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Data Discovery

A process of exploring data through visual tools that can help non-technical business leaders find new patterns & outliers to help an organization better understand the insights their data offers. The purpose of data discovery is to reveal relevant data insights, communicate them to business users in a way that is accessible to non-technical users, & ultimately improve business processes. It does not require business users to build elaborate models.
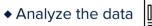

Steps

◆ Identify needs

◆ Combine data from relevant sources

◆ Cleanse and prepare the data

◆ Analyze the data

◆ Record learnings and iterate

Benefits

◆ Makes data analysis understandable for stakeholders across the business

◆ Helps businesses spot outliers and potential threats

◆ Improves risk management and compliance

◆ Classifies data based on context automatically

◆ Real-time data controls

◆ Reduces the risk of data migrations

◆ Identify, classify and track sensitive data

Trends

◆ The global data discovery market size to grow from $7.0 billion in 2020 to $14.4 billion by 2025, at a CAGR of 15.6% during the forecast period

◆ According to the Business Application Research Center, "The colossal demand for data discovery tools impacts a huge shift in the BI world towards an increment in data usage and the extraction of insights"

◆ MDS announced Atlan as the top solution for data discovery in the modern data stack for its inaugural MDS Rocketship Award

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