Data in Context

Book introduction

Prof. Dr. Bas van Gils

Antwerp Management School

Prof. dr. Bas van Gils

M +31 (0)6 48432088

E bas.vangils@ams.ac.be

IN https://www.linkedin.com/in/basvg/

"in an increasingly digital world, you have to put the people first"

Professional roles

Strategy Alliance : managing partner

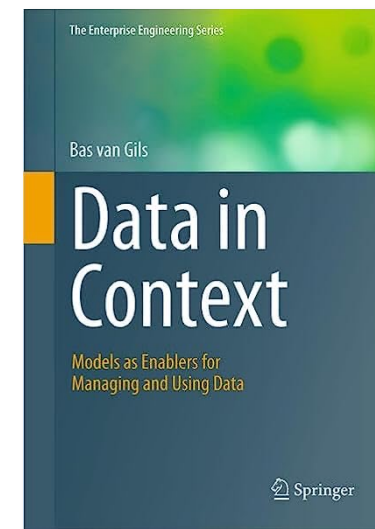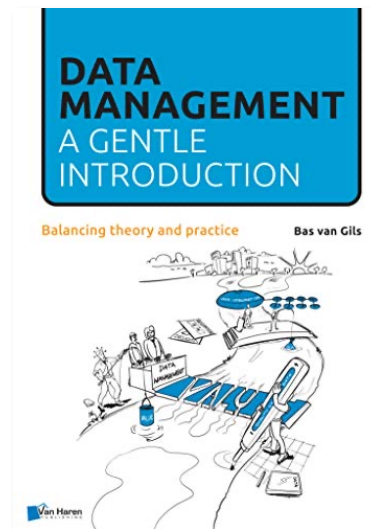Antwerp Management School: lecturer/researcher
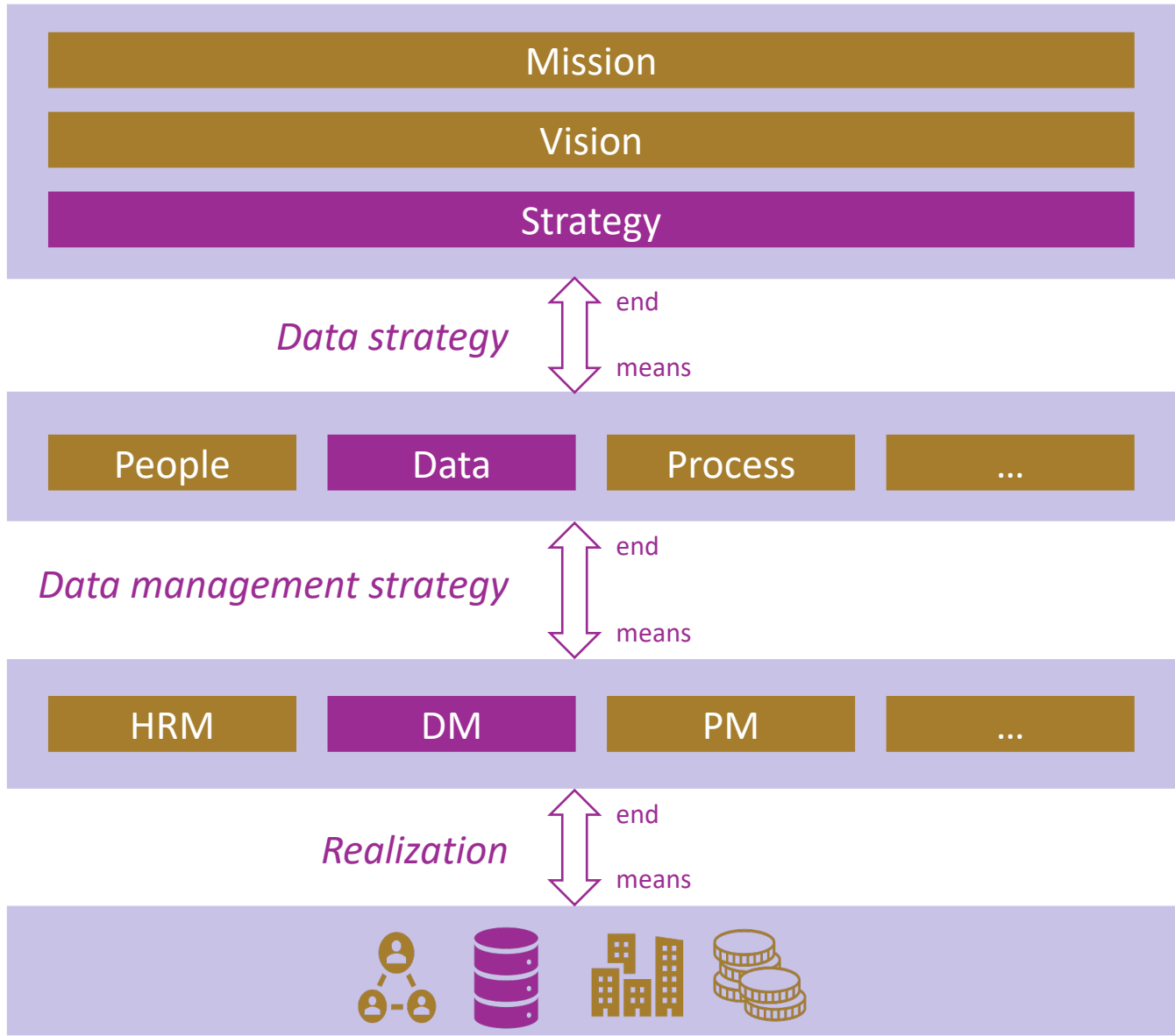
DAMA Netherlands: board member

