



How to use data and still sleep at night

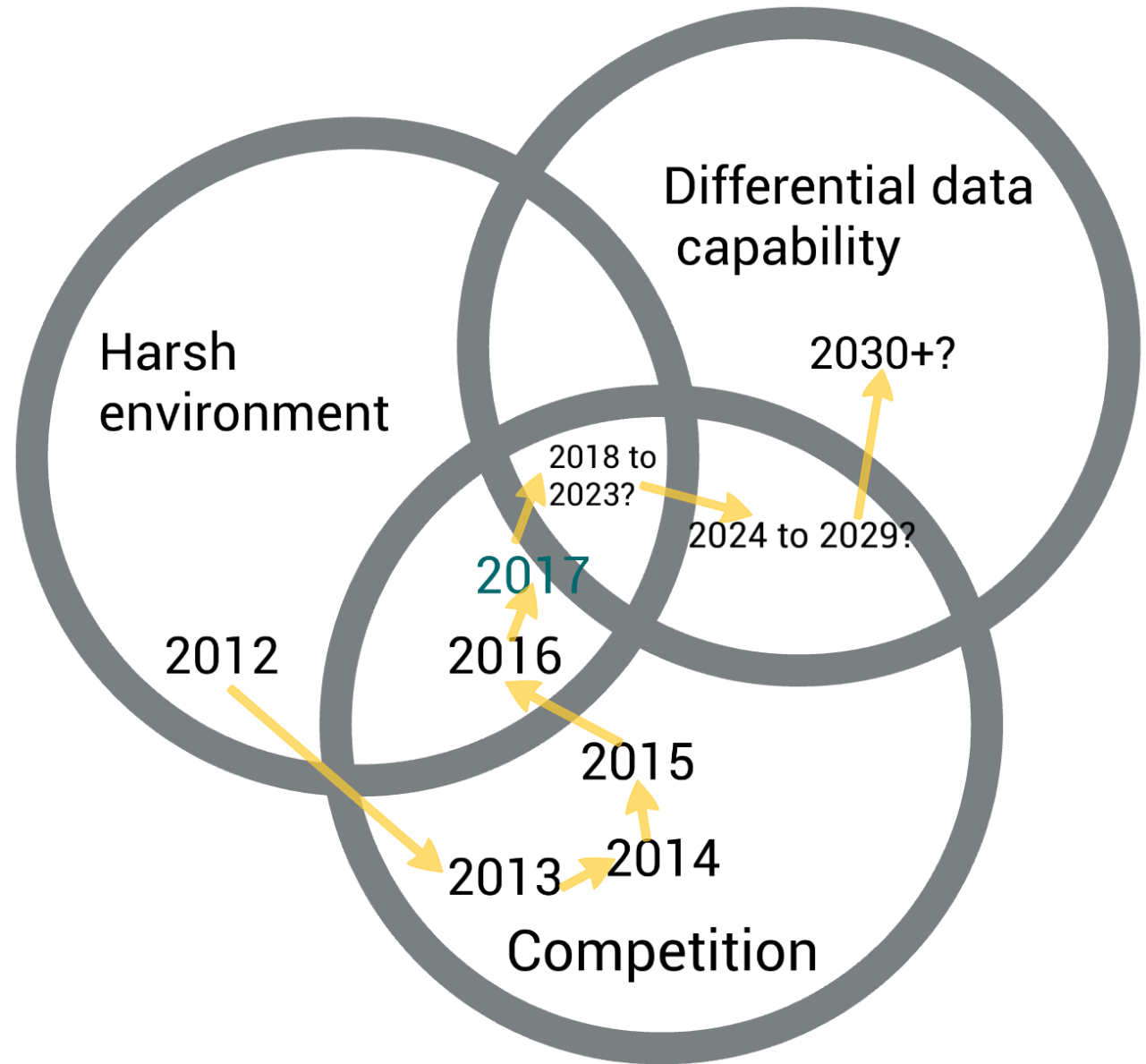
Wonkfest18
5-6 November, London

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dataHE

The data need



1

Do NOT be
afraid of the
dark

- ❖ It's data science not rocket science
- ❖ You know the market
- ❖ The more time you spend with it, the easier it gets

