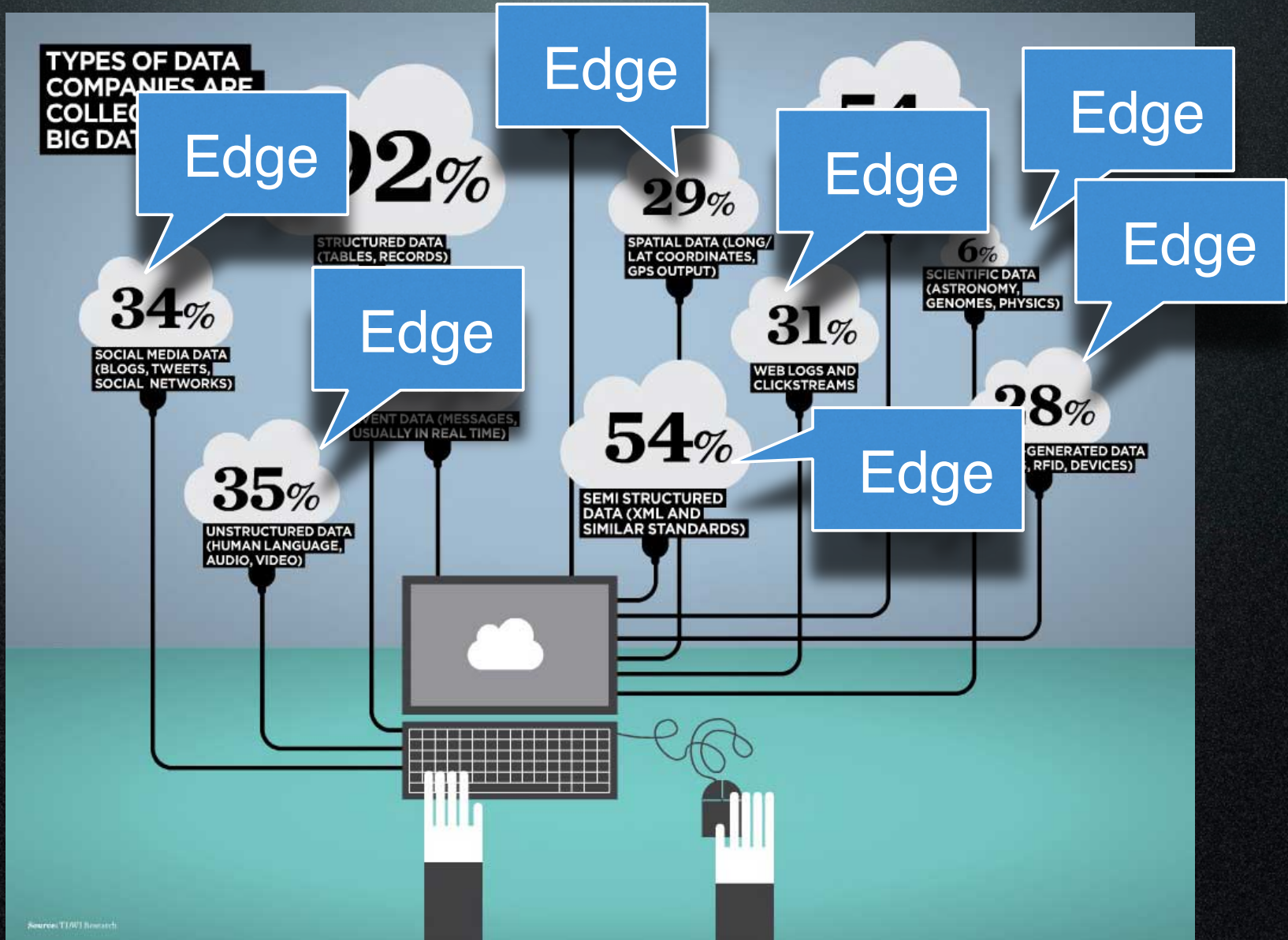
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B. The Data Consumed By Decision-Makers



