

Surprising ways to realise value with data

Getting Your Data Right



Does your data project



Make money

Save money

Protect money

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[1] Data that signals a churning customer?

Sentiment analysis :
happy, frustrated?

Tone and rhythm :
slow, agitated?

Keyword analysis :
price, experience?

Meta : phone provider,
time of day

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[1] Data that signals a churning customer?

The most significant feature is a customer who called **more than once in a three week period.**

[2] Data for home loan acceptance

Fees

Rates

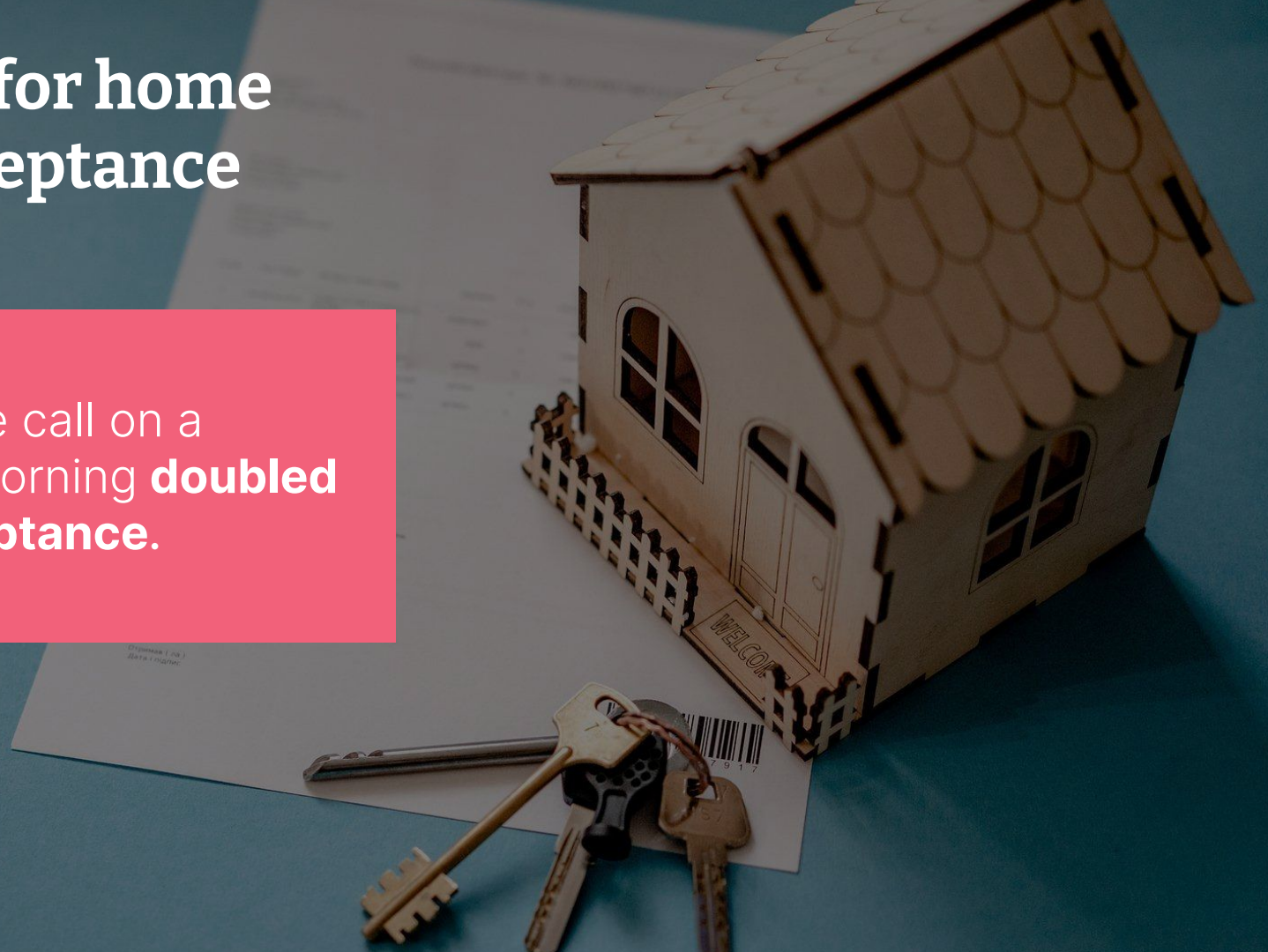
Broker support

Proactive
communications



[2] Data for home loan acceptance

A well time call on a Monday morning **doubled loan acceptance.**



