

BI LEADER: AGENT WITH A LICENCE "TO CHANGE"

DATA
DAY

HOW TO TRANSFORM BI TEAM
WITH NO BLUEPRINT

27. 11. 2025

TODAY'S JOURNEY

STRATEGIC CONTEXT

CHALLENGES

GOVERNANCE

ARCH & INFRA

PEOPLE & MINDSET

CURRENT ADOPTION & ROADMAP

LESSONS LEARNED



Flashscore and BeSoccer power the pulse of global sports. With lightning-fast live scores across 38 sports, we've built the world's most trusted real-time sports platform—155M+ users strong. Our technology combines instant data delivery with deep statistics, expert journalism, and immersive audio to keep fans engaged every second of the game. From casual followers to die-hard supporters, we deliver the moments that matter, anywhere, anytime.

400M+

APP DOWNLOADS

4.5M

APP RATINGS

155M

WORLDWIDE USERS

43.5B

VIEWS MONTHLY

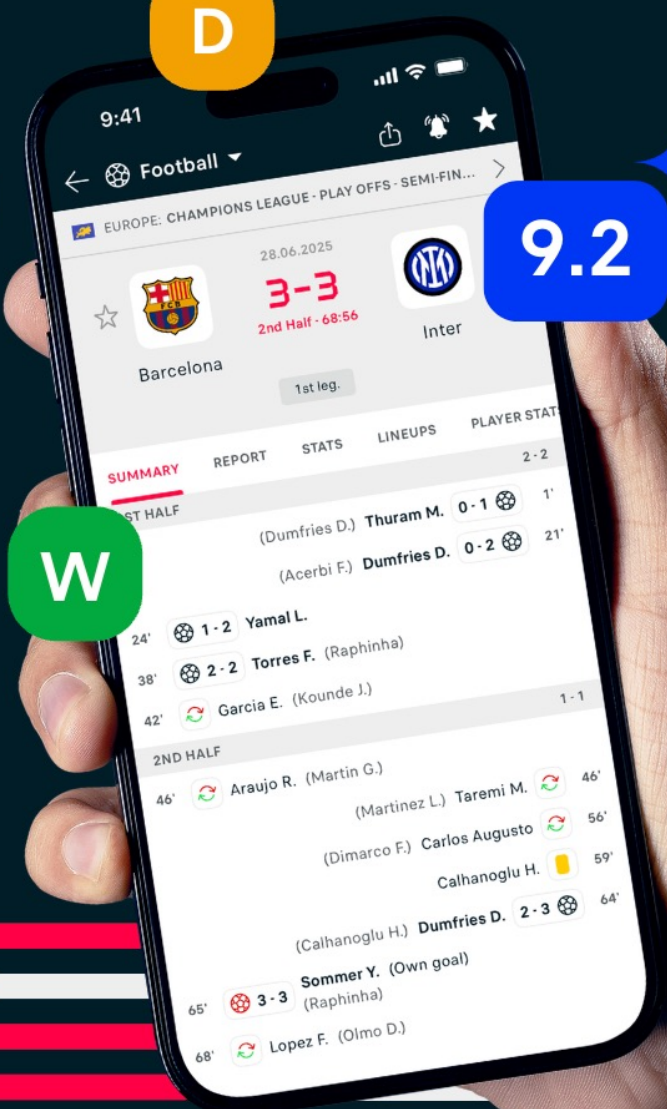
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STRATEGIC CONTEXT HYPE VS REALITY

EXPECTATIONS OF MAGICAL AND QUICK SOLUTIONS

WE ARE ALL IN THE SAME BOAT

GAP BETWEEN:

- ➔ **management expectations** (AI solves everything “immediately”) and
- ➔ **infrastructure and process reality** (Governance, Data Quality)

TECHNOLOGY HAS OUTPACED PROCESSES.

