BDB Business Story
Visual Data Exploration

BDB Business Story: Interactive Visual Exploration at Big Data Scale

BDB Business Story combines a complete visual data exploration allegory with a unique architecture to be the industry's first solution to deliver interactive data exploration at Big Data scale. It bridges the last mile between your Data Warehouse or Data Lake and Business Analysts.

The unique schema-less architecture frees the analysts from the complex data modeling, rigid multi-dimensional schemas, and pre-aggregation processing of traditional OLAP solutions allowing them to focus on what is essential – data and the process of extracting its real value from it for the business.
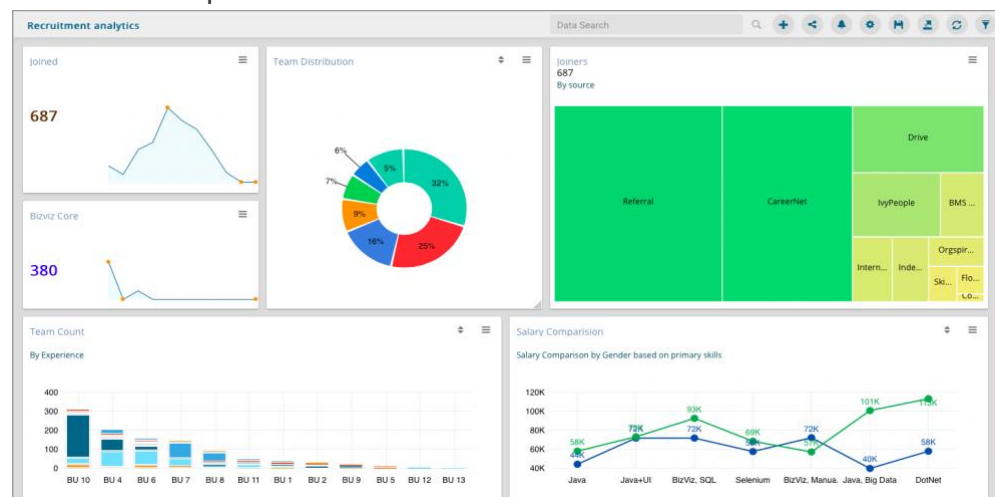
Unrestrained Data Exploration

The big data era demands limitless responses from data analysts to the ever-emerging data flux. They have an overall idea of where to explore, but the objective is to let the data lead you towards the right path. The ability of a data analyst to explore data are restricted by pre-defined schemas that could be incomprehensible while responding to a question.

BDB Business Story empowers the business data analysts to explore data at the speed of thoughts. The data analyst can slice the data using any attribute and value to explore data and see results with the dynamic search-based index.

Visual Allegory

The emergence of desktop data discovery tools inspired the modern business analyst to work on data exploration for limited data volume. However, this symbol has not reached the big data world to speed up data exploration of the massive amounts of data inside the Big Data farm or Data Lake – until now.

BDB Business Story makes it easy to explore data in an entirely visual manner that any business analyst can use. Create graphs interactively, drill into the sections of data, add or adjust attributes or aggregations – with sub-second response time on millions or even billions of rows.

Key features of an enterprise-ready, self-service data analytics solution:

- Ability to run processes simultaneously on a scalable server infrastructure
- Simple, easy, and secure method for creating scheduled jobs
- Built-in API for extensibility
- Standardized reporting, administration, and monitoring

Quick Response

Older technologies have conventionally offered a batch-oriented processing model, requiring the analyst to wait and see the results of their data explorations. With BDB Business Story you get instantaneous response times exploring up to billions of records interactively. You do not have to wait for batch processes. BDB unique architecture optimizes data stores on which analyst can perform data exploration.

High Scale Data Drill to detail

Datasets inside of a big data farm are incredibly vast. However, it is essential to know the three dimensions to measure this size:

- Large – billions of rows
- Wide – hundreds of attributes and metrics
- Deep – large numbers of values for each attribute

BDB Business Story can work on billions of rows and hundreds of attributes with response times still in the seconds and continues to scale out the number of concurrent threads. Then, drill into any granular level of detail to find the exact set of data needed for the analysis at hand.

Integrated Platform

The final secret of delivering successful interactive data exploration at a Big Data scale is an integrated platform that eliminates the resource, process, and data flow inefficiencies of a multi-product stack.