[3] Connecting the data dots

Known customer behaviour

Recent bad debt history

Wash marketing campaigns

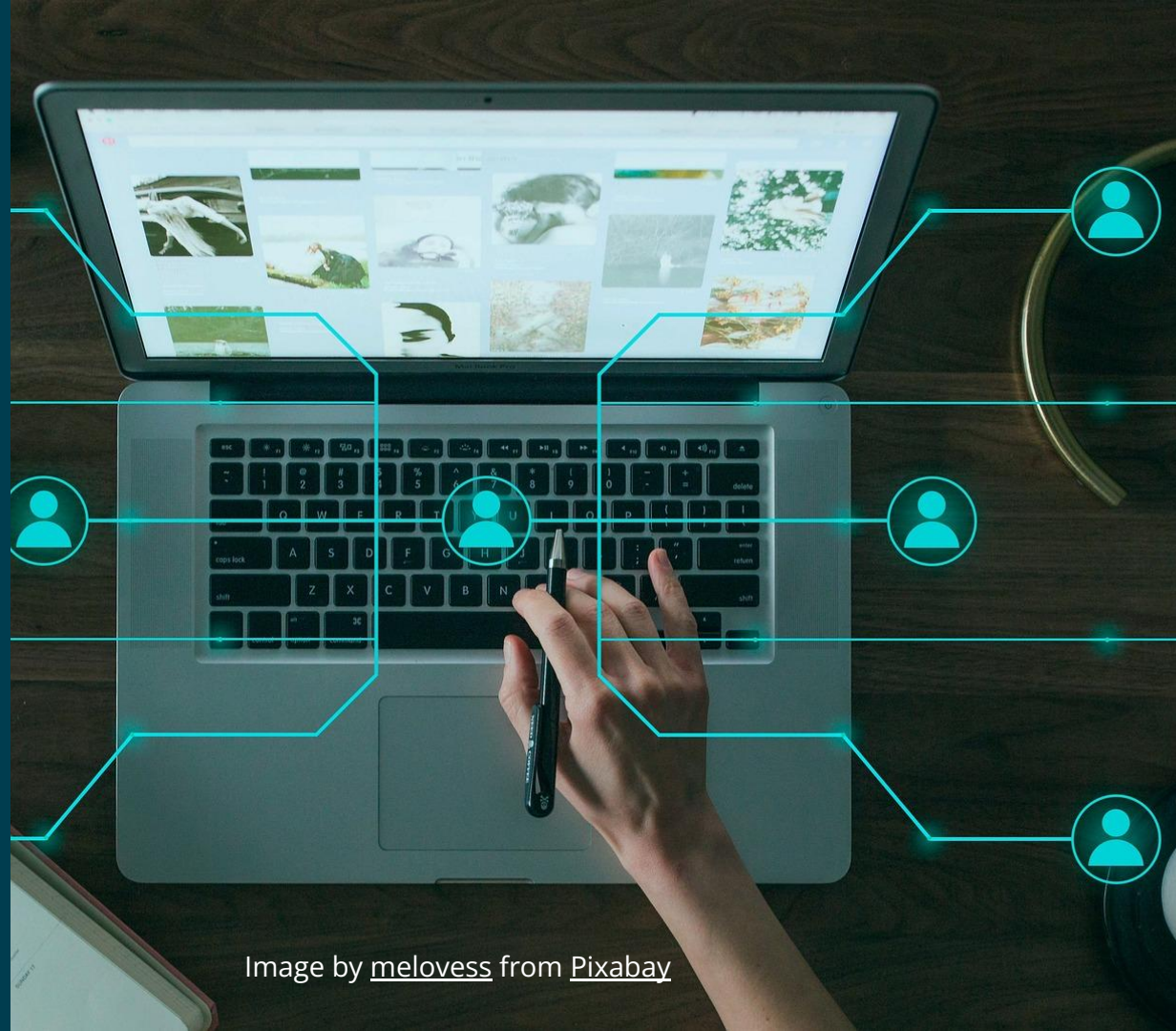


Image by [melovess](#) from [Pixabay](#)

[3] Lesson

Value of connecting
existing datasets

Don't offer credit to
a known bad debtor



Image by [melovess](#) from [Pixabay](#)






















[4] Data & recommendation systems



Image by [Jackson David](#) from [Pixabay](#)

[4] Make choices easy

Overchoice

 Scooter \$6.75* 5:00 PM	 Shared Saver \$3.83 4:50-5:00 PM
 eBike \$5.60* 4:50 PM	 Shared \$6.74 4:50-5:00 PM
 Bike \$5.60* 4:50 PM	 Shared Lux \$24.54 4:45 PM
 Caltrain \$2.75* 5:25 PM	 Access \$17.07 4:45 PM
 Caltrain \$2.75* 5:25 PM	 Car Seat \$17.40 4:45 PM
 Caltrain \$2.75* 5:25 PM	 Lux \$24.54 4:45 PM
 Self-Driving \$13.34 DROPOFF 4:45 PM	 Lux Black \$32.75 4:45 PM
