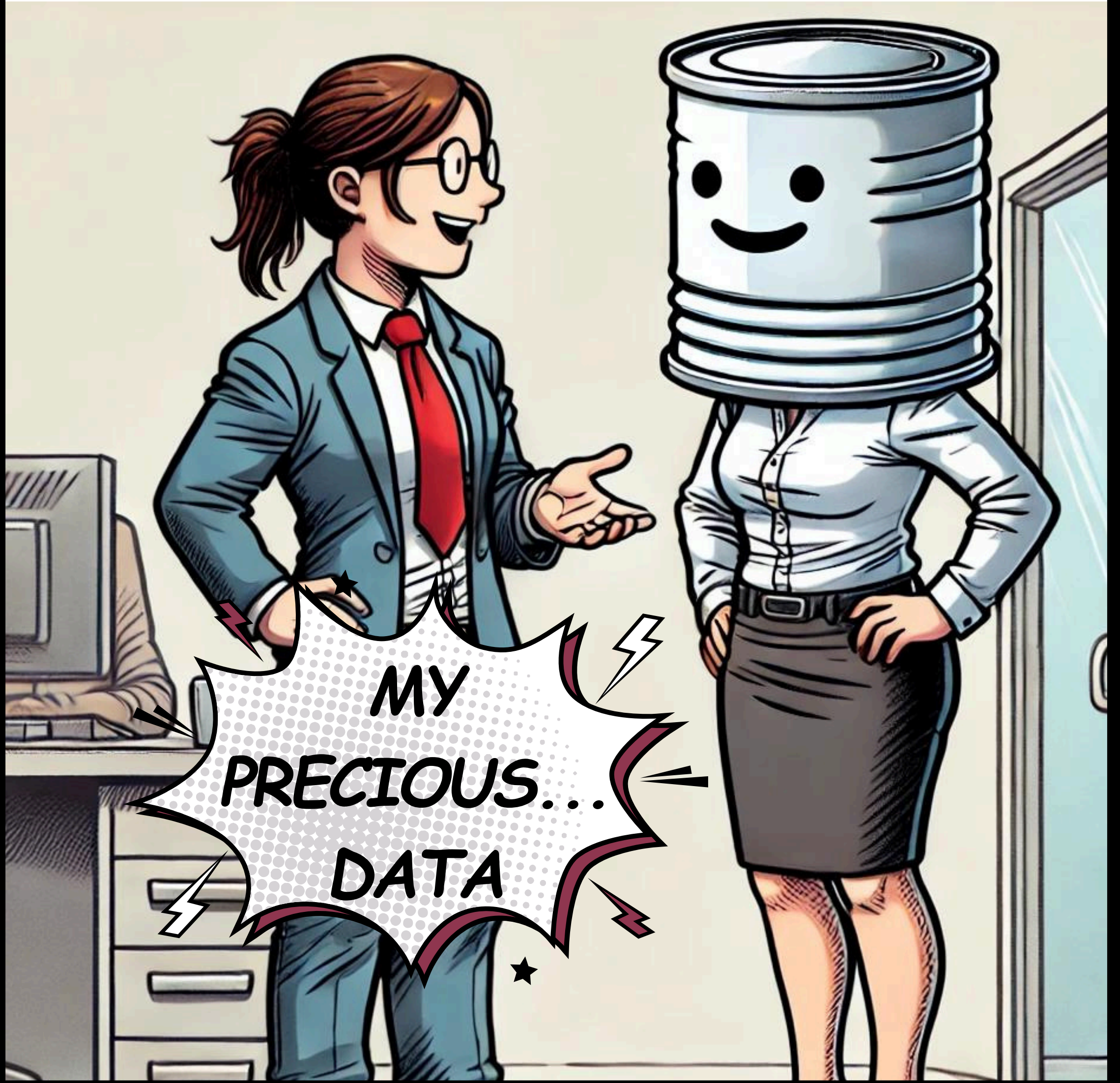


ADVENTURES of
the *silos*-people ***S1 - Ep 6***

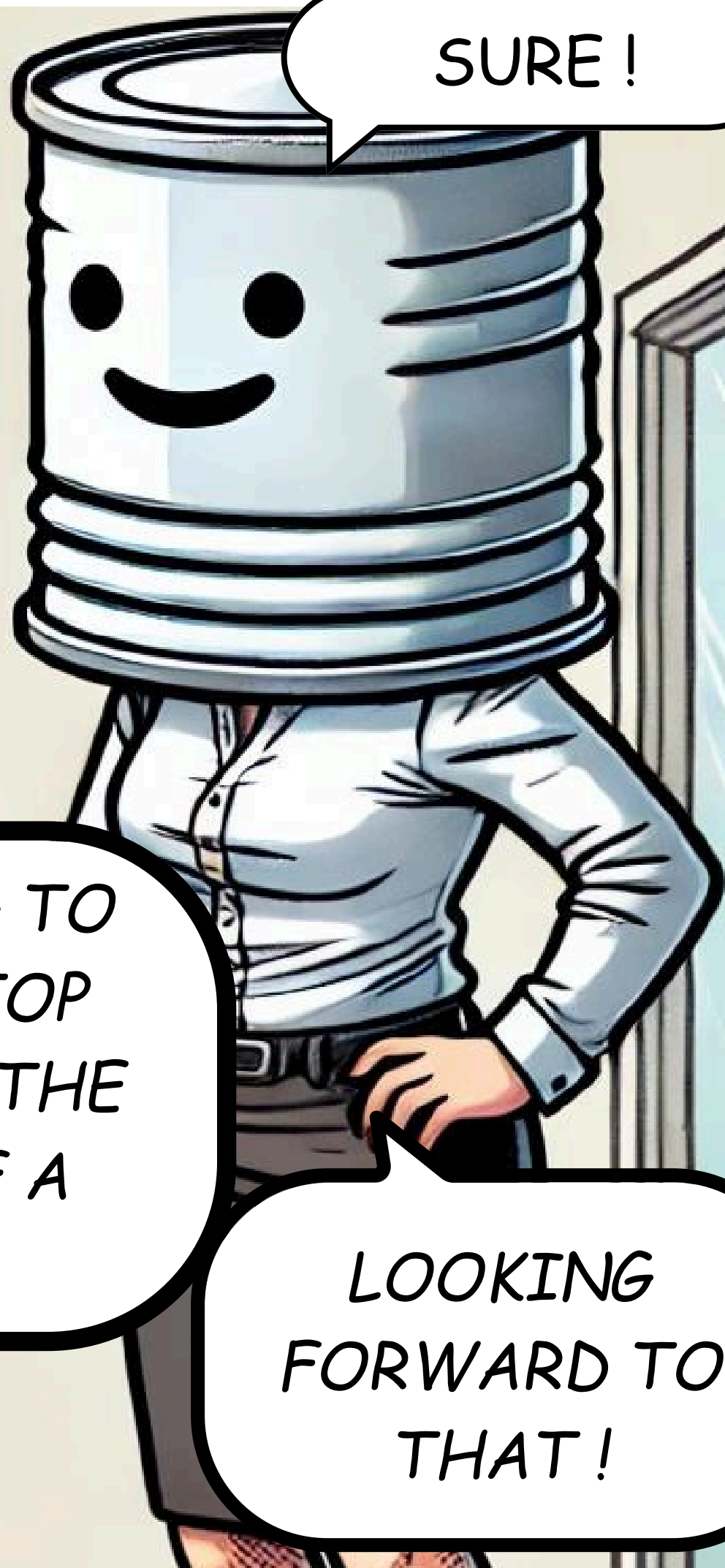


THERE ARE SO MANY OPPORTUNITIES WITH MACHINE LEARNING AND AI! WE HAVE SO MUCH DATA IN THE COMPANY BUT IT'S SCATTERED EVERYWHERE...

SURE!