Expertise

Business Transformation

Enterprise Architecture

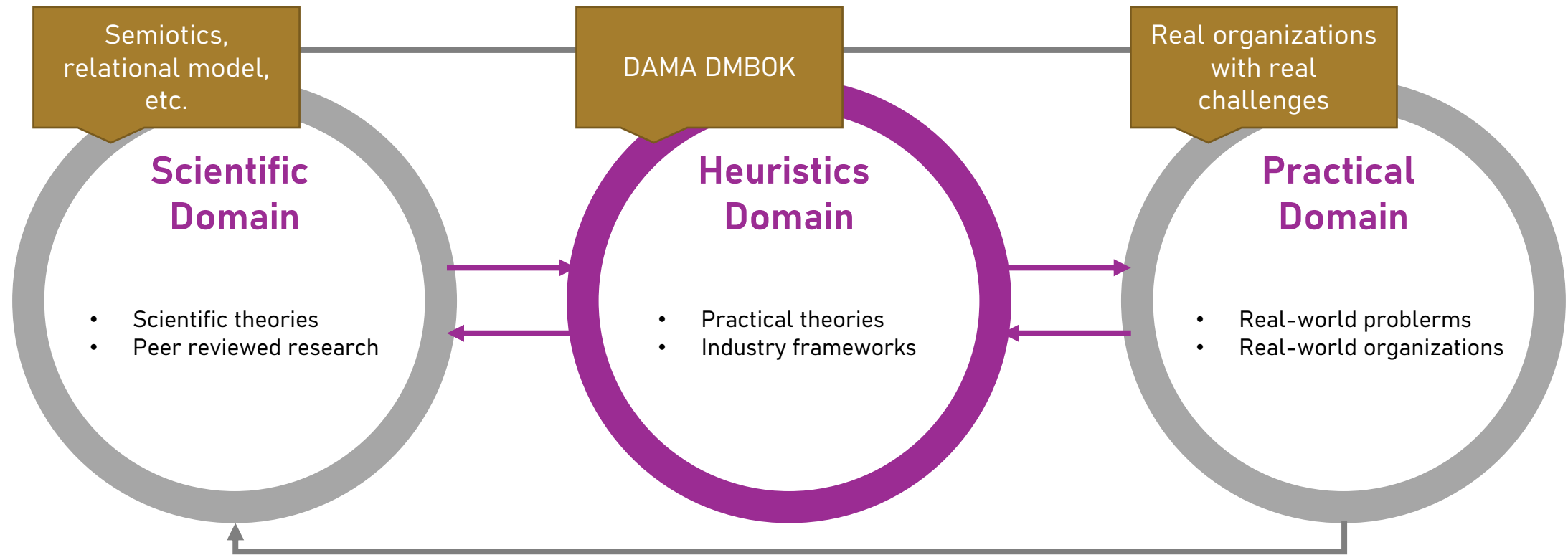Enterprise Data Management

5 sept 2023

The playing field

Striking a balance between getting to grips with data and getting value from data.

Double means—end relationship, complimented with realization.

This is not

- just a board-level thing
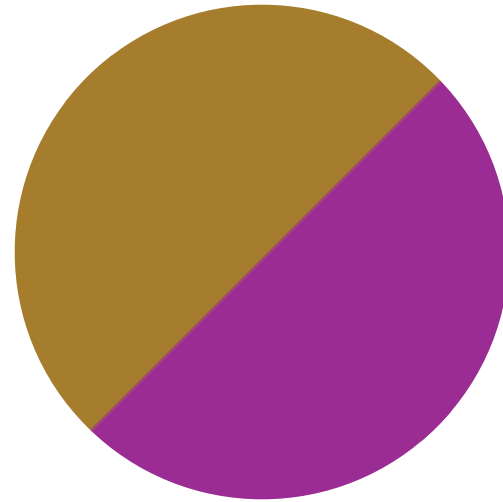
- just an IT-thing

- etc.

5 sept 2023

Theory and Practice
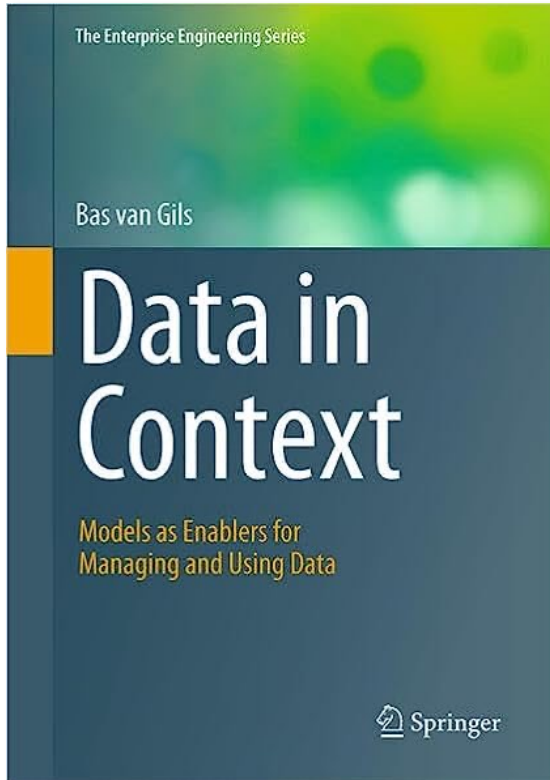
Ambition

DAMA-NL mission
Bring together professionals and organizations in order to (learn how to) get value from data

Personal ambition
In this context: work on "connecting the dots" between science – heuristics – practice