NO BLUEPRINT EXISTS

BI IS NOT DEAD, BUT MINDSET IS CHANGING

TRADITIONAL MODEL IS UNSUSTAINABLE

DECISION-MAKING WITHOUT LINEAR TEAM GROWTH

MORE REQUESTS -> MORE PEOPLE

BLOCKER OF INNOVATION

BUILDING DASHBOARDS **DOES NOT SCALE** AND LEADS TO MAINTENANCE HELL

BI = **GATEKEEPER**

TRANSFORMATION **MUST BE SUPPORTED** BY MANAGEMENT

CHALLENGES

DATADAY 2025

LIVESPORT

THE BIGGEST CHALLENGES: TRADE-OFF

GOVERNANCE VS. DEMOCRATIZATION

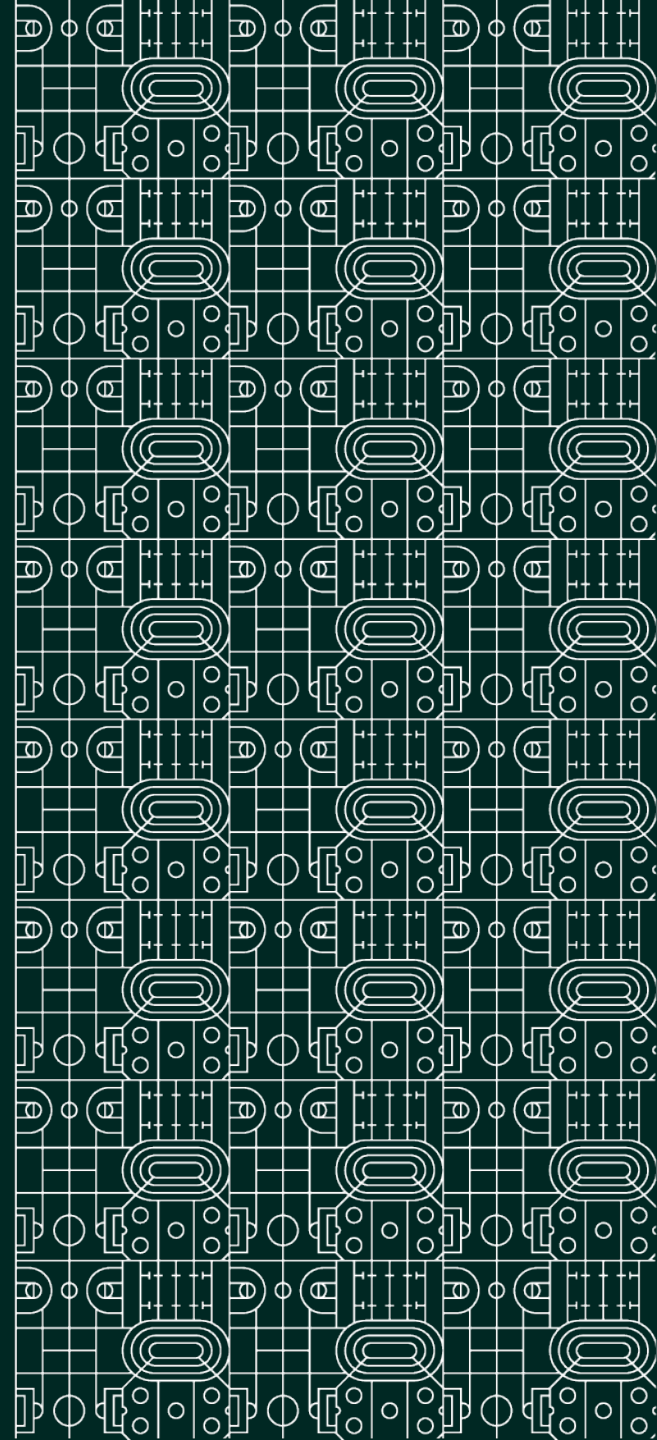
INFRASTRUCTURE & ARCHITECTURE DEBT

PEOPLE & CULTURE (RE-SKILLING / HIRING)

MINDSET



ARCHITECTURE & GOVERNANCE



GOVERNANCE VS. DEMOCRATIZATION

"WHEN ANYONE CAN ASK AI ANYTHING,
WHO WILL ENSURE THE CORRECT ANSWER?"

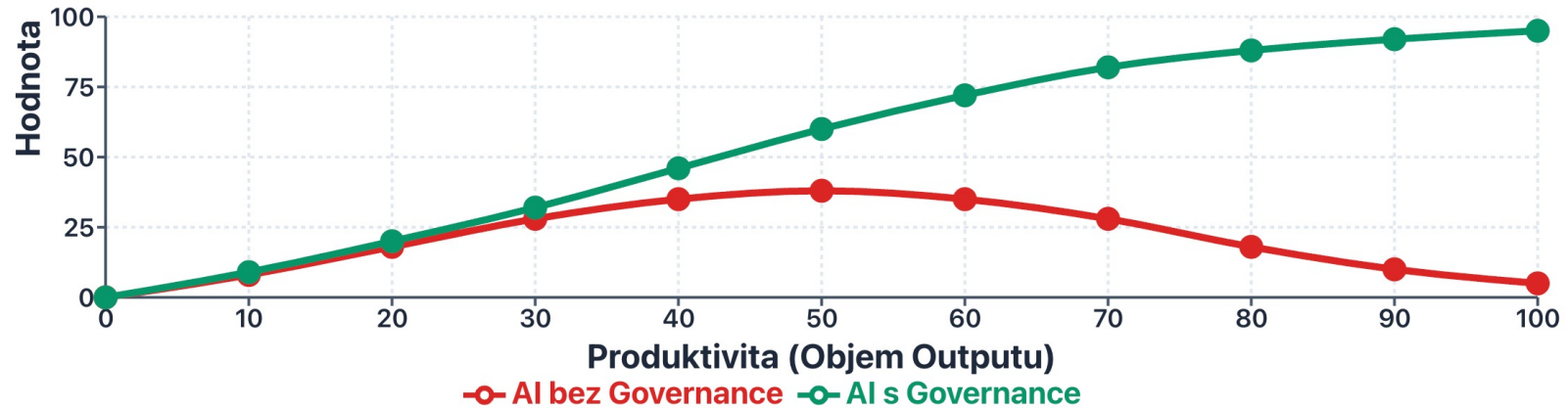
DATA QUALITY EXPONENTIALLY MORE DANGEROUS

GDPR, AUDIT TRAILS UNCLEAR IN THE AI WORLD

TECHNOLOGY HAS OUTPACED PROCESSES.

AI PRODUCTIVITY PARADOX

More Output \neq More Value



⚠ The Danger


AI amplifies everything – including poor communication, unclear priorities, and bad decisions. Without governance, increased productivity leads to exponential growth of **noise, not signal**.

✅ The Solution

Governance + Communication + Prioritization enable AI to deliver real value. The problem isn't technology – it's ensuring we solve the **RIGHT problems**, not just ANY problems.


💡 **Key Insight:** The real bottleneck isn't **technology**, it's **communication, prioritization, and soft skills**.