WE ARE GOING TO PROPOSE TO TOP MANAGEMENT THE CREATION OF A DATALAKE

LOOKING FORWARD TO THAT!



Later that week...

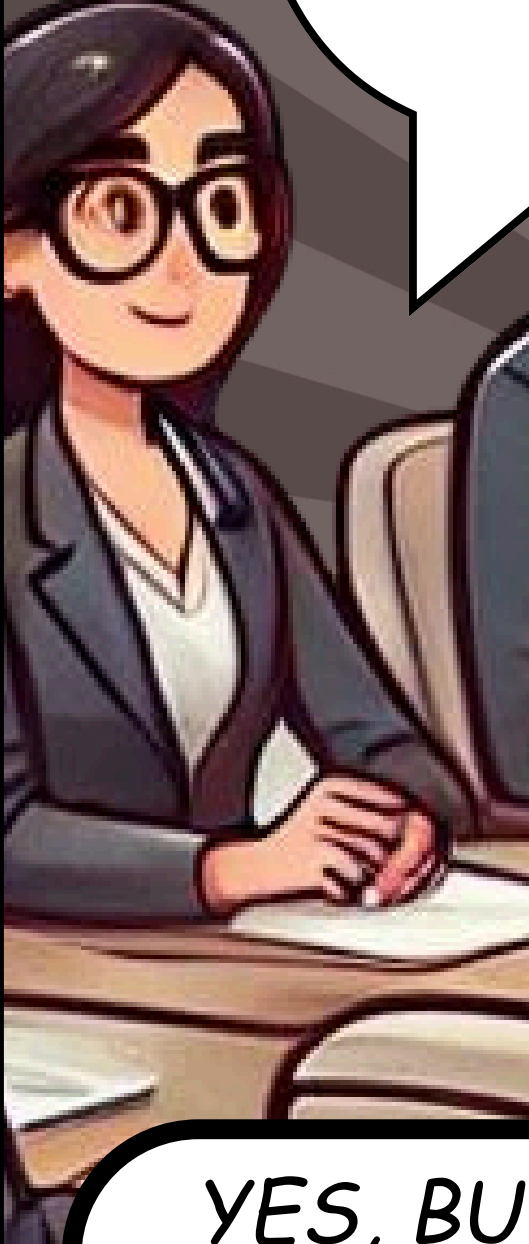


THERE ARE SO MANY OPPORTUNITIES WITH MACHINE LEARNING AND AI, WE DEFINITELY HAVE TO SEIZE THE DATA LAKE FOR OURSELVES. WHAT ARE YOUR OPINIONS AND IDEAS ABOUT THAT?