2

It's all about the
people
'dummy'

- ❖ You need a data leader
- ❖ You need data scientists
- ❖ It's a technical role, don't underestimate that

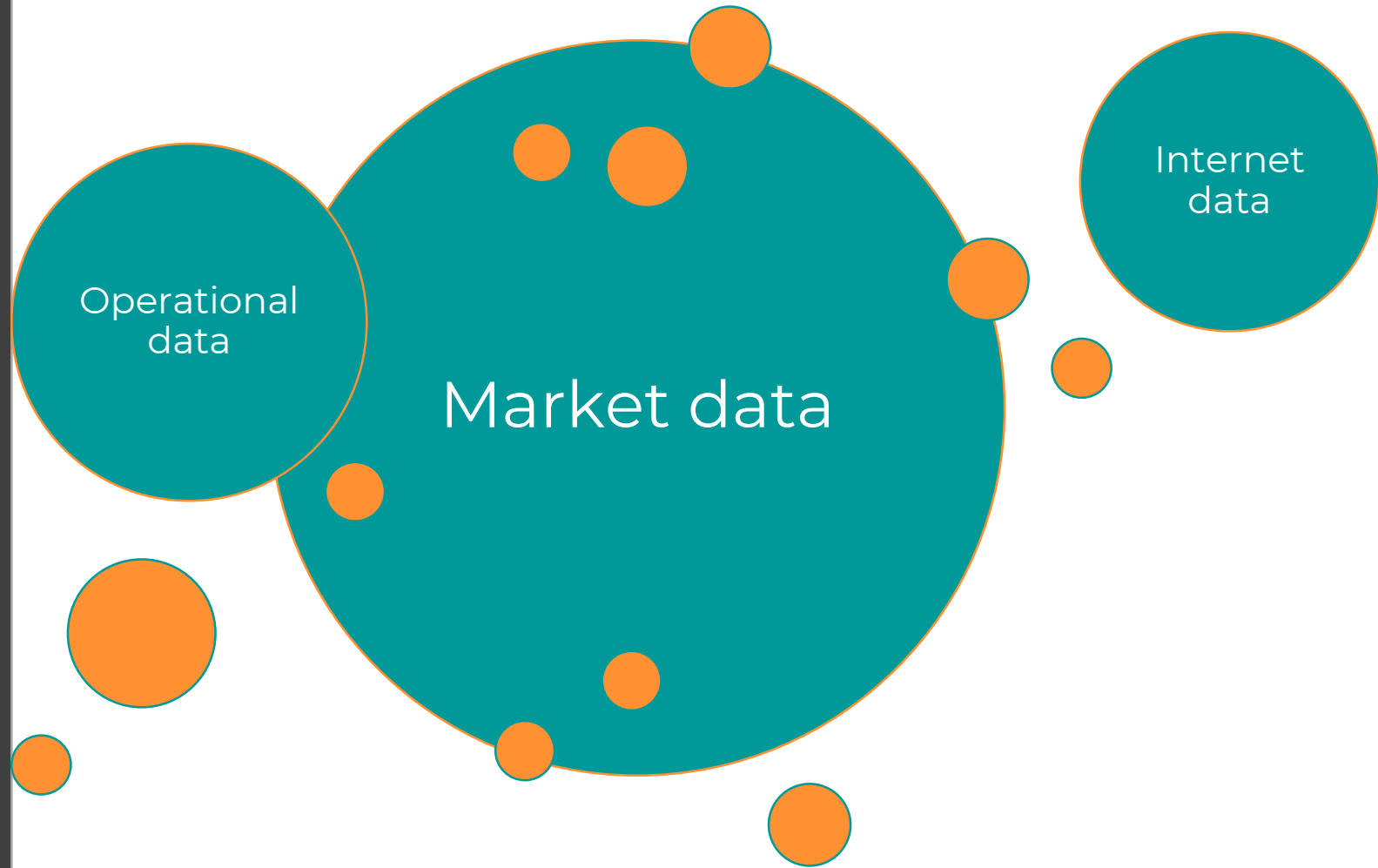
3

It's giving you
competitive
advantage

- ❖ You need to support and invest in it
- ❖ Don't do it half-heartedly and then get frustrated
- ❖ It might challenge some of your modus operandi

