Starburst

12 Benefits of Data Products

Data products are an innovative, modern way of creating curated datasets that can be saved, published, searched for, shared, and consumed across teams to provide business value. Designed to solve targeted business questions, data products offer benefits not only to data producers and data consumers, but to the organization as a whole. **Take a look at how data products let your organization:**

1
Target specific use cases
Users create data products to meet specific demands and use cases. As a result, data products provide the exact datasets required to address business problems to achieve greater insight and clarity.

2
Democratize data
Data products allow every business unit to create, save, and share business insights, placing data more directly in the hands of those who use it. This empowers business functions to solve problems quickly, with agility, resulting in faster insights and better use of data. Data products help short-circuit misunderstandings between departments and create greater cross-functional collaboration, reducing the need for long conversations and multiple iterations and speeding the time to insight.

3
Reuse and adapt data
Curated and ready-for-consumption, data products open up the data world and reduce bottlenecks across the business. A data product developed in one setting is easy to use in another or adapt to fit new scenarios. This ensures that different teams can benefit from work already started elsewhere in the organization.

4
Make data discoverable and accessible
Data products are searchable and organized to help teams quickly find and access the information they need to succeed. Discoverability and accessibility ensure that data is always available to answer the right questions.

5
Support data federation
At their core, data products support efficient data federation by allowing different teams to have their own customized access to the same data, each tailored to the needs of individual business functions. This supports a single source of truth and eliminates the need to make multiple copies of a dataset.

6
Facilitate committed ownership
Data consumers benefit from greater accessibility to their data, increased reliability, and the ability to bring the data closer to their business context. When data moves closer to the underlying business contexts, it directly engages the teams that own that context. Data products provide a superior user experience when compared to traditional query methods. They are focused, curated, and ready to use, and this precision helps users derive tangible insights.

7
Create connections
Data products are social and organizational by nature. Teams can share them internally as well as with other teams. You can also connect Individual data products for complex solutions, leading to additional use cases.

8
Become more efficient
Data products enhance efficiency in several different ways. They reduce the time spent liaising between teams, improve autonomy and self-sufficiency, and ensure that the underlying datasets are correct. Data producers particularly benefit from data products by tracking their use over time.

9
Iterate freely
Data products are iterable, and the teams that own them can easily adapt and improve them over time. Because data products are easy to access, share, and maintain, the time between iterations is much shorter than traditional methods, speeding time to value.

10
Enhance security
Data products include specific roles, responsibilities, and permissions from the outset to protect sensitive datasets, including those containing high-risk personal or financial data. This feature is critical for any business, especially those in highly-regulated industries.

11
Increase agility
Today's organizations must be nimble to remain competitive. Data products help facilitate an agile workflow. Their focused, curated nature makes them well-suited to iterative workflows that move business problems forward step by step. You can also update and modify them with ease. If the problem changes or the data shifts, this ensures that the data product shifts along with it.

12
Reduce costs
Data products save money by making data more accessible to non-technical users, reducing costs by decreasing reliance on expensive central IT teams. They reduce the workload around creating and maintaining an extract/transform/load process by deploying a data product specifically designed to solve a particular set of problems, thereby leveraging domain expertise early in the process. Because data products are easy to create, use, and share, they reduce costly complexity, while the self-service approach saves time.

Data products generate value for organizations by letting domain experts codify their business knowledge and expertise with as little additional help from within or without the domain as possible. A data lake analytics platform enabled by Starburst Galaxy on AWS is an ideal environment for the creation and consumption of data products, as it is built around decentralized data production in the hands of the domains and the data-producing teams. Starburst data products blend the power of Starburst's analytical query engine with the discoverability and user-friendly capabilities of a data catalog. All this with built-in access control and security integrations with governance tools to provide a secure, high-performance solution.

Curious yet? Learn everything you need to know about data products with our free self-driven course at Starburst Academy, Explore Data Products.

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Get Started with Starburst Galaxy