



# REAL TIM(E) ANALYTICS

## MYTHS, REALITY, AND CONSIDERATIONS



### Myths

- What Real Time Analytics is and is not

### Reality

- Instantaneosity
- Progression of Real Time Analytics

### Considerations

- Data, Computation, Utilization

# MYTHS

## REAL TIME ANALYTICS IS NOT REAL TIME MODELING (USUALLY)



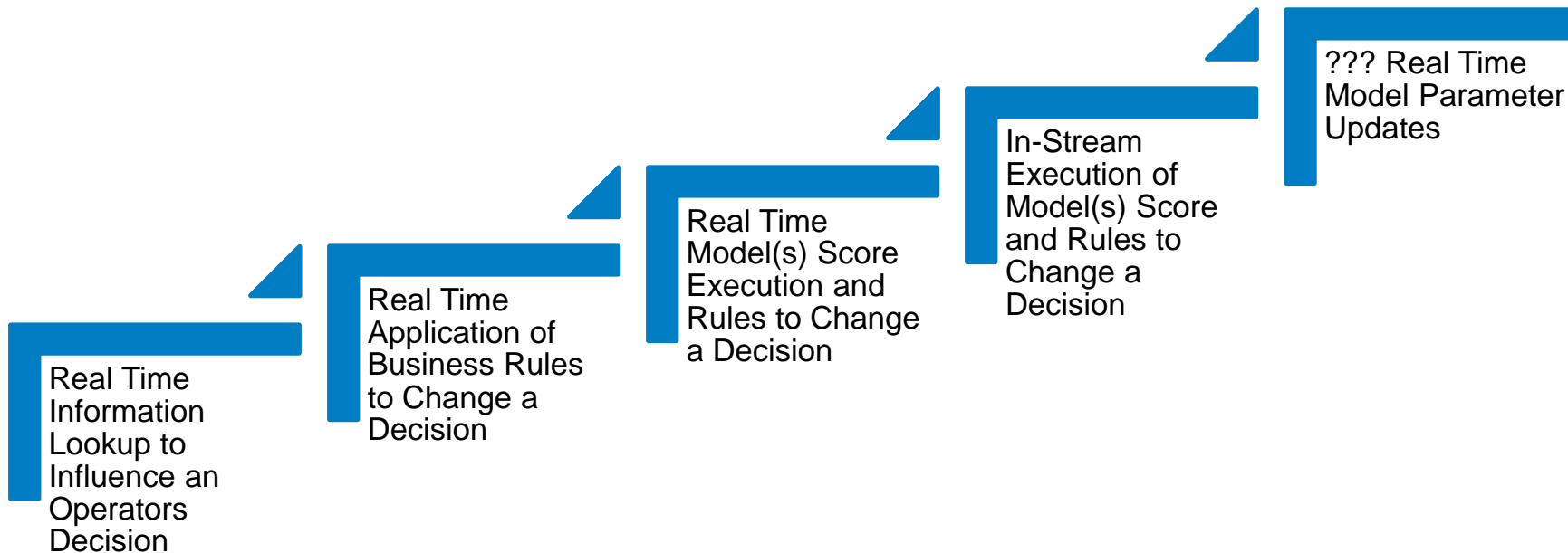
Image Source:  
[http://www.emilymeetsworld.com/?attachment\\_id=1436](http://www.emilymeetsworld.com/?attachment_id=1436)  
<http://fansided.com/2013/09/10/apple-iphone-event-siri-will-support-twitter-ios-7/>

# REALITY | INSTANTANEOUSITY

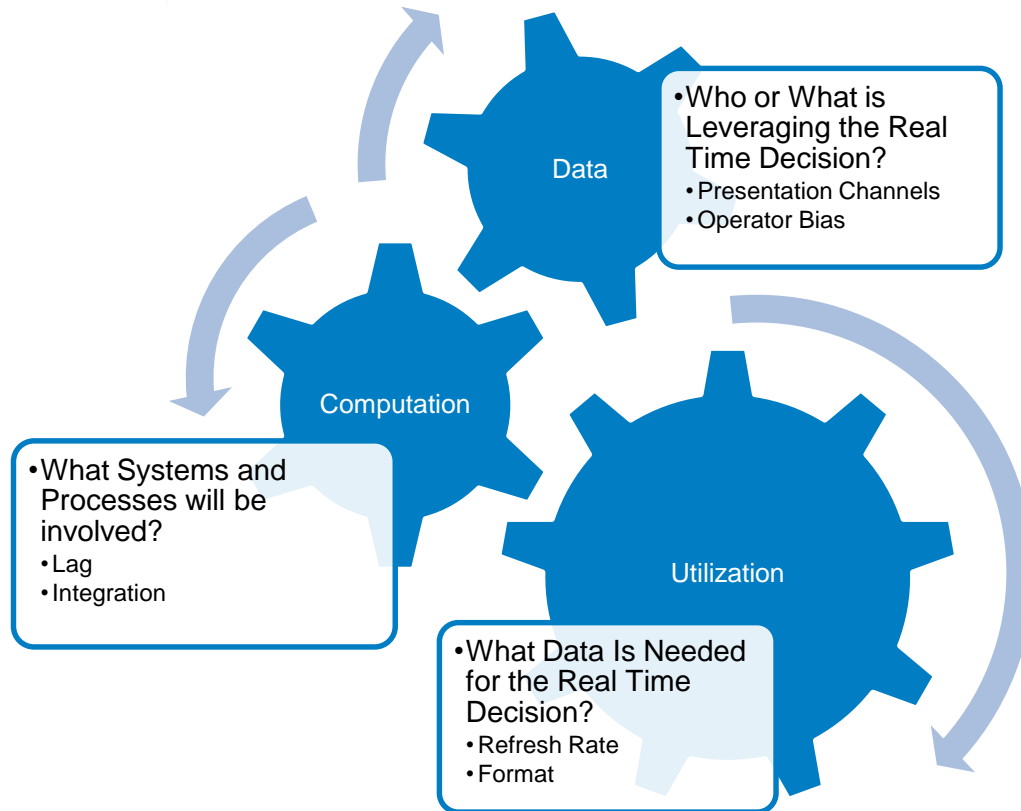


Image source:  
[stopwatch.onlineclock.net](http://stopwatch.onlineclock.net)

# REALITY PROGRESSION OF REAL TIME DECISION MAKING



# CONSIDERATIONS PLANNING FOR REAL TIME ANALYSIS



**QUESTIONS**



**THE  
POWER  
TO KNOW.**