STOP BEING A REPORT FACTORY





Factory Model

(Traditional BI)


 **Centralized Control**
BI team is the maker of everything. All requests go through the queue.

 **Request-Driven**
Business requests → BI builds → Delivers finished product.

 **Fixed Capacity**
Scaling means hiring more people. Linear growth only.


 **Pros**

- High quality control
- Consistency
- Full governance

 **Cons**


- Bottleneck
- Long delivery times
- Doesn't scale


"We control everything" ⚙️





Platform Model

(AI-Augmented)


 **Democratized Access**
Business creates insights. BI provides tools, governance, and enablement.

 **Enablement-Driven**
Self-service with AI tools. BI coaches and builds infrastructure.

 **Exponential Scale**
Better tools + user autonomy = non-linear growth in capabilities.

 **Pros**

- Fast time-to-insight
- Scales exponentially
- Business ownership

 **Challenges**

- Quality risks
- Governance complexity
- Culture change needed

"We enable everyone" 🚀

SYSTEM: "Current airspeed?"
PILOT: "I don't know, you tell me."
SYSTEM: "Analyzing request..."

SYSTEM: "Altitude status?"
PILOT: "Where is the horizon?"
SYSTEM: "Processing navigational query..."

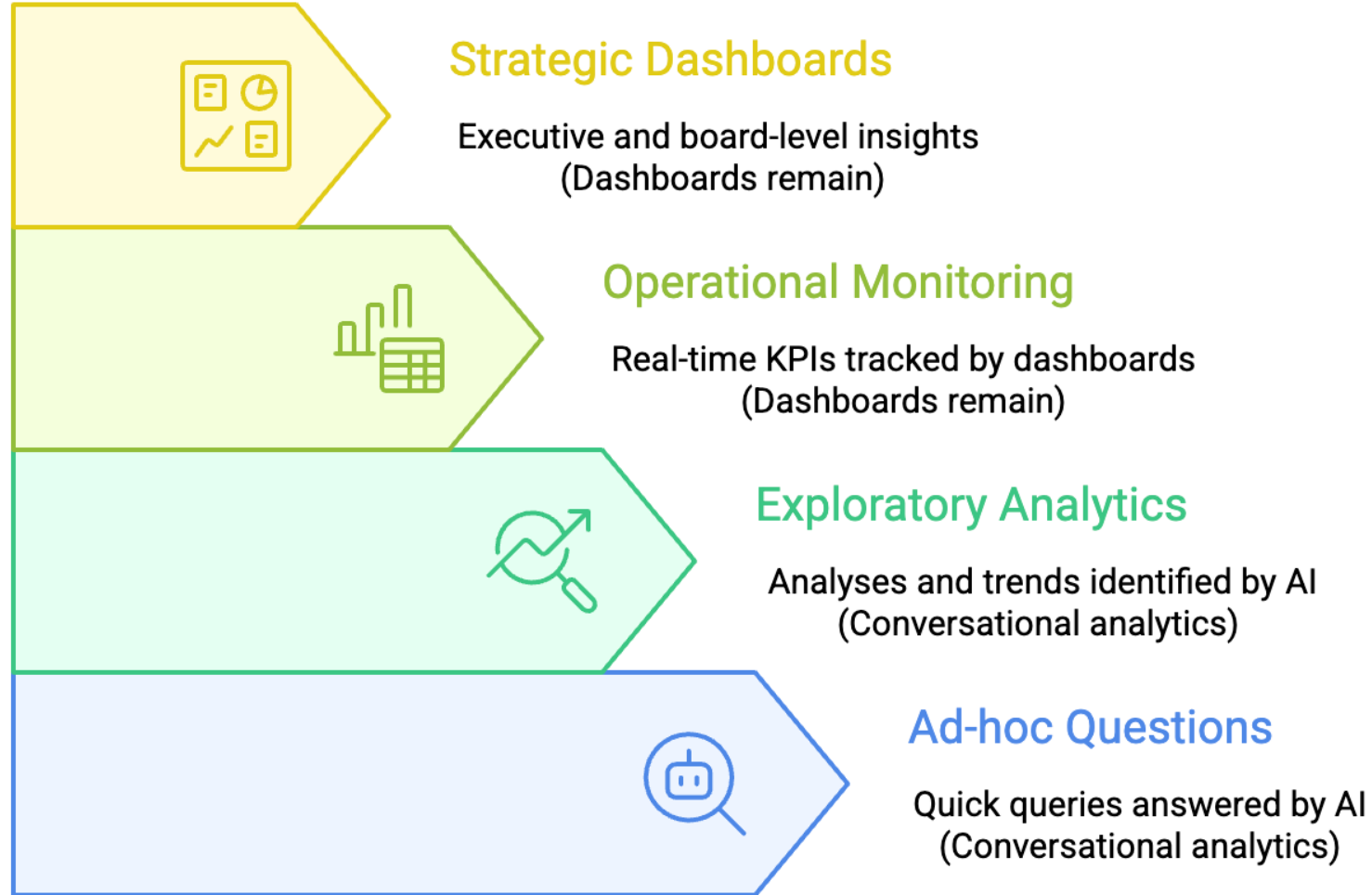


THE DASHBOARDLESS PARADOX

CONVERSATIONAL ANALYTICS LIMITATIONS

DASHBOARD-PURPOSEFUL > DASHBOARDLESS

HYBRID DATA CONSUMPTION



AI TRANSFORMATION ROADMAP



GOVERNANCE & DATA QUALITY

Initiatives:

- Metadata Generation Tool
- Semantic Layer Project
- AI Governance Framework
- Dashboard Usage Monitoring
- Dashboard Lifecycle Management
- AI Output Validation