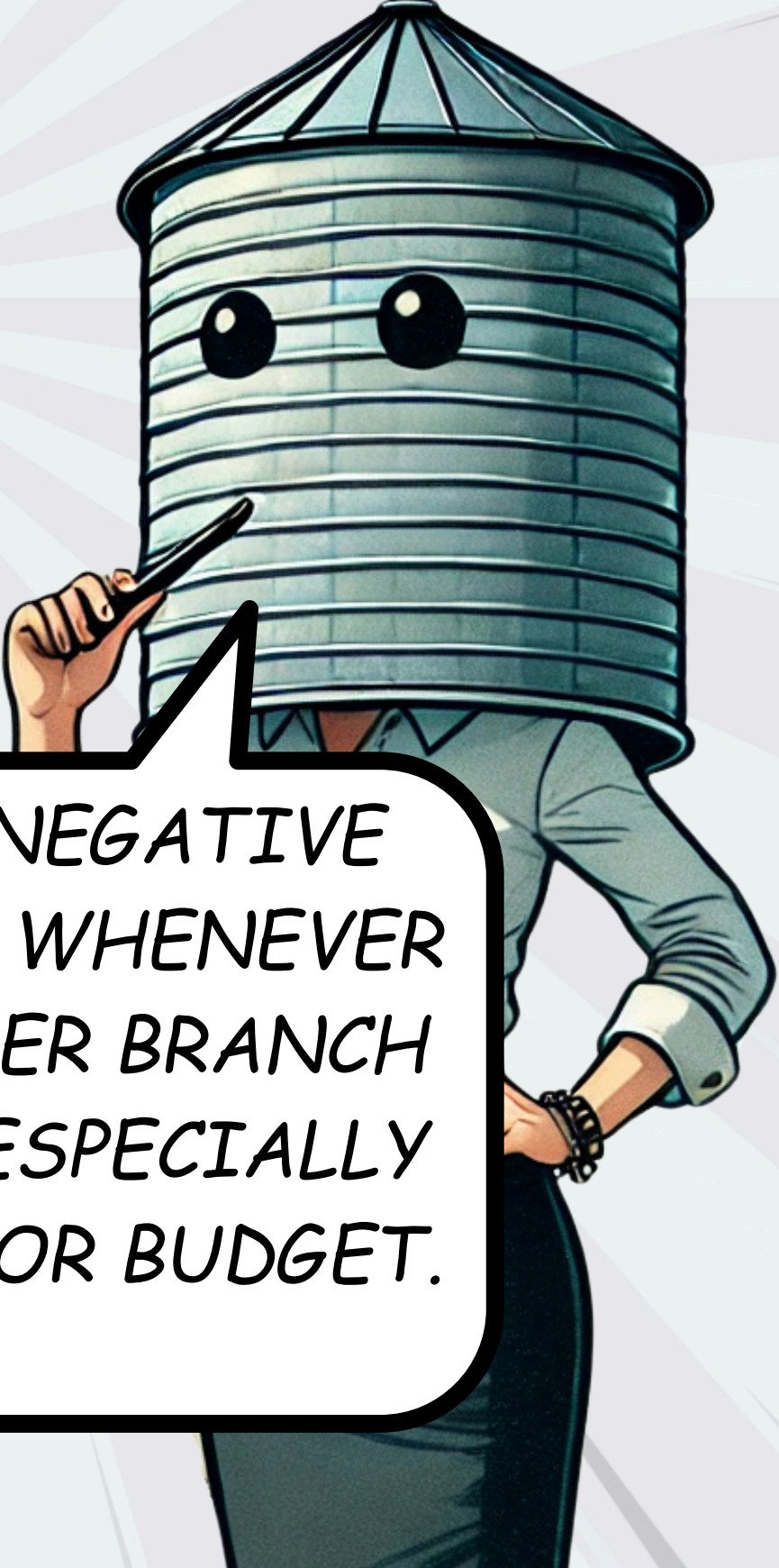
WE HAVE A LOT OF CUSTOMER DATA, IF WE START SHARING CUSTOMER INFO WITH OTHER BRANCHES, IT COULD HELP CROSS-SELLING!



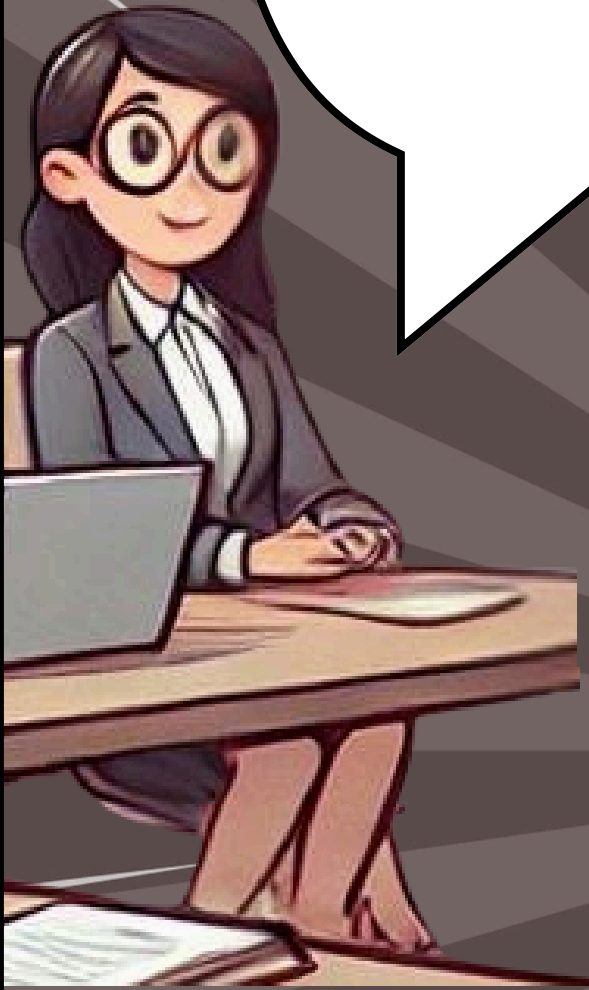
YES, BUT THAT WOULD MEAN SOMEONE ELSE IN THE COMPANY MILKING OUR CUSTOMERS BUDGET AND LOSSES FOR US. NEXT IDEA!



