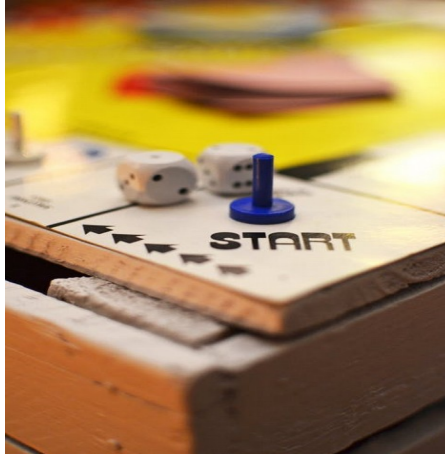


Starting with data....

Having a great idea or have a gut feeling is no longer sufficient to underpin your business decisions. Having the (historic) data to back up your ideas is key to ensure your company is betting on the most promising projects. As a business delivering data products and algorithms we often have discussions with (prospective) clients where to start or how to grow to the next level of using data for business decisions. Based on that experience we are happy to share some of the common factors we typically run into....



Start with what is available

Clients typically state that they do not have any data to work with or that their data is not good enough for sophisticated algorithms to work on. And almost without exception there is some data available within the company. The size of the data set may not look impressive compared to the Google's of this world. Nor is the available data complete or without flaws. What is available usually never was collected for the purposes you are now starting to explore. Yet... you have a starting point. Working with what you have will develop your understanding of what is feasible or desirable. The point being: the secret of winning is beginning...

Learning curve

Accept that your data is not perfect. Rather see it as the start of a learning experience. The real question should always be.. is it fit for purpose? After your first data experiments you probably have learned a time honored lesson that the 80-20 rule applies here as well. Probably roughly 80% of the time spent so far have been in gathering, assessing and cleaning data. Rest assured...you probably will continue to think and rethink your data continuously. Maybe you have identified some data quality issues that need to be solved. Maybe you are now in a better position to (re)define your goals. Maybe you have learned that alternative or publicly available data sources are required to complement your own data. Congratulations... you are on a continuous learning curve!

Visualise

Not everyone is a numbers person. And a picture says more than a thousand words. Choosing a good visualisation is extremely effective make your case. A good visual transforms your data into your data story!