

FROM THE WEEDS TO THE STARS:
HOW AND WHY TO THINK ABOUT
BIGGER PROBLEMS

OR

REGRETS, I'VE HAD A FEW

.....

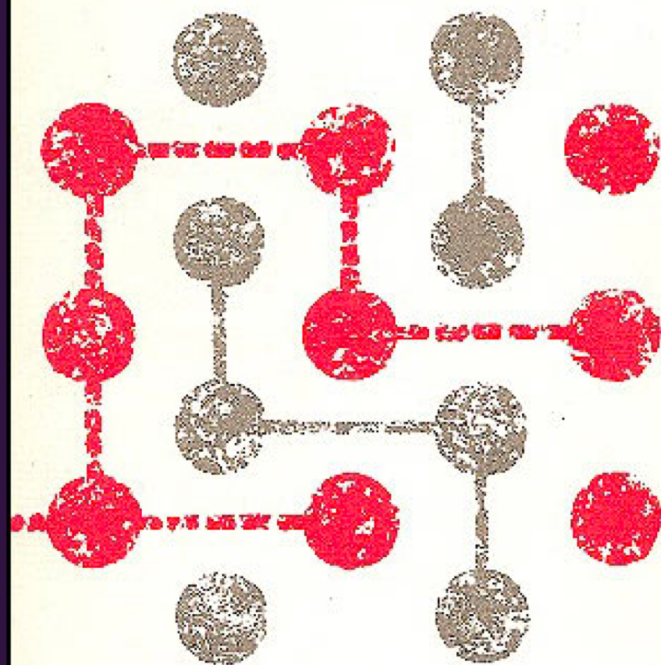
DAVID BOYLE, DIRECTOR OF CUSTOMER INSIGHT, HARRODS

12TH FEB 2019



“How can (customer) data help us make decisions”

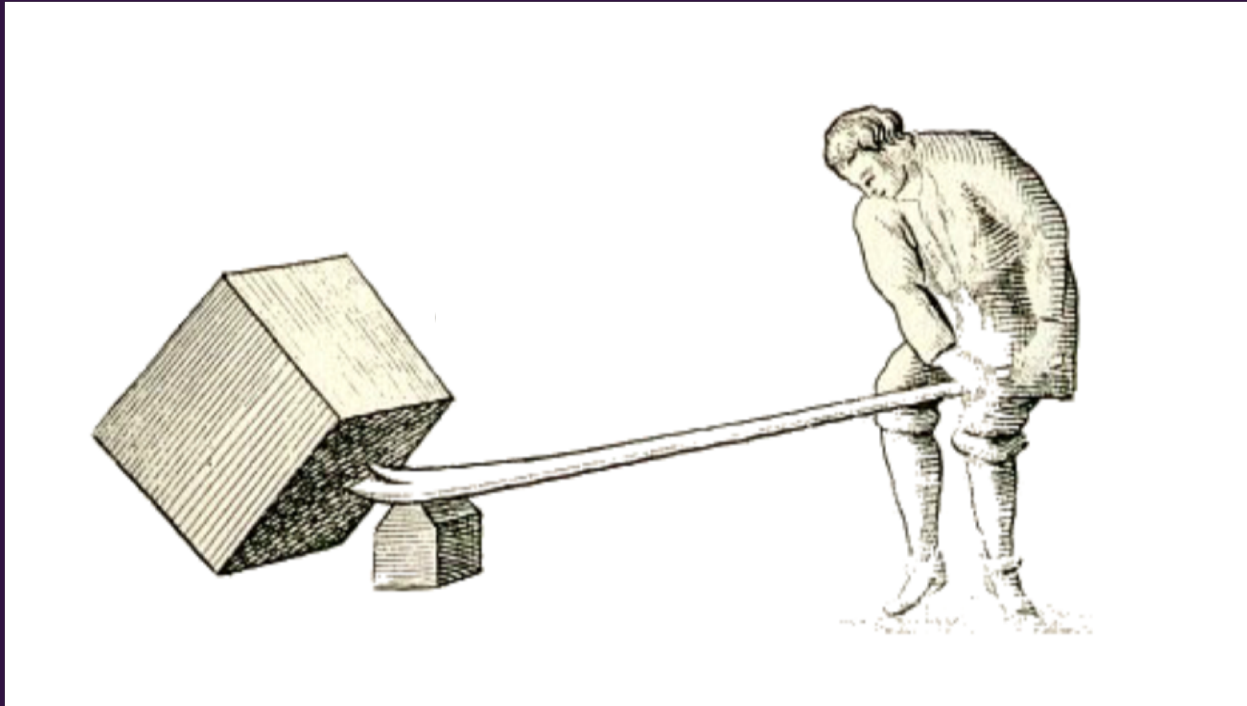
MATHEMATICAL PUZZLES



By **MARTIN GARDNER**

Editor of the Mathematical Games Department, *SCIENTIFIC AMERICAN*

Illustrated by **ANTHONY RAVIELLI**





The Labour Party: Britain is working. Don't let the Tories wreck it again: Home page

Back Forward Reload Stop Home <http://www.labour.org.uk/home> Go

Latest Headlines

The Labour Party

[Labour.org.uk](http://labour.org.uk)

Britain
forward
not back

Home | Action centre | In your area | News | Our policies | About us | Your choice | Search

Your personal pledge card

Tony Blair has unveiled Labour's six pledges that will make life better for you, your family and your community. Use this quick and easy form to find out just how Labour's policies will help. The results will tell you how Labour is going to improve things on the issues that you tell us are important to you.