↗ Key Metrics:

1. Data Quality Score
2. Dashboard Utilization Rate
3. Metadata Coverage
4. Data Incident Rate



ARCHITECTURE & INFRASTRUCTURE

Initiatives:

- Domain Data Products
- Conversational Analytics Experiments
- Cloud AI Services (Agents, Agentspace)
- Dev Tools (AI Coding Assistants)
- Cost Monitoring & Optimization

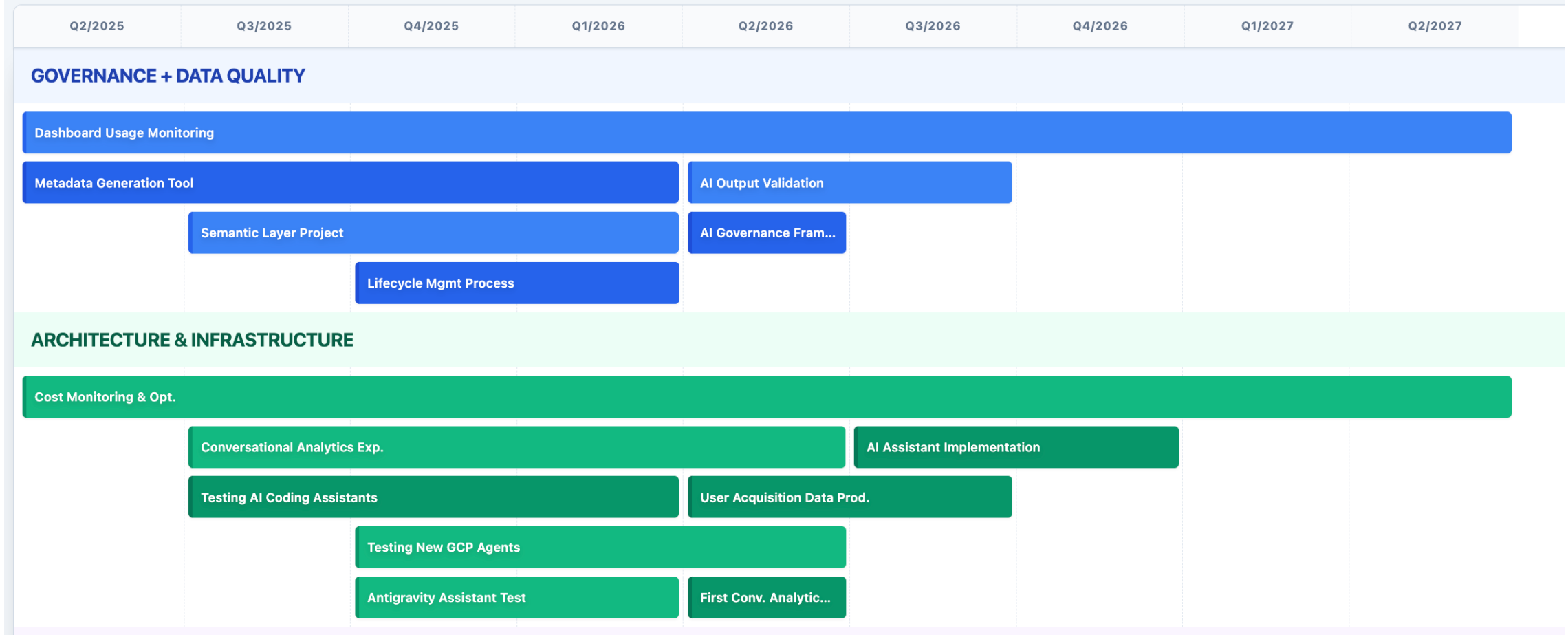
↗ Key Metrics:

1. Time to Provision Data Product
2. Technical Debt Ratio
(Innovation / Maintenance)
3. AI Response Accuracy Rate

AI TRANSFORMATION ROADMAP

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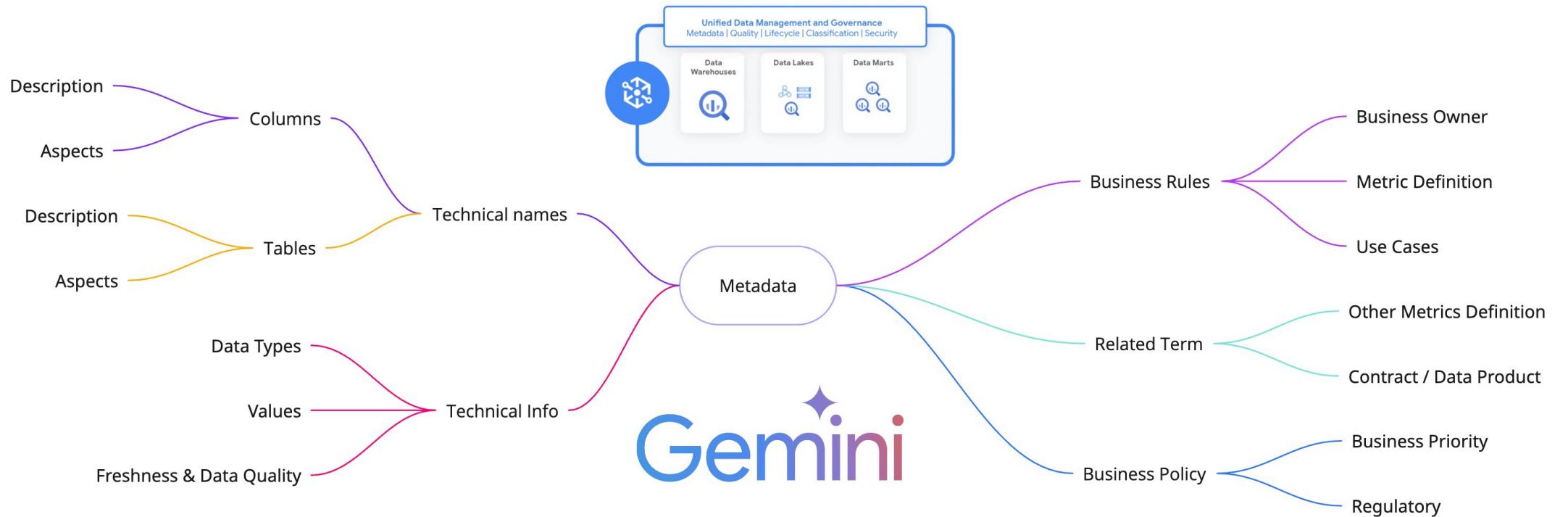
LIVESPORT

