

Less is the New More

#somuchdata

Adam Ware

@wheresitworking

SwellPath.com



Everyone's Dilemma

An overarching problem
collecting, organizing, reporting
on, and **analyzing** data

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How Did We Get Here?

Three contributors to the growth of “internet” data:

1. Speed (real-time data)
2. Scale (unprecedented processing power)
3. Sensors (many new kinds of data)

2002: 5 EB of Data > 2009: 281 EB of Data

That's 5600% growth!

Photo credit: <http://www.flickr.com/photos/gina64/157544725/>

Digital Marketing Data is a Mess



The problem is exacerbated by:

1. Most (or all) metrics not being aligned with business objectives
2. Disparate data sources – website, social, mobile, CRM, etc.

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How do we overcome it?



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Ask: Do the Numbers Even Matter?

Reasons why they might not:

Aesthetics

Brand values

Overarching business strategy

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Look at the Few

Isolate metrics that matter; make sure:

They are actionable

They can be commonly interpreted

The calculations are transparent and simple

The data is easily accessible and credible

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Aggregate Metrics

Would it be less valuable in aggregate?

Be broad, but be comprehensive

Helps avoid uncertainty, data-doubt, etc.

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Visualize It

A visualization ~~is~~ can be worth a thousand metrics

Use best practices, but utilize unique visualizations

“Data visualizations will become the new interface to your computing experiences”

What are you doing about it?

Resources

Marissa Mayer at PARC

<http://www.slideshare.net/PARCInc/innovation-at-google-the-physics-of-data>

KISS Metrics: You Vs. The Data

<http://blog.kissmetrics.com/you-vs-the-data/>

Richard MacManus on Data Visualizations:

http://www.readwriteweb.com/archives/the_future_of_user_interfaces_data_visualization.php

JUICE Choosing the Perfect metric

<http://www.juiceanalytics.com/writing/choosing-right-metric/>