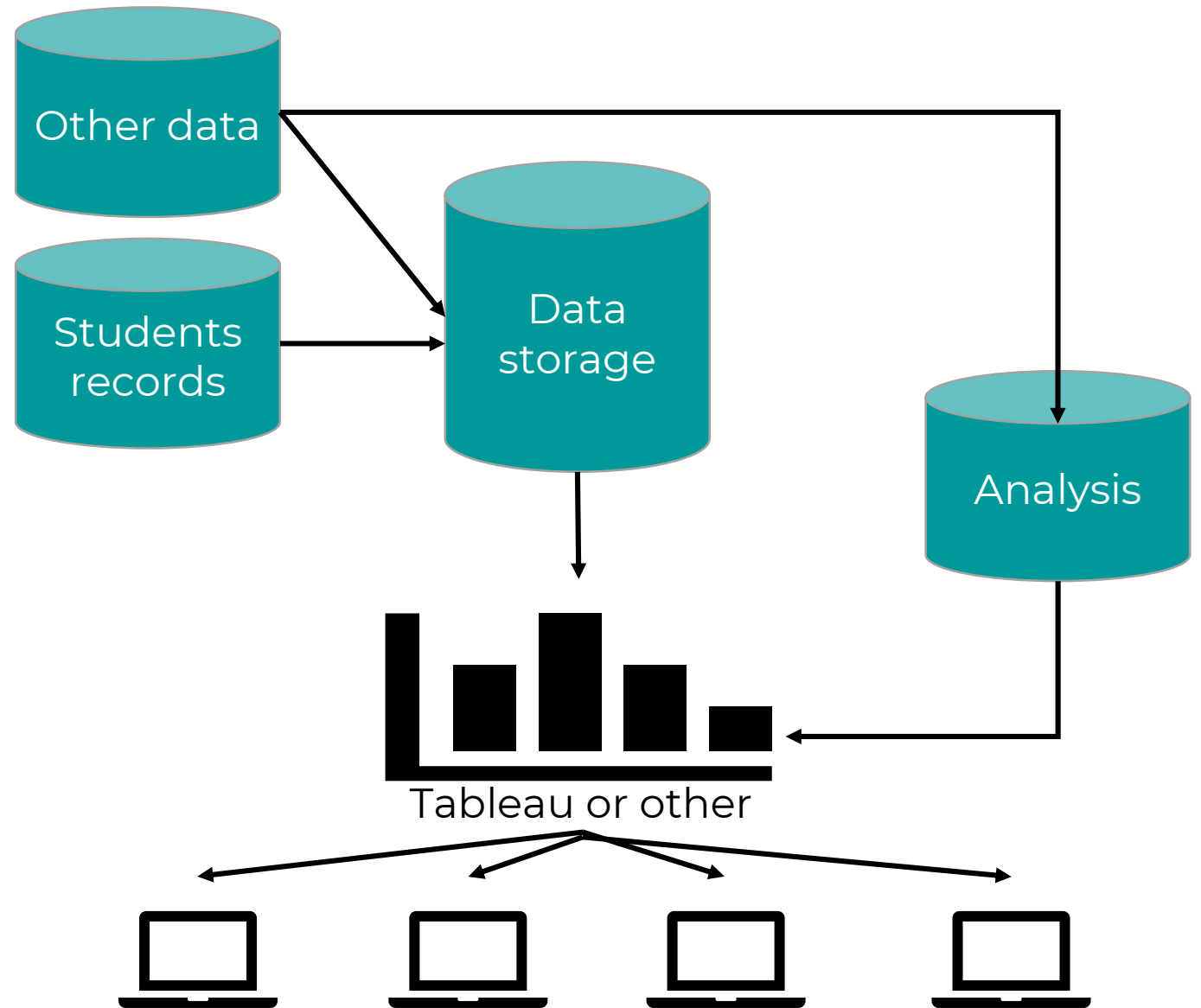
4

Structure your thinking



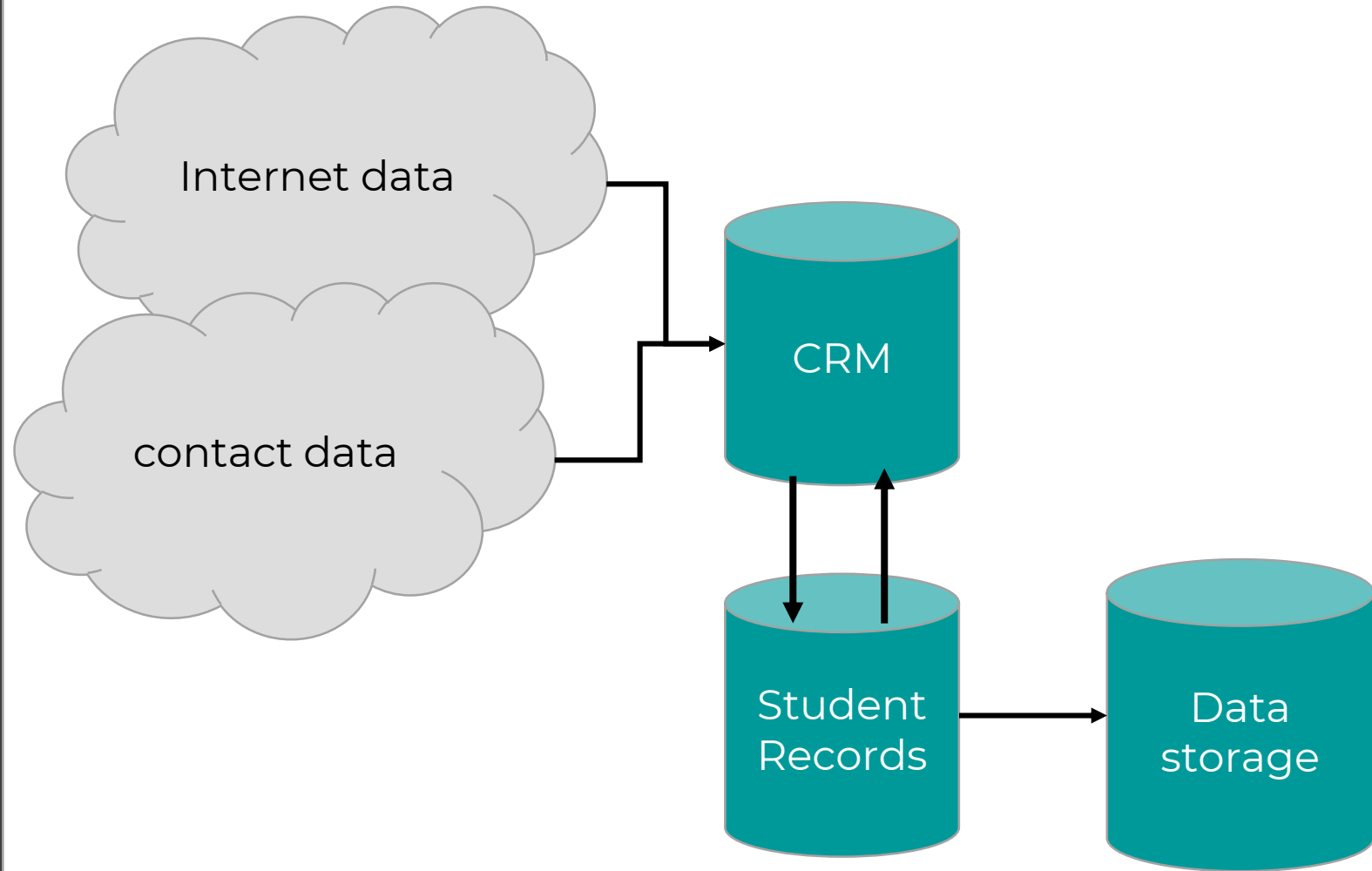
Operational data

Generally in a better state in the sector – but variable