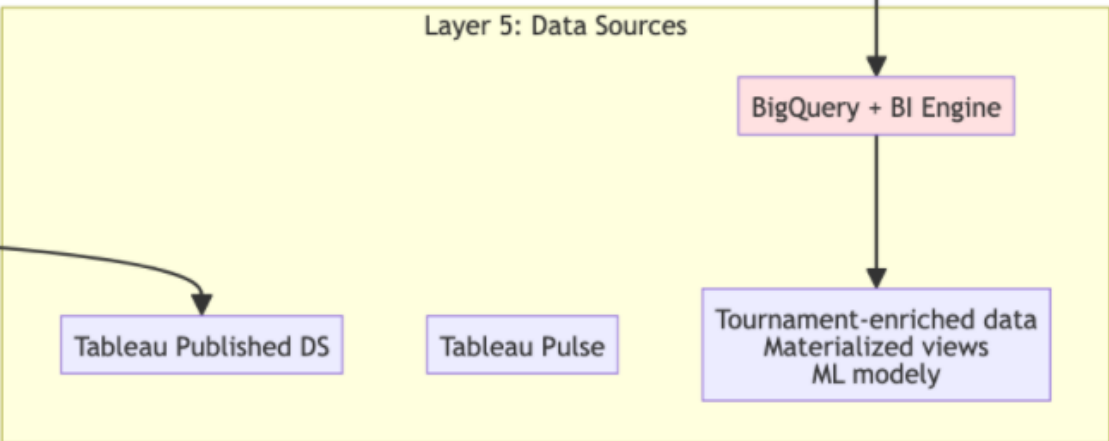
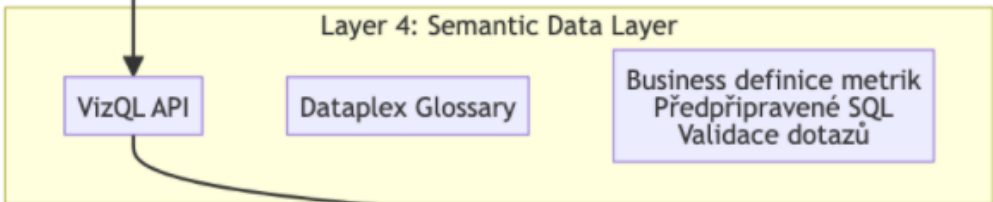
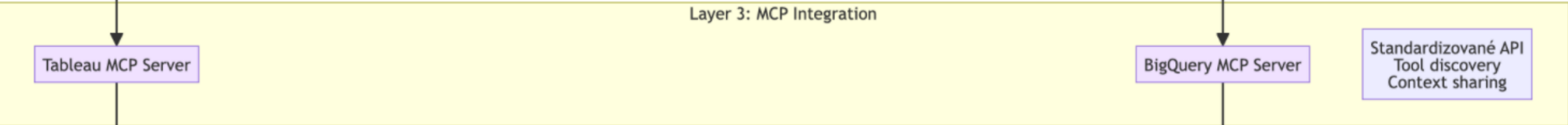
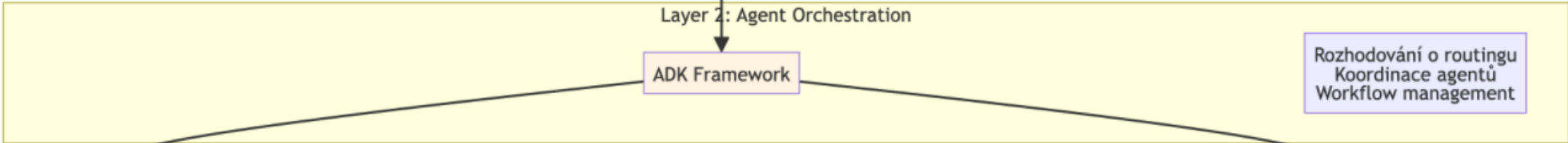
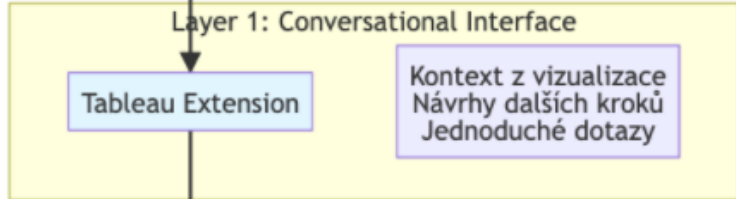