Business Story, when integrated with the BDB Decision Platform, provides the last cog in a comprehensive Big Data Pipeline, Data Preparation/unification, Advanced Analytics and Visual Data Exploration.

- Manages your full data lifecycle from ingestion through consumption to streamline the creation and delivery of data assets;
- Uses optimal data retention policies to eliminate the duplication of data and the accompanying wasted resources;
- Offers a single governance and security model that simplifies the process of
- securing the data while fostering collaboration and sharing;
- Delivers a unique execution and operationalization model that optimizes the delivery of information through data pipelines.

The combination of Visual Explorer, the easy spreadsheet-style preparation paradigm and enterprise-grade capabilities of BDB Decision Platform provides a single platform that can transform your raw, complex data into business-ready data assets for your entire organization.

BDB Decision Platform Key features –

- **Flexibility –** Users can leverage their data at will, via elastic search datastore or live data connections, with speed and adaptability
- **Scalability –** Users can rollout the BizViz Platform at the department level or company-wide at their discretion
- **Security –** Assign security permissions at any level. The multi-tenancy feature enables the platform to separate both users and content.
- **Diversity –** End-users can view dashboards on any device. With the no-programming skills needed for mobile devices, it makes it seamless and easy to view and interact with data sets.
- **Manageability –** Define users, Connections, and Data sources with a few simple clicks

Case Study –

Problem Statement – Hiring is a process where you cannot afford to make mistakes. It requires right decisions to be taken at the right time while hiring employees. Another problem is streamlining the hiring process along with improving the quality that demands an excellent team to handle the entire process.
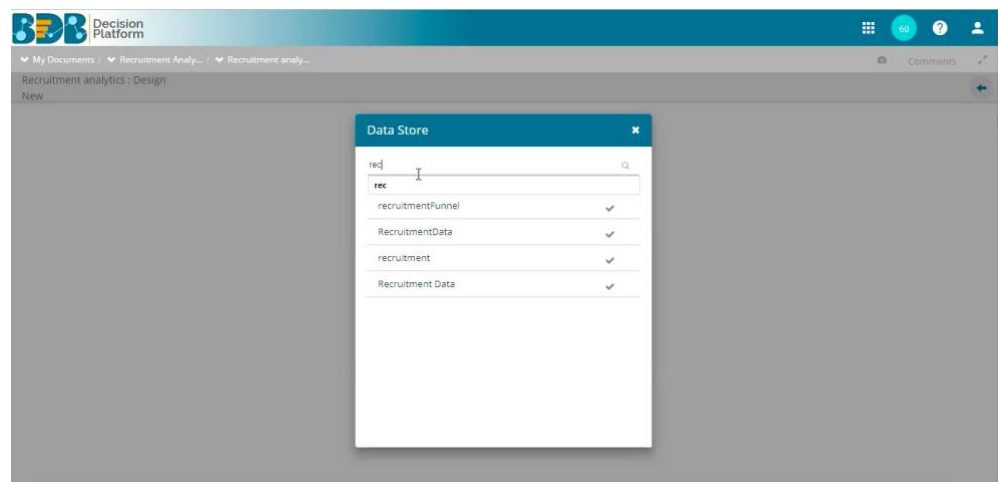
Solution -

In any part of the business, while making decisions, it is advisable to use data-based analytics. In this case, Recruitment Analytics can be of rescue to for tracking, measuring, collating, and analyzing candidate and employee data to make well-informed hiring decisions.

Providing capability to the Hiring manager for visual data exploring helps to analyze the process and prepare reports for the Management Executives.

With BDB Business Story, a hiring manager can start exploring the data available in various data sources like Excel files, Google Spreadsheets, Survey, RDBMS.