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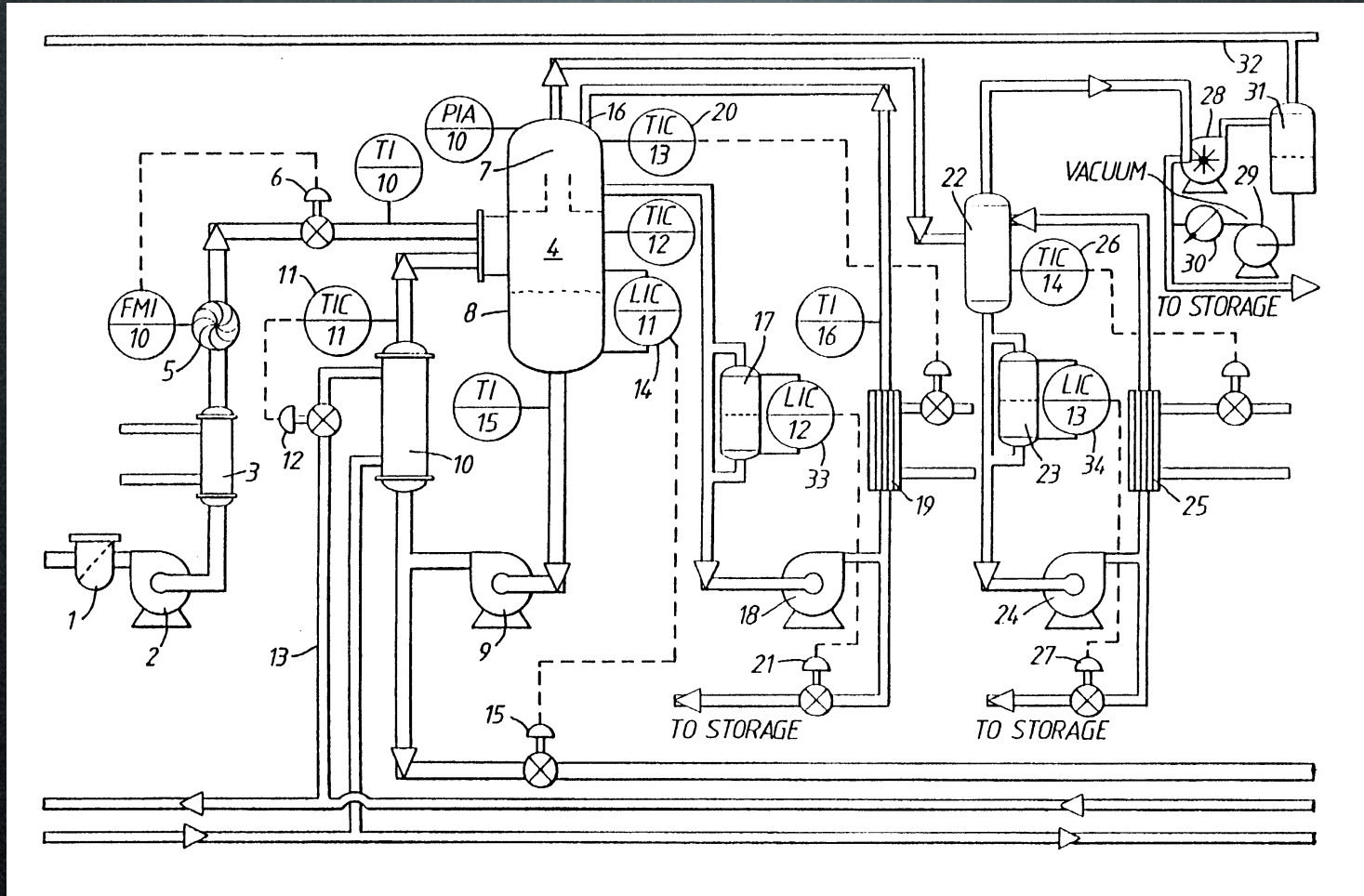
B. The Data Consumed By Decision-Makers



At the lake, things start at the edge, and return there.

