Industry Practice Expo Invited Talk

Using "Big Data" to Solve "Small Data" Problems

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ABSTRACT

The brief history of knowledge discovery is filled with products that promised to bring "BI to the masses". But how do you build a product that truly bridges the gap between the conceptual simplicity of "questions and answers" and the structure needed to query traditional data stores?

In this talk, Chris Neumann will discuss how *DataHero* applied the principles of user-centric design and development over a year and a half to create a product with which more than 95% of new users can get answers on their first attempt. He'll demonstrate the process *DataHero* uses to determine the best combination of algorithms and user interface concepts needed to create intuitive solutions to potentially complex interactions, including:

-   Determining the structure of files uploaded by users

-   Accurately identifying data types within files

-   Presenting users with an optimal visualization for any combination of data

-   Helping users to ask questions of data when they don't know what to do

Chris will also talk about what it's like to start a "Big Data" company and how he applied lessons from his time as the first engineer at *Aster Data Systems* to *DataHero*.

Categories and Subject Descriptors
H.2.8 [Database Management]: Data Mining.

General Terms
Algorithms, Performance

Keywords
Data Mining, Analytics, Big Data, Visualization.

Bio
Chris is the CEO and Cofounder of *Datahero*, a data analytics company whose goal is to enable anyone to be able to unmask the answers in the data that matters to them. Chris was previously the first engineer at Big Data pioneer Aster Data Systems, where he held roles in engineering, professional services and business development. Chris holds an MS in Computer Science from Stanford University and a BS in Computing Science from Simon Fraser University.