WE HAVE MANY PRODUCT REVIEWS AND FEEDBACKS, WITH SENTIMENT ANALYSIS AND NATURAL LANGUAGE PROCESSING, THESE FEEDBACK CAN DIRECTLY GO TO MARKETING AND COMMUNICATION DEPARTMENT TO IMPROVE THE IMAGES OF SILO-COMPANY'S PRODUCTS.



YES, BUT I NEED TO HOLD NEGATIVE FEEDBACK AS AMMUNITION WHENEVER I NEED TO STRIKE ANY OTHER BRANCH IN STEERING COMMITTEE, ESPECIALLY WHEN THEY WANT TO VIE FOR BUDGET.
NEXT!

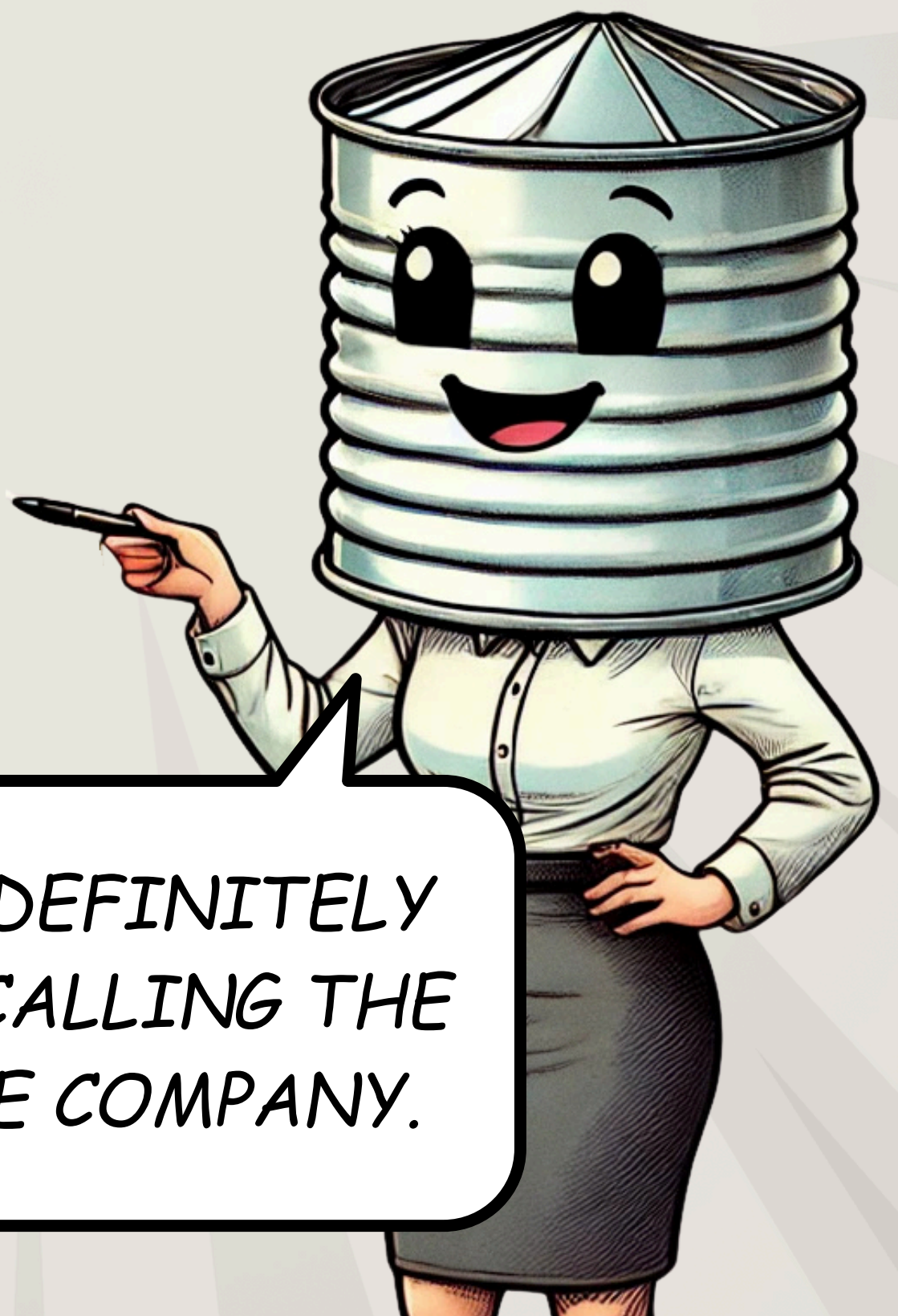
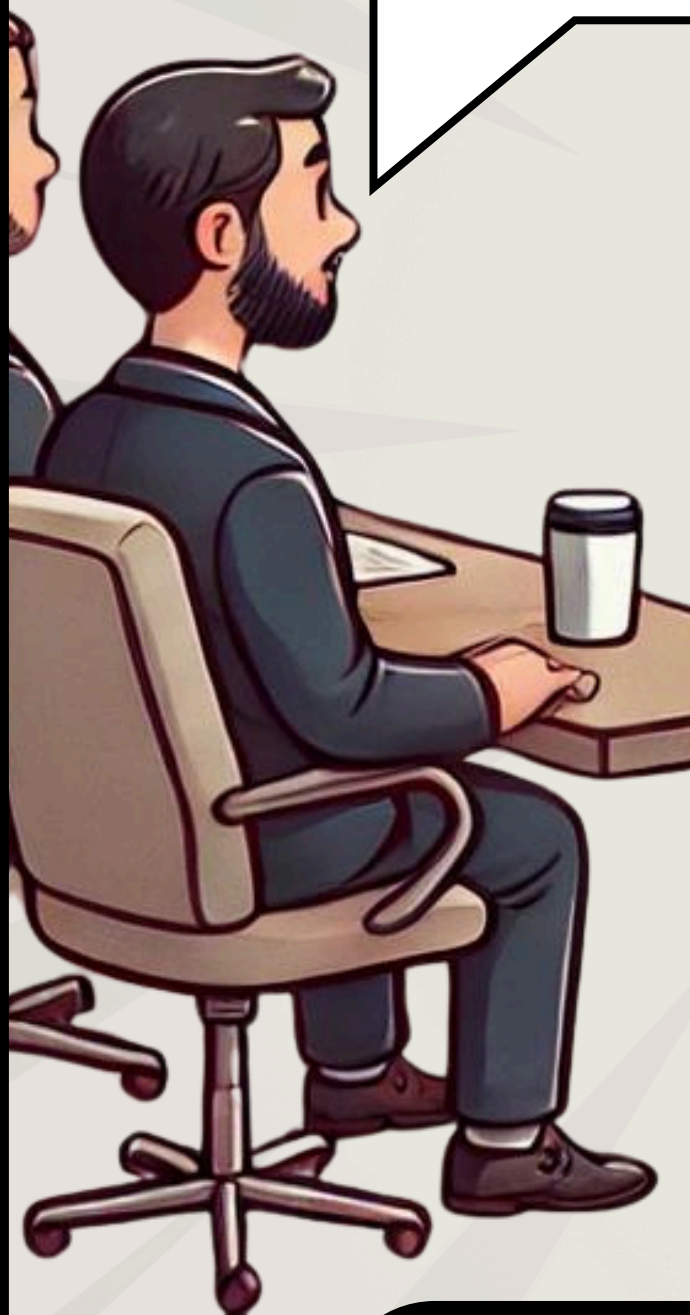
A woman with dark hair and glasses is sitting at a desk with a laptop. She is looking towards the right. The background has a radial pattern of lines.