 Lyft \$9.21 4:45 PM	 Lux Black XL \$44.01 4:45 PM
 Lyft Walking \$9.21 4:45 PM	 Lyft Waiting \$9.21 4:45 PM
 Lyft XL \$17.07 4:45 PM	 Lyft XL Quiet \$17.07 4:45 PM
 Green Mode \$9.21 4:45 PM	

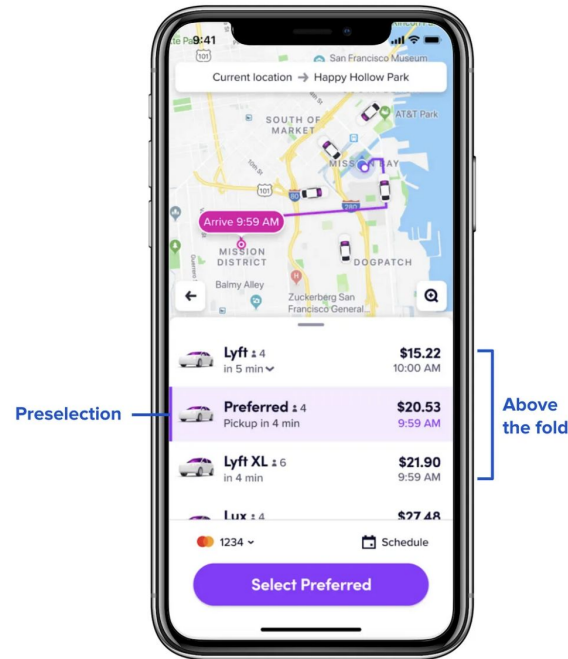
Choice fatigue can be overwhelming. **Reduce cognitive overload for users**

[4] Lesson

Understand the past relationship of users and items so we can **suggest the most relevant options to users.**



Recommendation system



(Non) surprising ways to realise value with data

Show value sooner -
deliver the vertical slice


Value of connecting
existing datasets


Data exploration &
measuring is critical

Value your customers
time - relevant options

Thanks / questions?



 @SimonAubury

 @saubury

 data-folks.masto.host/@saubury

 /thoughtworks