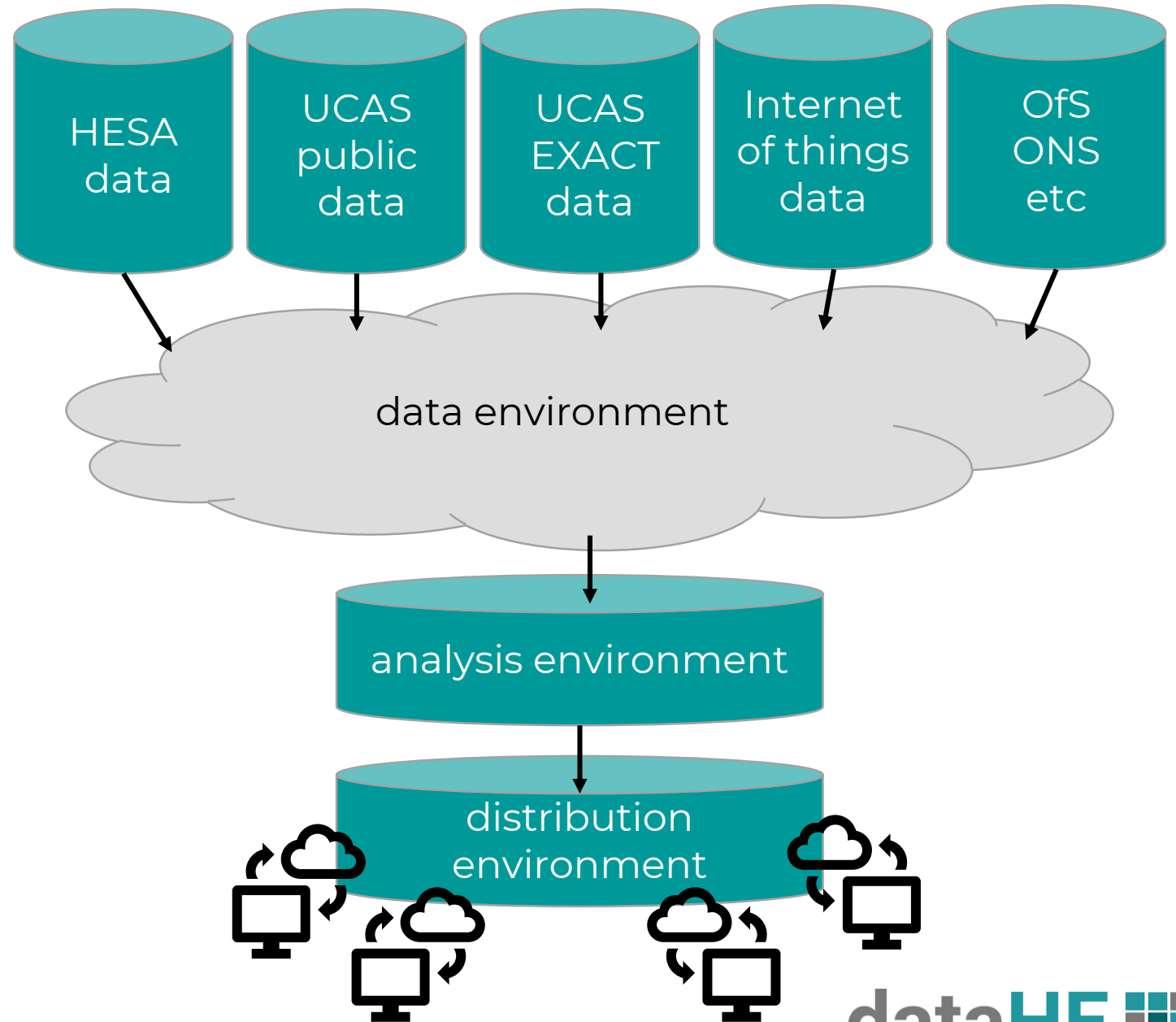
Internet data

Very early stages in the sector – but going to be more important



Market data

Work needed – in ample supply but rarely used to full extent



