

THE ROAD TO VISUALIZATION

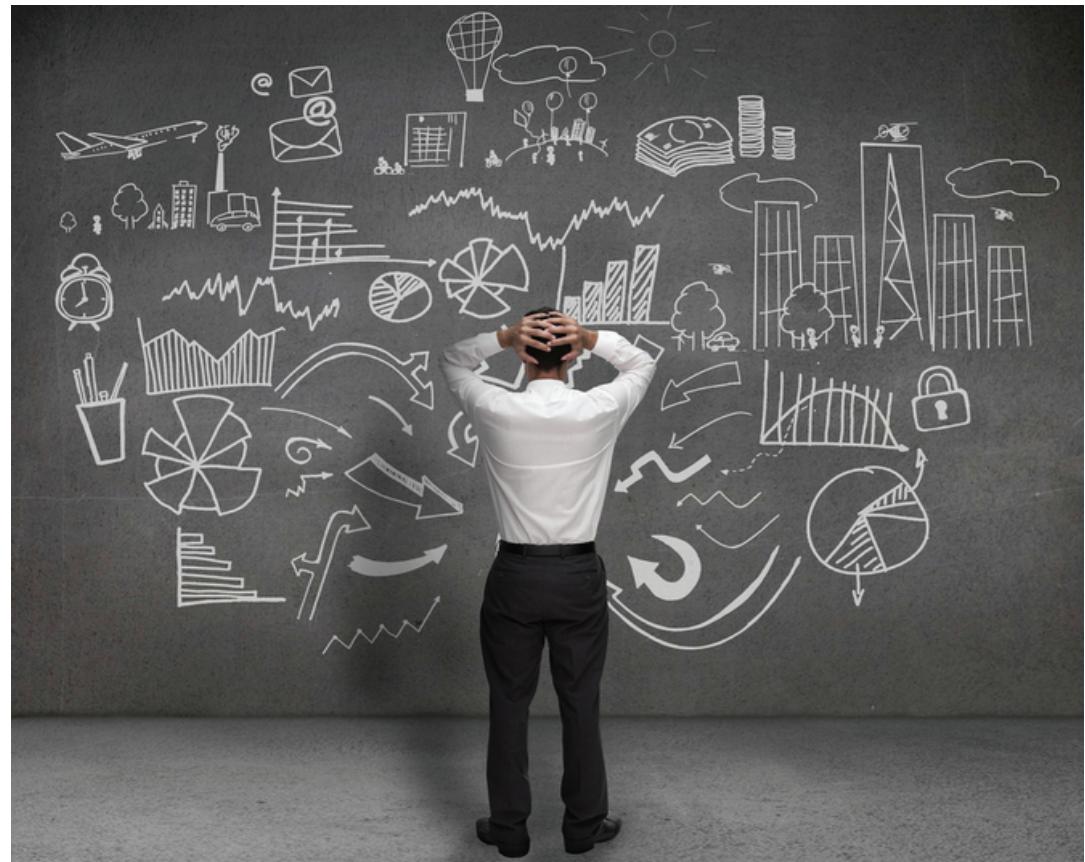
VISUALIZATION IS THE KEY TO BIG DATA

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We are in the early stages of yet another technology transformation. According to CISCO, IoT(Internet of Things) will create a world where up to 50 billion devices will be connected by 2020. These devices will produce enormous amounts of data that we have never seen before. It will be a completely new world, hopefully for the better.

Before this data gets harnessed into effective insights to create better business models for maximum efficiency, we will go through a period of massive data confusion.

More data will bring more chaos before we learn how to control it and turn it into intelligence.



Everyone Has it Backwards

The emerging approach to big data analytics is to collect as much data as we can, to analyze and then to visualize. At N3N, we think that is a backward approach. Although big data analytics is critical to gain insights into operations, leading with it is a mistake. This approach makes us focus on “what” we need to do and “how” we are going to do it. However it’s missing the most important aspect which is “why” are we doing it. Leading with data will result in a extremely fragmented approach to very critical problems.

We believe that any big data approach should put visualization first. Rather than collect, analyze and visualize it - you should visualize first, then collect the targeted data and then analyze.

Start by seeing the big picture which answers “why” and then go look for “how” and “what.” This provides a cohesive approach. Visualization helps bring the overall data picture to the forefront. It delivers a better collaboration platform and brings people together across teams and departments.



Put Your Big Data in Context

We believe every big data solution should be in context to specific business operations and environments. It can not be a black box with generalizations. The final results should be easy to use and this can only be done if the end result is visualized with context. Even the most advanced charting tools will not do justice to big data insights if visualization is an afterthought.

Visualization, especially in this world of big data, needs to be as real life as possible. It has to take shape for the user as he sees operations in real life. It has to be layered and structured in a way that is not overwhelming.

Visualization makes it possible to maintain a context and move between different dimensions of data seemlessly.



The Recap

Every big data engine should have a state of the art visual editor as an integral part of the solution. It should give users a canvas to map their mind into visuals. It should provide capability to bring different objects, videos, images, graphics and should include charts and graphs to visualize the end result. Once finalized, it should be easy to find and plug the right data into these objects. Then analyze the data to create insights and make the visual dynamic appear in real-time.

It is easy for the human mind to think in terms of visuals before data. In this changing world of enormous data and insatiable appetite for insights, we think the leader will emerge who leads with visualization first and facilitates users to easily convert their mind to visuals.



Written by:

Shashikant Senger
CEO
N3N, INC

shashikant.senger@n3n.io