Data in Context

The Enterprise Engineering Series

Bas van Gils

Data in Context

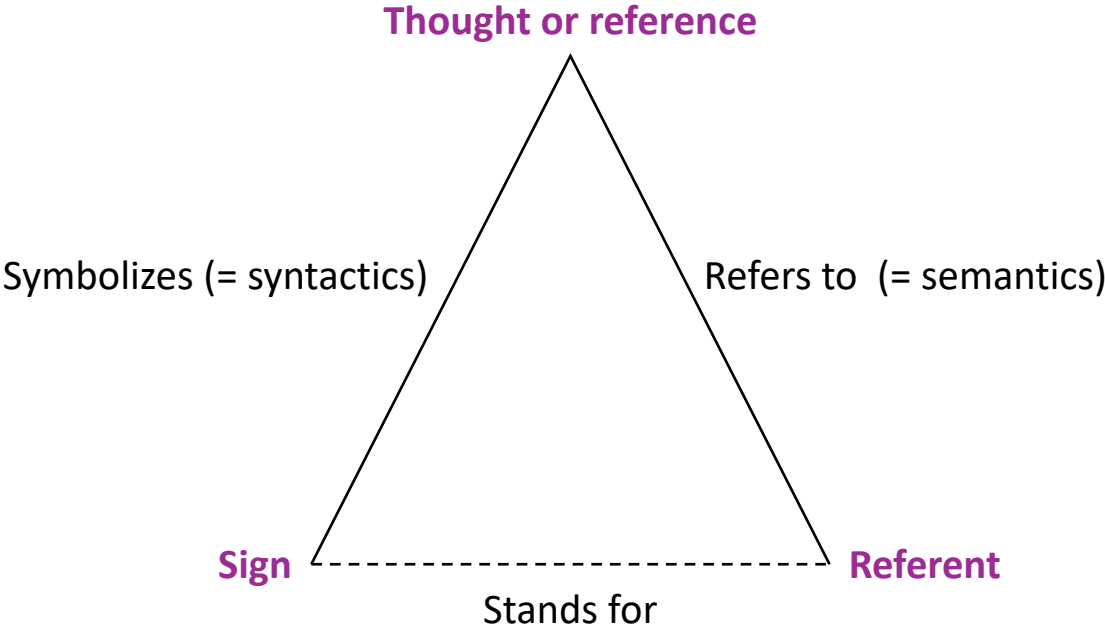Models as Enablers for Managing and Using Data

Springer

Publisher = Springer → scientific approach

Structured along the lines of DATA (scientific theory), DATA MANAGEMENT (heuristic framework), CONCLUSIONS (understanding data in context)

Mantra: there is nothing more practical than a good theory.

Target audience: academics and professionals

5 sept 2023

Highlight part 1: data

Thought or reference

Symbolizes (= syntactics)   Refers to (= semantics)

Sign - **Referent**

Stands for

A useful way of thinking about data:
Data <u>symbolizes</u> our understandings <u>referring to / about</u> referents, and therefore <u>stand for</u> that referent.

5 sept
2023

Highlight part 2: data management

Three definitions of data science

Wikipedia

Data science is an interdisciplinary academic field that uses statistics, scientific computing, scientific methods, processes, algorithms, and systems to extract or extrapolate knowledge and insights from noisy, structured, and unstructured data.

IBM

Data science combines math and statistics, specialized programming, advanced analytics, artificial intelligence (AI), and machine learning with specific subject matter expertise to uncover actionable insights hidden in an organization's data. These insights can be used to guide decision making and strategic planning.

Amazon

Data science is the study of data to extract meaningful insights for business. It is a multidisciplinary approach that combines principles and practices from the fields of mathematics, statistics, artificial intelligence, and computer engineering to analyze large amounts of data. This analysis helps data scientists to ask and answer questions like what happened, why it happened, what will happen, and what can be done with the results.