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Know your
coordinates

Demographics

- Geography
- Age
- Qualification

Entry Rates

- Segmented
- Intersected
- Forecasted

Performance

- Segmented
- University
- Portfolio

6

Get the right kit
for the job



An analytics platform
that's capable of dealing
with the data



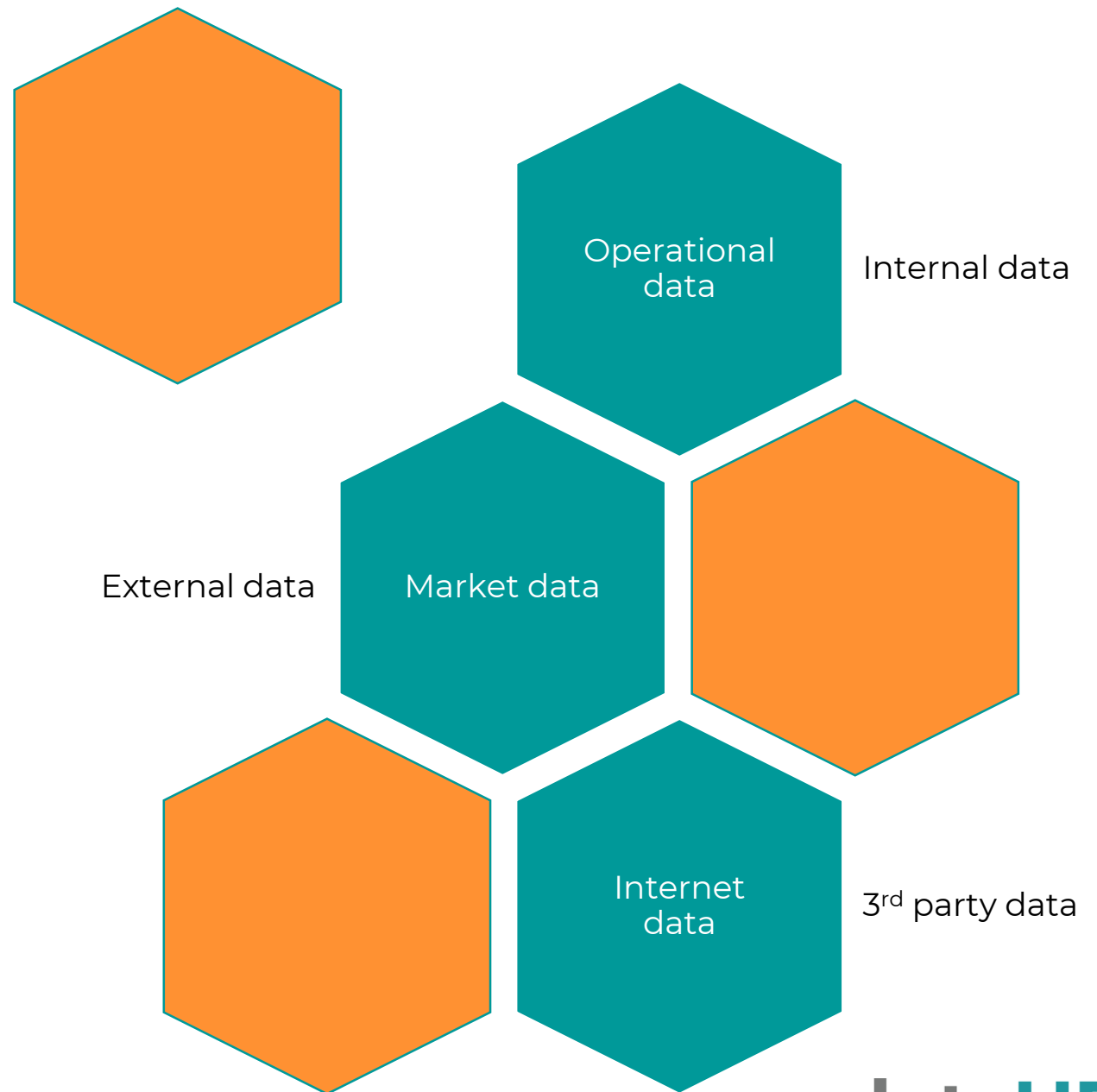
Coders with the skills to
tell the analytics
platform what to do