WE HAVE USAGE DATA ON CUSTOMERS WHO LEAVE. WE COULD USE IT FOR PREDICTIVE RETENTION STRATEGIES, LIKE OFFERING DISCOUNTS OR HAVING CSMS CHECK IN TO IMPROVE PRODUCT USE BEFORE THEY CHURN.



YES, BUT I DON'T WANT TO BE THE ONE ASSOCIATED WITH BAD OR NEGATIVE NEWS IN THE COMPANY, WE'LL NEVER BE ASSOCIATED WITH GROWTH, BUT WITH COMPENSATION OF LOSSES, WHICH WOULD MEAN LESS GROWTH FOR US. NEXT!

WE COULD WAIT FOR THE DATA LAKE TO BE BUILT AND USE THAT TIME TO APPEAR BUSY. THEN, WE CAN BE THE FIRST TO DEVELOP APPLICATIONS USING BOTH DATA FROM THE DATA LAKE AND OUR OWN PRIVATE, SEPARATE DATA.



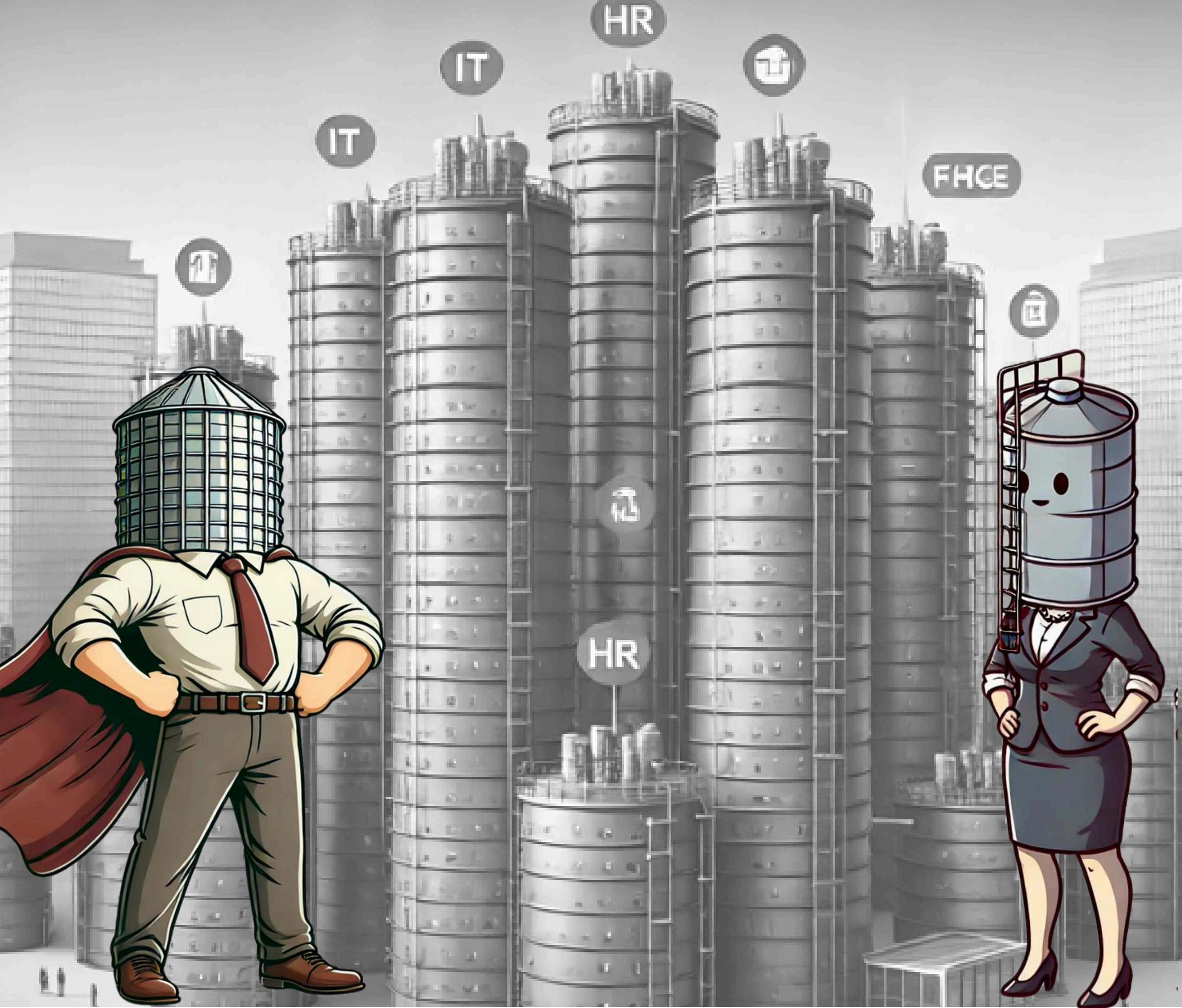
GREAT! WE'LL DEFINITELY BE THE ONES CALLING THE SHOTS IN THE COMPANY.

