

Fireside Chat | [Data Management] How to Unlock the True Power of Your Data in 5 Steps



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One Poll Question:	What is the biggest issue you have with Data (SINGLE)?
Answer Option 1:	Not enough available
Answer Option 2:	Too much data available
Answer Option 3:	Data is not well understood, not enough available
Answer Option 4:	People show what suits them
Answer Option 5:	Data is silo-ed



Step 0: How to set up for success

POLL RESULTS

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Step 1: Data Definition – what are you trying to show and how do you define that?

Step 2: Data Discovery - Understanding where the data is and how to break down data silo's?

Step 3: Data collecting - normalizing, where is the sweet spot (min/max)? and the importance of experimentation and a fail fast approach

Step 4: Analytics – work out what you want to show

Step 5: Reporting and displaying – meet stakeholder requirements

Key Takeaways

Q&A