In this case study, we shall showcase how with few steps hiring manager can start exploring the data in few steps –
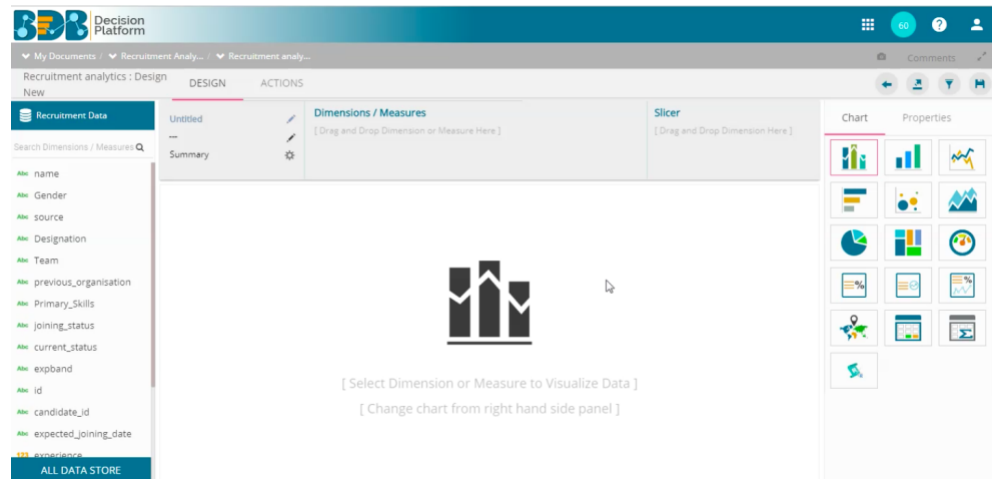
Step 1 – Once the IT team provides the appropriate data store with hiring data, a hiring manager can start creating a visual report.
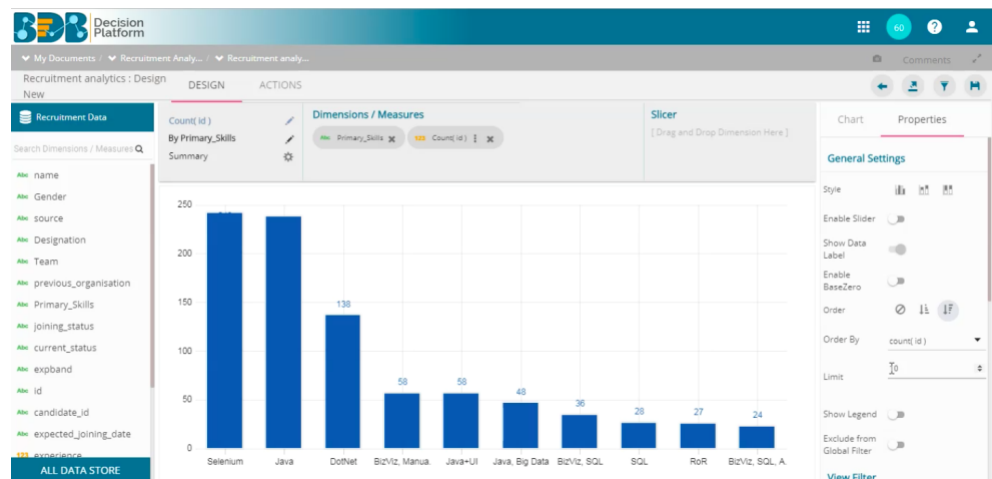
Benefits -

- Adds near real-time processing capabilities over batch-oriented processing
- Lower the latency for getting actionable insights, increase agility of the business on making decisions
- Lower the storage cost significantly
- This architecture is elastic, so adding computing resources when the workload is increasing and relieving computing resources when they're not needed
- It can address the analytics needs of Hundreds and thousands of customers with much lower efforts. Horizontal scalability is extremely high.
- BI can reach to more than 80% of Users instead of current 20%. Advanced Analytics is no 1 factor to transform any organization (Source: Gartner)
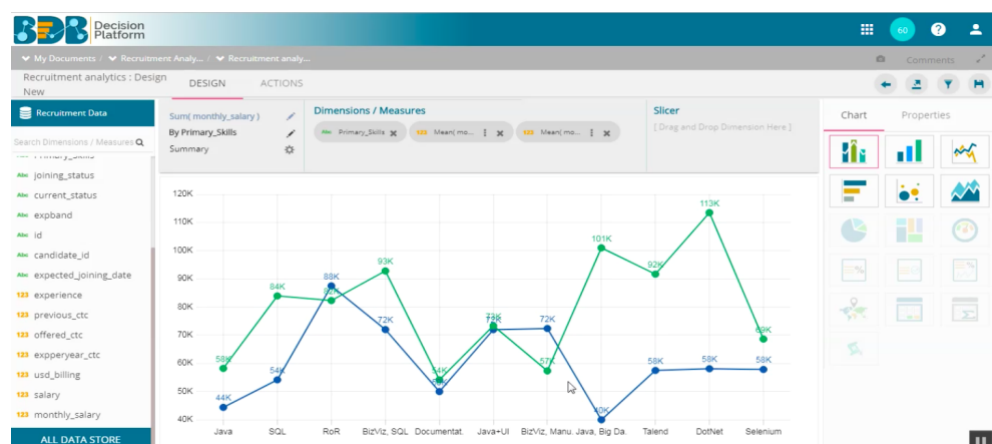
Step 2 – In the design view of Business Story, left panel will have all dimension & measure, the right-side panel has different charts and grids as shown in the below image.