METADATA - BASICS FOR CONV. ANALYTICS

BigQuery - Descriptions & Aspects

Dataplex - Business Glossary





Tool calls

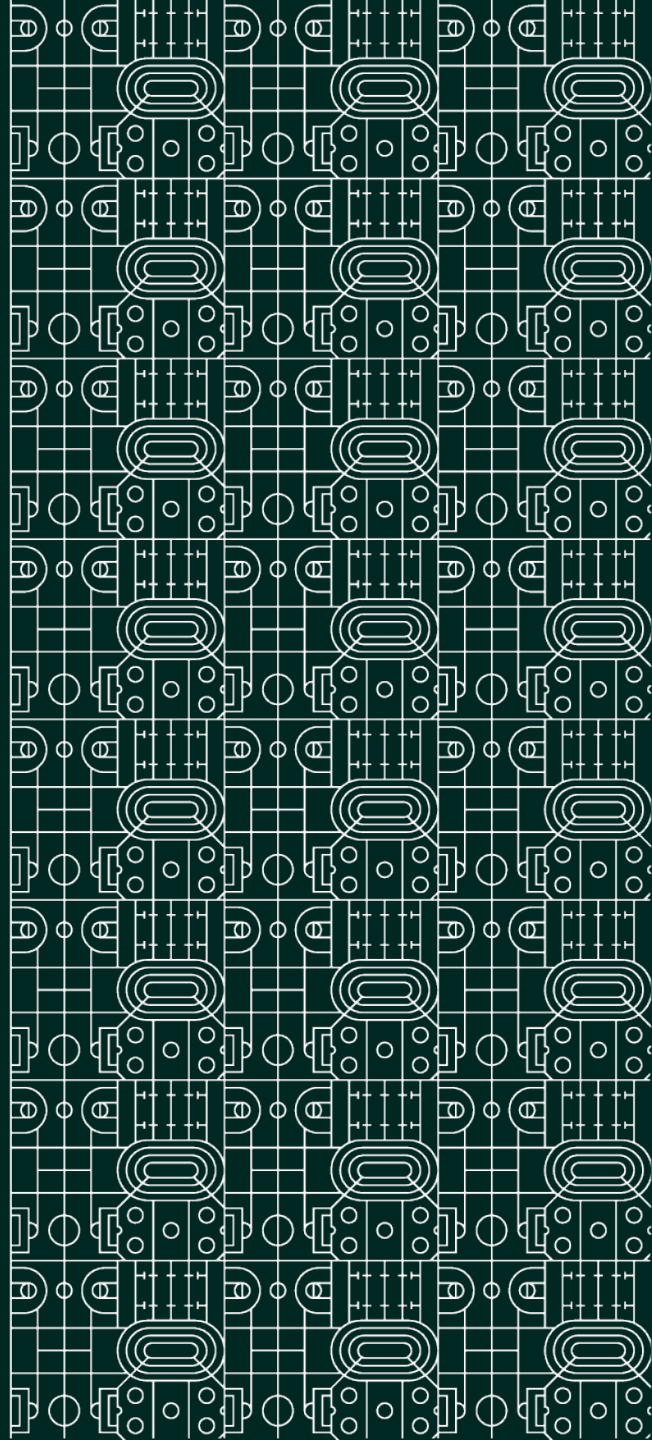
Tool calls

Metriky

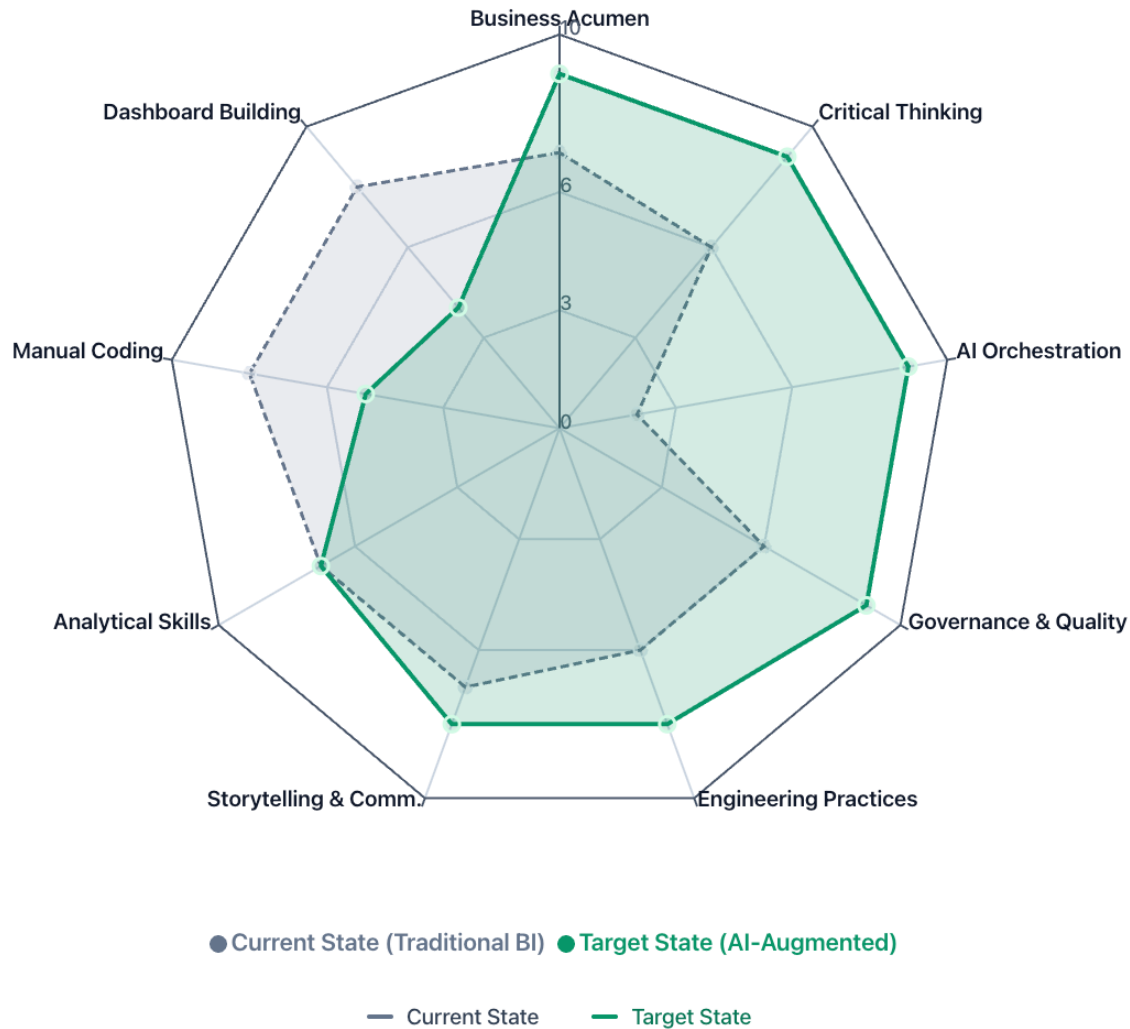
SQL

Komplexní dotaz

PEOPLE & MINDSET



AI SHIFTS THE FOCUS OF OUR WORK



Areas of Growth