A few weeks later

WE NOW HAVE A DATALAKE, BUT NOBODY'S SEEM TO JUMP-IN. WE HAVE SO MUCH DATA IN THE COMPANY BUT IT'S STILL SCATTERED EVERYWHERE.

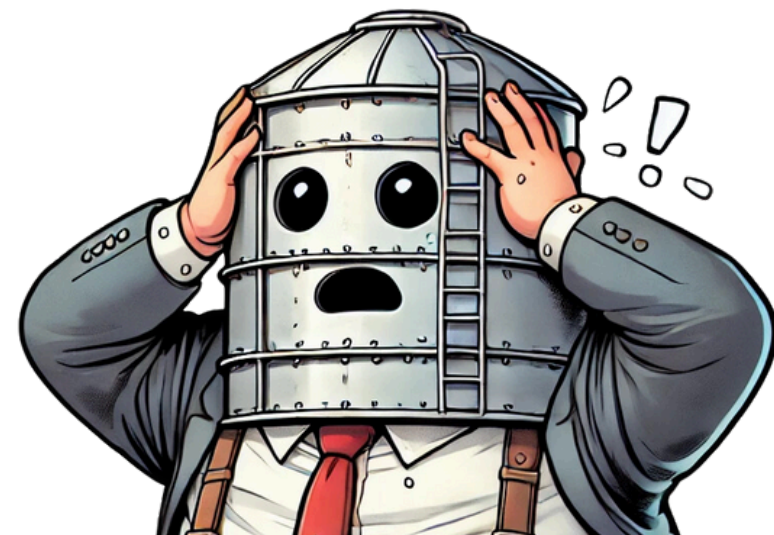
WHAT A PITY. IT'S SO CRAZY THAT THE OTHER BRANCHES DON'T UNDERSTAND THE BIG PICTURE. BE ASSURED WE'LL JOIN IN AS SOON AS WE FINISH OUR PRIORITIES.

GREAT, THANKS FOR BEING SUCH WIDE-VISION PLAYER!



ADVENTURES of the *silo-people*

*Tales of the silo-mentality
in the workplace*



A webcomic by  Komyu