5 sept 2023

Highlight part 3: conclusion
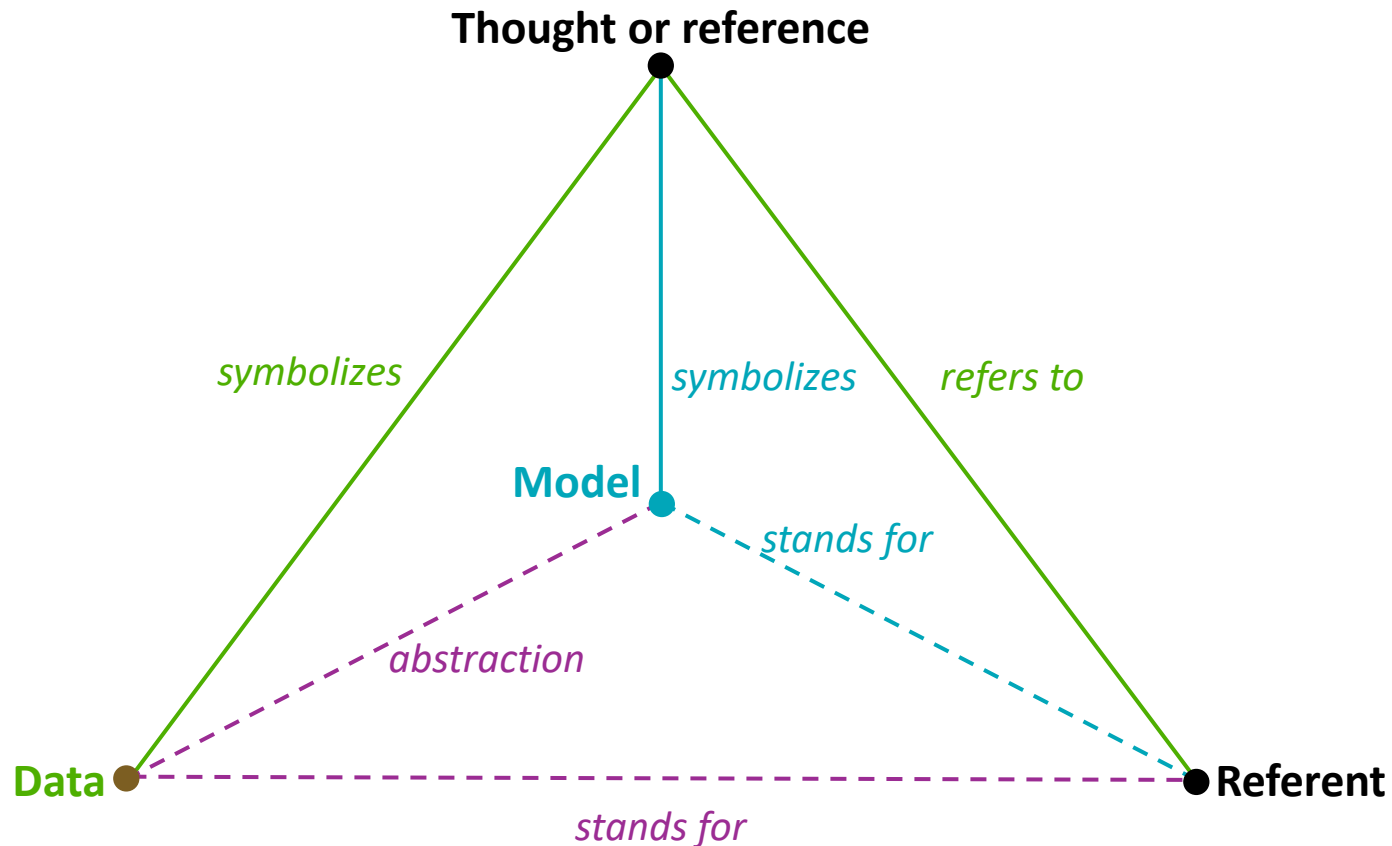
Reflection on models/modeling

Data symbolize our understanding of a domain (referent) such that it can stand for that domain.

Models symbolize our understanding of a domain (referent) such that it can stand for that domain.

These are two sides of the same coin, but at a different level of abstraction

Conclusion: models and modeling may help to understand data, which is an essential step in managing/using it as well as governing DM.

5 sept
2023

Data & Data Management

Just do it, but let's make sure we do it together