The biggest leap is in **Business Acumen** and **Critical Thinking**. AI provides answers, but we must validate if they're correct and ensure we're solving the RIGHT problem.

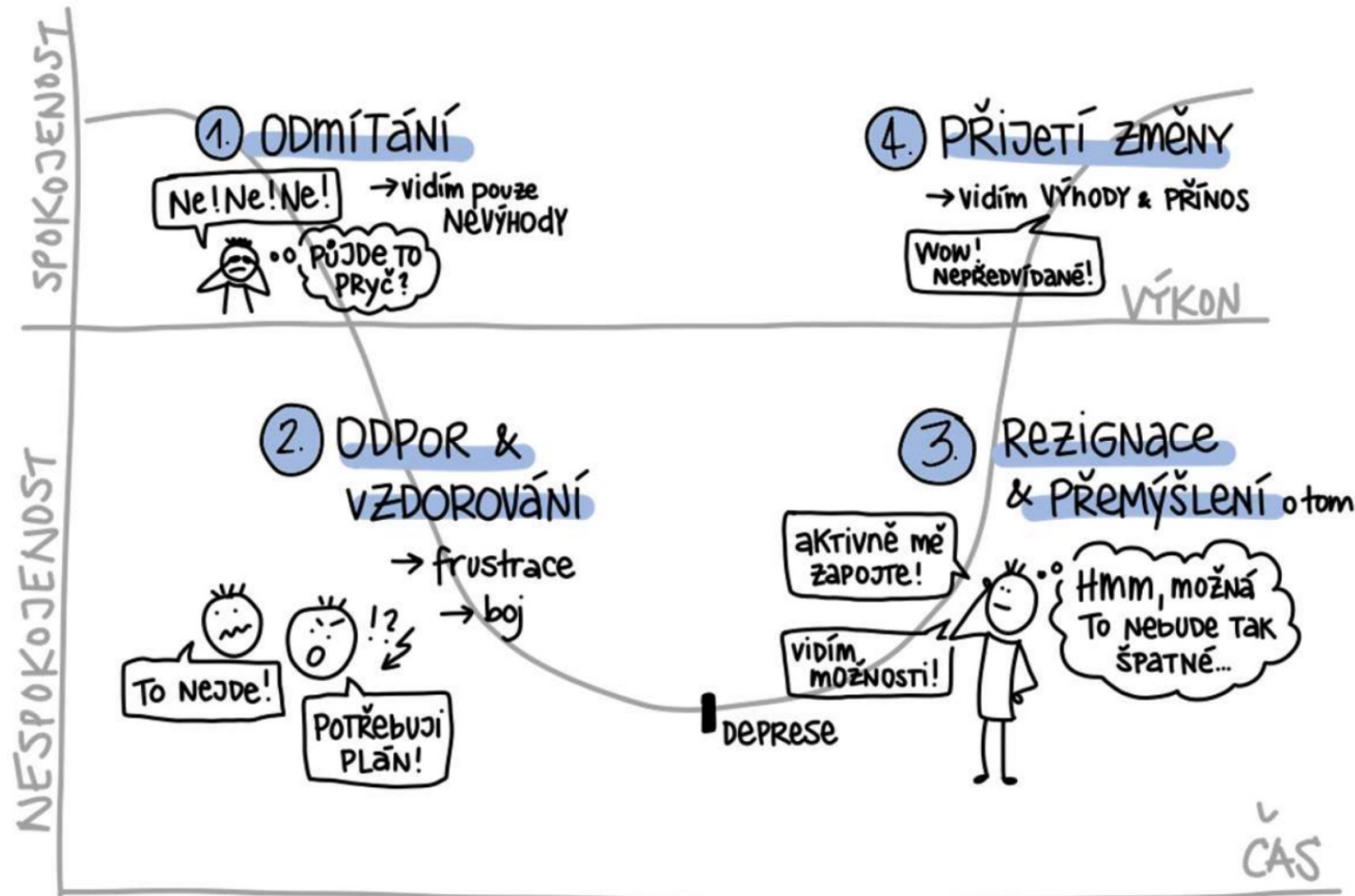
The New Standard

Engineering Practices and **AI Orchestration** become essential. The analyst is no longer just a "script tinkerer" but an engineer managing AI workflows.