Step 3 – If the Hiring Manager wants to analyze Top 10 Skills company is looking for, then BDB Business Story can be of instant help. Just drag the primary skill dimension and count it by id to view all skills. After getting all the required skills sort out the Top 10 skills by applying the limit option.

Step 4 – The Hiring Manager can instantly view male vs. female salary comparison. Drag primary skills, monthly salary from the available list of dimensions and measures. Drag 'Monthly Salary' twice with an applied filter value for Male and Female. Select the line chart to display the comparison and save it.

About BDB
We integrate Data and Analytics into every part of your organization.
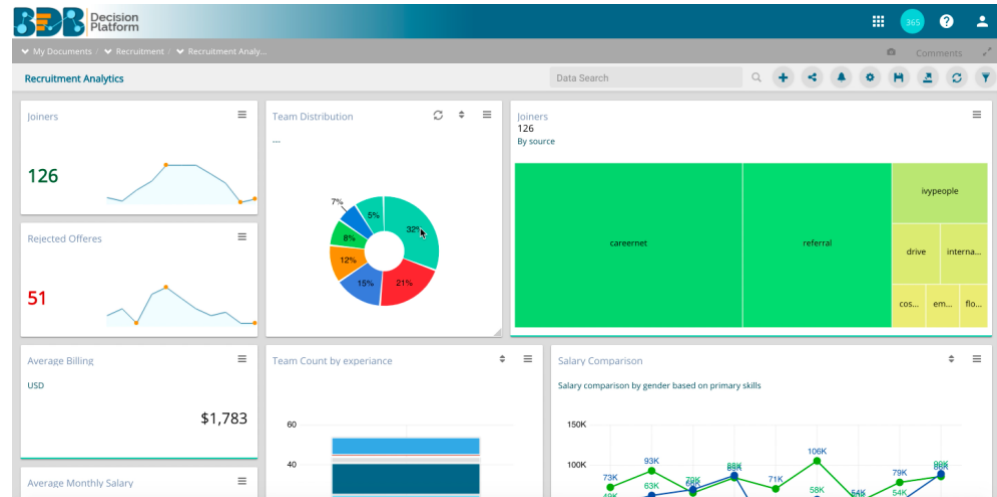
Big Data BizViz is a Decision Platform that has Big Data Pipeline framework to handle Streaming, Structured, and Unstructured data. This micro services architecture based modern platform can be integrated with famous business applications or can give customized Analytics flow. It has its elements of Augmented Analytics, Machine Learning with top end Visualization. This product is used by all layers in an organization like CXOs, Citizen Data Scientist, Data Scientists, Business Analysts, and Business Users etc.

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Similarly, a hiring manager can create multiple views based on business requirement. For more details on different views and features of Business Story, please refer to the following video.

Video link –

The entire process of creating a business story out of the selected data is easy, quick, and interesting. Business Users can choose a data source, drag and drop the required values (Dimensions/Measures), and get promptly generated views based on the selected data values. Users can save the relevant views on the storyboard to create their personalized business stories.

Conclusion –
Using a modern, flexible, and enterprise-ready analytics platform like BDB Decision Platform in your organization, you can move all of your analytic processing to one or more servers that can run complicated processes and workflows more quickly and efficiently, enabling you to take advantage of key business opportunities and maintain your competitive advantage. With higher processing power, collaboration, and speed, your data analysts can get the profound insights they need to help your organization.

Experience industry's first interactive visual data exploration platform to explore your business data at lightning speed. Let your data analysts access the data lake and examine all aspects of your relevant business data and quickly solve complex analytics problems by deriving more exceptional value from the data.

To learn more, please visit
https://www.bdbizviz.com/businessStory.html

For more details, please contact us @ sales@bdbizviz.com