A data logic designed to
find the value in the
data and bring it to life

7

Assemble the data



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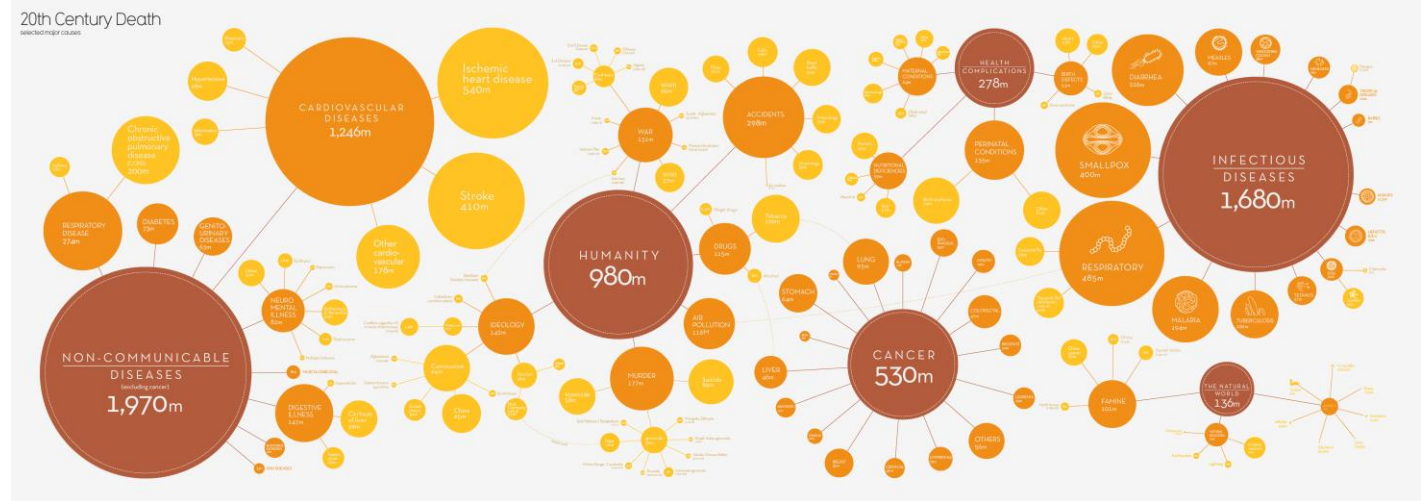
Keep it up to
date

- ❖ Unlike you it should be restless – never standing still
- ❖ Be committed to continuous improvement
- ❖ Keep acquiring new data and keep the old fresh