Areas of Retreat

Manual writing of **boilerplate code** and pixel-perfect **dashboarding** will recede. These tasks won't disappear but will become commodities handled by AI.

MINDSET – TRANSFORMATION PROJECT

KŘIVKA ZMĚNY

AI TRANSFORMATION ROADMAP



PEOPLE & CULTURE

Initiatives:

- Role Transformation Plans
- Individual Development Plans
- Hands-on AI Projects
- Workshops & Conferences
- Career Path Frameworks

↗ Key Metrics:

1. AI Competency Rate
2. Employee Satisfaction Score
3. Role Transition Success Rate



MINDSET & CHANGE

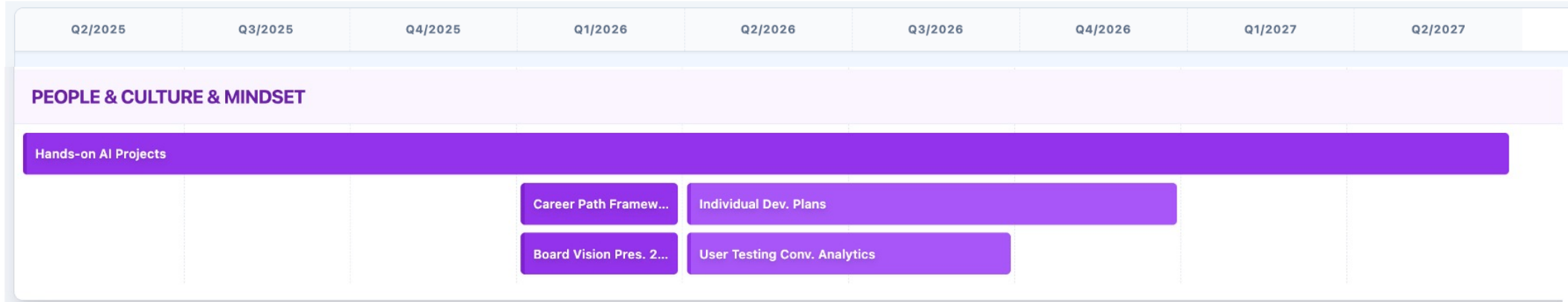
Initiatives:

- User Workshops
- AI Literacy Education
- Communication Strategy
- Setting Realistic Expectations
- Change Champions Program

↗ Key Metrics:

1. AI & Data Literacy Score
2. Self-Service Adoption Rate
3. User Feedback Score (NPS)

AI TRANSFORMATION ROADMAP



MINDSET – TRANSFORMATION PROJECT

AREA	CURRENT MODEL	AI FIRST MODEL	NEXT STEPS
ARCHITECTURE	MONOLITHIC DWH	DOMAIN-ORIENTED DATA PRODUCTS	HYBRID → PHASED TRANSITION
PEOPLE & CULTURE	BI DEVELOPER & ANALYST	ANALYTICS ENG. + AI ORCHESTRATOR	RE-SKILLING PRIORITY (TRANSFORMATION PLANS)
GOVERNANCE	CENTRALIZE	DECENTRALIZE + AI GUARDRAILS	AI GOVERNANCE FRAMEWORK
MINDSET	"WE CONTROL EVERYTHING"	"WE ENABLE EVERYONE"	COMMUNICATION STRATEGY

LESSONS LEARNED

DATADAY 2025

LIVESPORT

BI IS NOT DEAD AS WELL AS SQL

AI DOESN'T JUST ADD PRODUCTIVITY - IT CAN ALSO ADD CHAOS
→ GOVERNANCE AND COMMUNICATION ARE MORE IMPORTANT THAN EVER

SQL ISN'T GOING AWAY
→ THE FUNDAMENTALS REMAIN, BUT THE WAY WE USE THEM IS CHANGING

SOFT SKILLS > HARD SKILLS
→ WE CAN TEACH TECH, BUT MINDSET IS HARDER TO CHANGE

"ENABLE, NOT CONTROL"
→ THE BIGGEST SHIFT FOR BI LEADERS

THERE IS NO BLUEPRINT – AND THAT'S OK
→ EVERY COMPANY, EVERY TEAM MUST FIND ITS OWN WAY

SET CLEAR EXPECTATIONS

NAVIGATE UNCERTAINTY:

-> INACTIVITY IS A GREATER RISK THAN IMPERFECTION.

ENCOURAGE EXPERIMENTATION:

-> WE PREFER TO FAIL FAST AND LEARN RATHER THAN WAIT FOR THE PERFECT MOMENT.

PSYCHOLOGICAL SAFETY:

-> WE GIVE THE TEAM "PERMISSION TO FAIL" SAFELY WITHOUT BLAME.

PRAGMATISM:

-> WE IGNORE THE HYPE CYCLE TO FOCUS ON REAL BUSINESS VALUE AND ROI.

ALIGNMENT:

-> WE SET CLEAR EXPECTATIONS AND STAND WITH THE TEAM.

NO BLUEPRINT: WE'RE IN THIS TOGETHER

WANT TO:

- SHARE YOUR APPROACH?
- EXCHANGE LEARNINGS?
- COLLABORATE?



SCAN TO CONNECT