NEWSROOM

In this section:

- Latest news
- Speeches
- Multimedia
- Archive

vote Labour I'm Labour
Count me in
Join Labour today

vote Labour Help us build a better Britain for all

Create your own personal pledge card here

Please supply your details here, press 'submit form' and we will create a personalised pledge card for you, detailing how Labour's policies will help you, your family and your community.

NAME

EMAIL

POSTCODE

AGE

GENDER

CHILDREN'S AGES [if applicable]

HOME OWNERSHIP

EMPLOYMENT STATUS

SUBMIT FORM





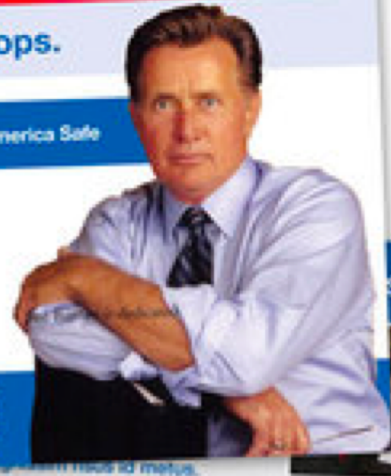
Change the culture

Jed Bartlet for President

Jed Bartlett supports our troops.

★ Supporting the Men & Women Who Keep America Safe

- ★ Ut aliquam sollicitudin leo.
- ★ Donec quis dui at dolor tempor.
- ★ Vivamus vestibulum nulla nec ante.
- ★ Aliquam tincidunt mauris eu risus.
- ★ Nunc dignissim risus id metus.



Bartlet for President!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit.

BartletforAmerica.com

Jed Bartlet Campaign
1234 Street Name
City, State 12345

POSTAGE AND
FEES PAID
#000
New York, NY
Permit #1234



CLINTON vs. TRUMP

HILLARY CLINTON OUTSPENT DONALD TRUMP IN EVERY CATEGORY EXCEPT CONSULTING AND TRAVEL

CAMPAIGN SPENDING BY CATEGORY: **MEDIA**, **CONSULTING**, **DIRECT MAIL**, **TRAVEL**, **PAYROLL** & **OTHER**



CLINTON



TRUMP



\$0 \$50M \$100M \$150M \$200M \$250M \$300M \$350M

CAMPAIGN SPENDING (IN MILLIONS OF DOLLARS)

