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# Darts & Targets: Activate Your Realtime Data

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- **Is there a need?**
- The big picture
- Business first, then DARTs
- How do they do it
- A platform to power it all
- **More detail?**



**Do you feel  
more value  
can be  
extracted  
from your  
real-time  
data?**

**Every second  
valuable data  
insights from  
*your operation*  
are discarded:  
lost business  
opportunities!**



# The Big Picture

## Data



**Your Big Pile of Data**  
*(real-time processing)*



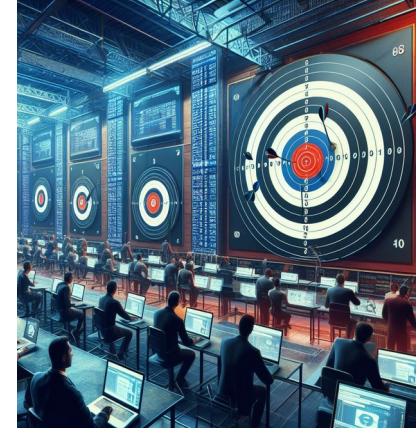
## Insights



**Your Data Insights**  
*(real-time analytics)*



## Business



**Your Business Goals**  
*(real-time customer experience)*



**Targets first !**

**Business teams  
define Targets.**

**IT & Data find  
DARTs to hit  
those Targets.**

**Easy, right?**



## Data-triggered Actions in Real Time

Insights delivered at the right moment can make a difference: a customer nearby triggers a local promotion, a large purchase triggers a loan offer, etc. all for a **better customer experience**.

# How do they do it

## 01 DEFINE TARGETS

- Business teams start the process, focusing on the business goals.
- IT and Data teams to be involved at some point, for a first reality check.

## 02 DEFINE DARTS

- IT and Data teams lead this part, looking at the technologies and data that would be required to trigger a DART to the Targets defined.

## 03 VALIDATE DARTS

- A few DARTs are tested at a time, to be able to check every step..
- Testing is double checked with Business teams, to confirm they are OK.

## 04 PRODUCTION

- All the necessary dimensioning of IT infrastructure is prepared.
- All the necessary business actions are integrated, and metrics set up.
- DARTs are launched in production, and metrics checked with baseline.

## 05 ITERATE

- It is recommended to go in small batches of DARTs.
- With time, there can be DARTs triggering other DARTs, for extra value....



# A Platform To Power It All

## Real-time Data Platform

- ★ **Many Data Sources**  
(logs, DBs, sensors...)
- ★ **Diverse Data formats**  
(table, csv, parquet...)
- ★ **Realtime Transfer**  
(Streaming, APIs...)
- ★ **Data Enrichment**  
(lookup, 3rd party...)
- ★ **Statistical Analysis**  
(sum, mean, std.dev.)
- ★ **AI/Machine Learning**  
(cluster, prediction...)
- ★ **Business objectives**  
(growth, churn...)
- ★ **Business metrics**  
(KPIs, OKR, ...)
- ★ **Digital transformation**  
(multichannel, 360...)



**Data**



**DARTs**



**Targets**

# More detail?

Some sources for more detail:

- Piece focusing on using DARTs to send alerts with more relevant information to your customer or market-facing teams:  
<https://www.linkedin.com/feed/update/urn:li:activity:7075768918614654976/>
- Another one covering broadly the topic, and the first DARTs reference  
<https://www.linkedin.com/feed/update/urn:li:activity:7022539125484314624/>