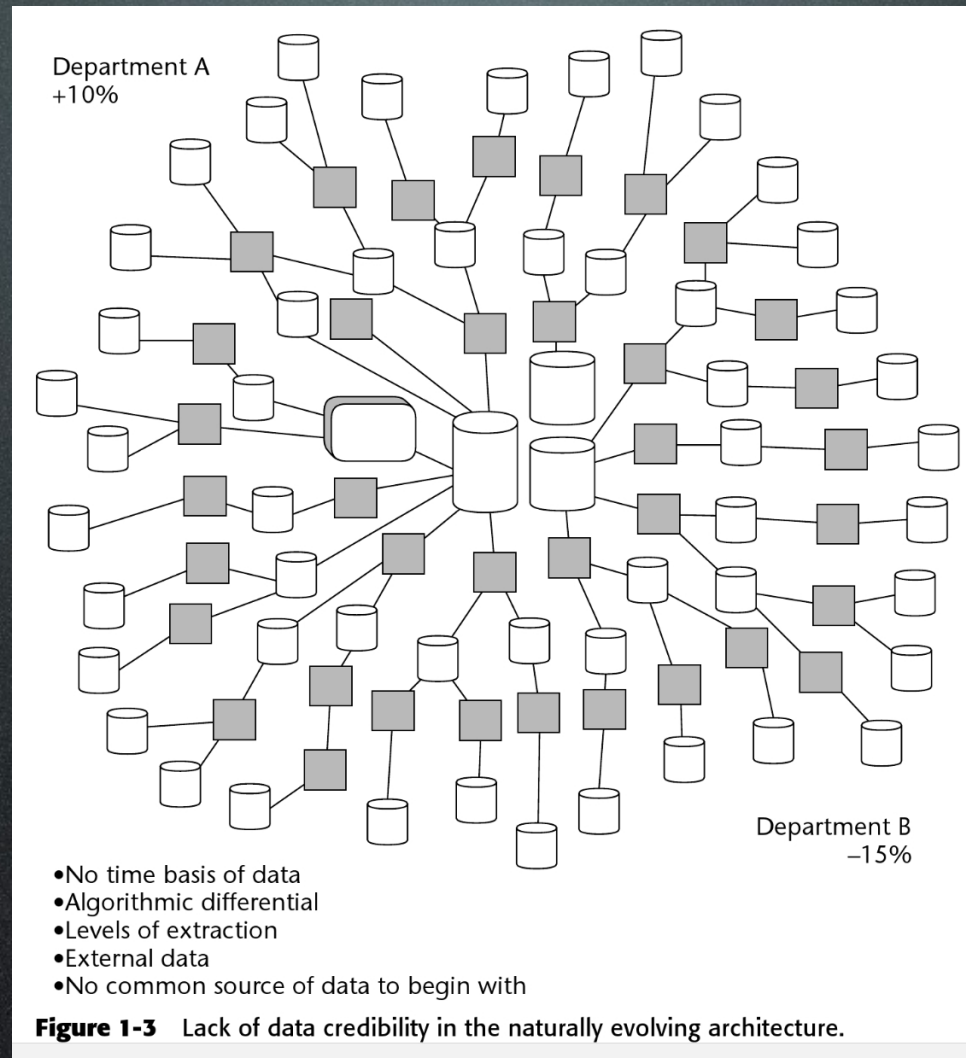
New systems. New decisions. New objectives.

C. The Methods & Practices Used To Support Decision-Making



Data utility | Self-service | Continuous data integration

B. The Technologies Used



W. H. Inmon, *Building The Data Warehouse* (1991)

Fire in the Data Lake

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E. All of the above.

Fire in the Data Lake

Data demand is rising, inexorably.

Data supply is rising, inexorably.

Everyone's a plumber.

The era of leverage from finished data goods is drawing to a close.

Continuous, distributed data integration becomes the norm.

But commercial decisions are still of GRC import.

Fire in the Data Lake

Continuous, distributed data integration becomes the norm.

But commercial decisions are still of GRC import.

Fire In The Data Lake



Swimming in the Cuyahoga



Data as a (natural) resource. Mixed use. Systematic management.