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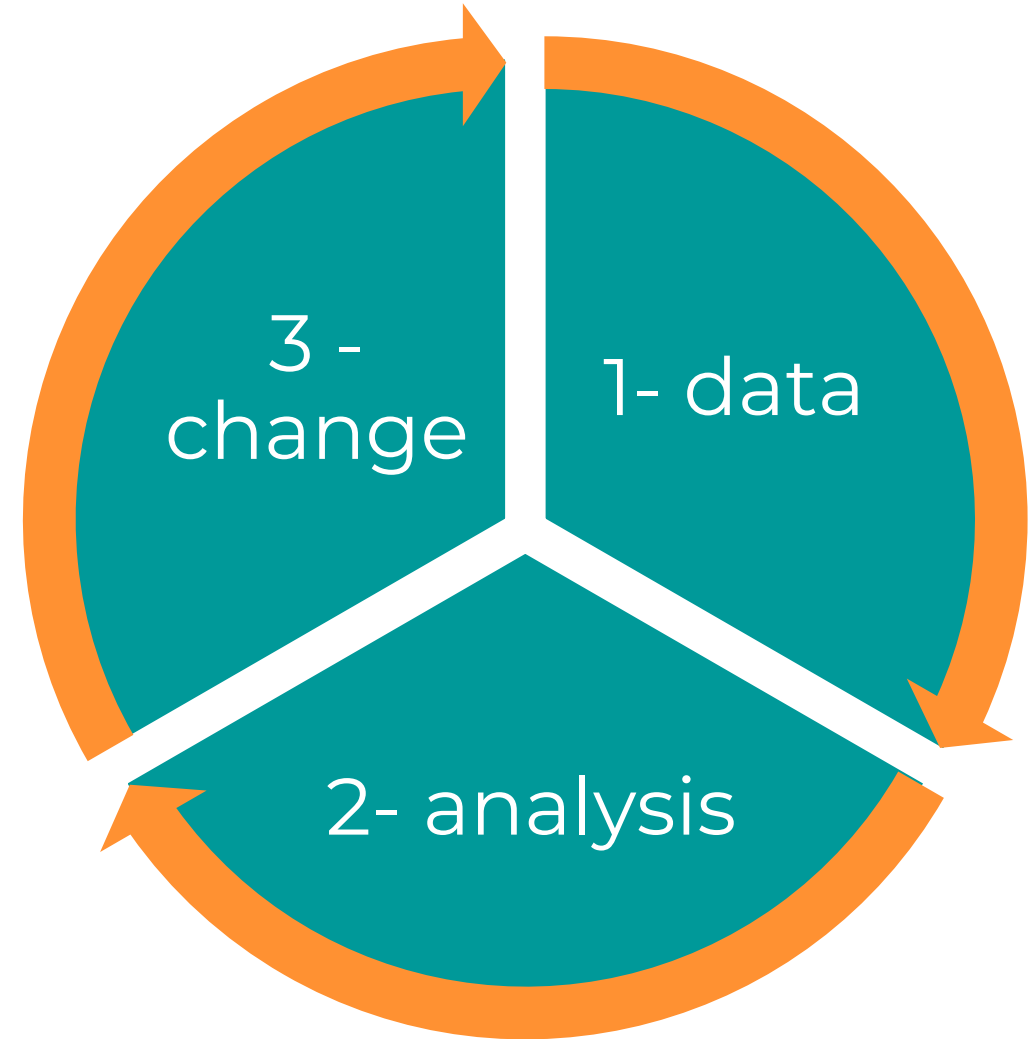
Produce
beauty

- ❖ Tell a story with data
- ❖ Focus on the critical things
- ❖ Make it interesting



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Create change



A recap

1. Don't be afraid of the dark
2. It's all about the people
3. It's giving you competitive advantage
4. Structure your thinking
5. Know your coordinates
6. Get the right kit for the job
7. Assemble the data
8. Keep it up to date
9. Produce beauty
10. Create change

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If you still can't
sleep?

Get some external help



Thank
you



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