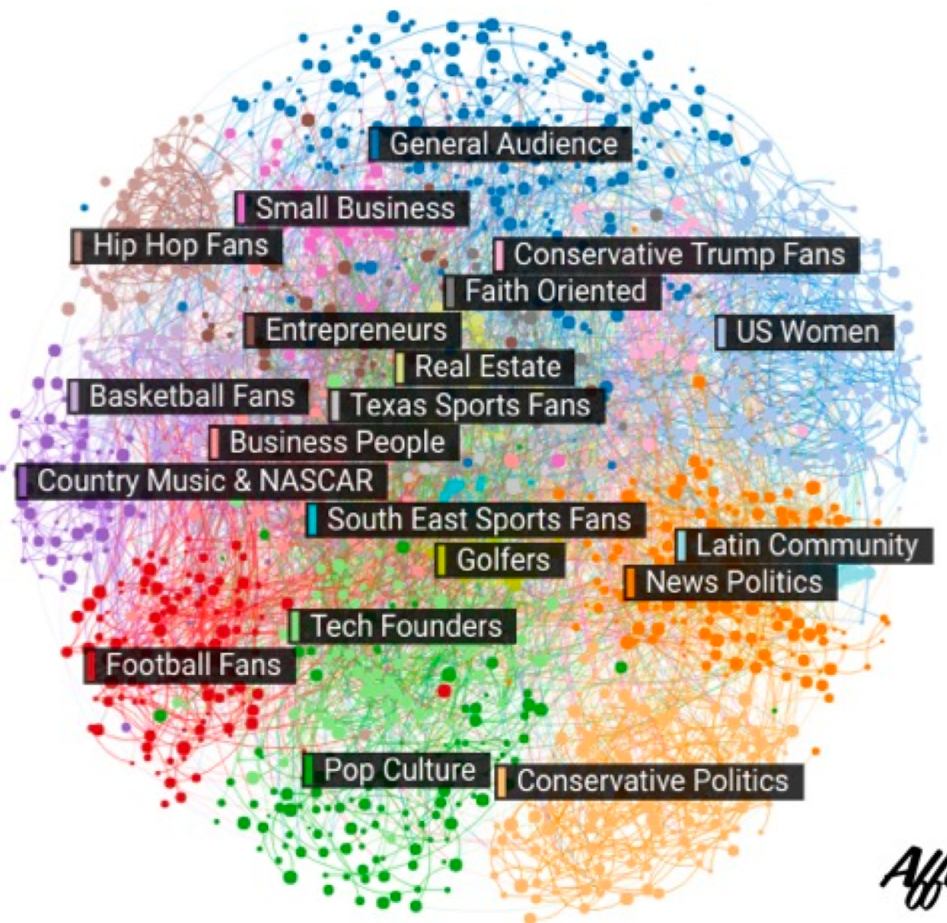
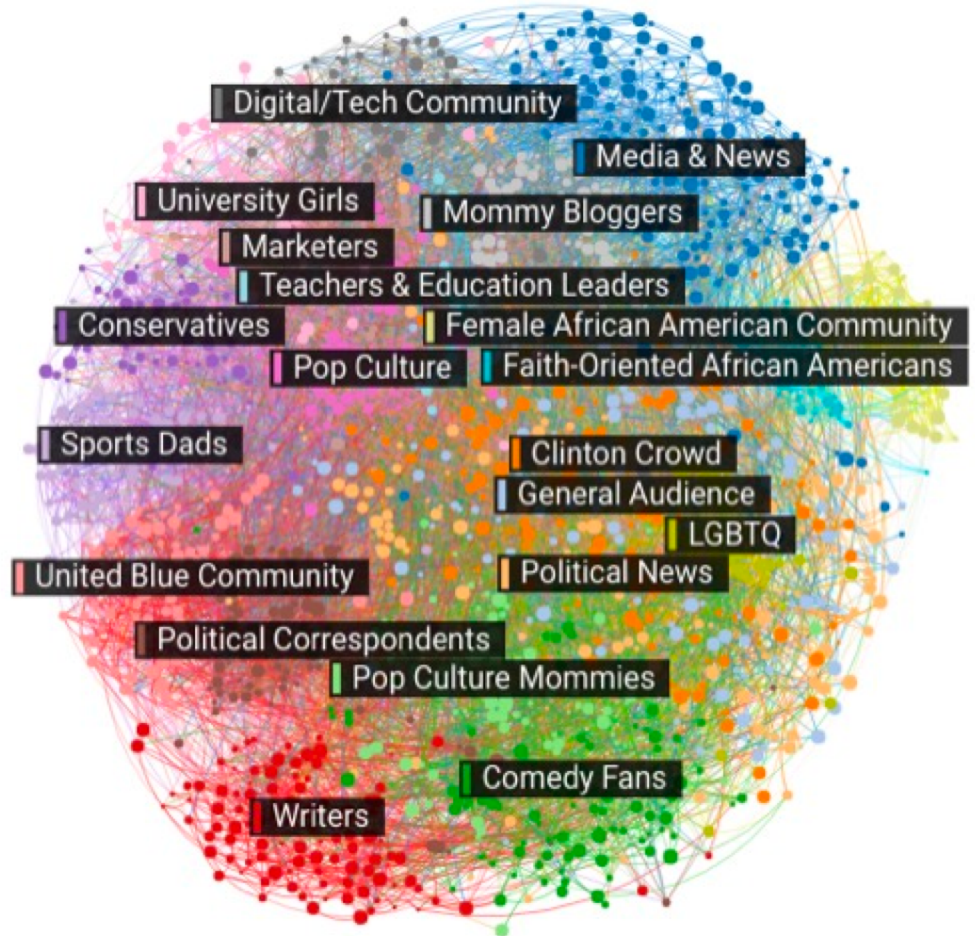
DATA: FEC: ANALYSIS BY HAMDAN AZHAR





Ask yourself:

*Are you working on
the right problems?*



Affinio

CONSUMER INSIGHT THE ONE MILLION INTERVIEW DATASET



GLOBALLY, AT ANY GIVEN MOMENT, 12 PEOPLE ARE TAKING PART IN A SURVEY FOR EMI

6,829 Media Channels



- 1,331 TV CHANNELS
- 1,756 TV PROGRAMMES
- 813 NEWSPAPERS
- 1,650 MAGAZINES
- 1,289 RADIO STATIONS

24 Countries



3,800 Tracks
7,700 Artists*

11 SEGMENTS
1 GLOBAL SEGMENTATION



15 Languages

- English
- Finnish
- French
- Portuguese
- Denmark
- Finnish
- German
- Greek
- Italian
- Japanese
- Spanish
- Dutch
- Norwegian
- Swedish
- Turkish

11 Industries

- ALCOHOL
- BARBECUING & INSURANCE
- CARS
- FASHION & CLOTHING
- GAMING RETAILERS
- PC & GAMING
- PERSONAL CARE
- RETAIL
- SOFT DRINKS & SNACKS
- TECHNOLOGY
- TRANSPORT & HOLIDAY

85 Product Categories

500 Retailers

732 BRANDS*
138 ONLINE

*Artist & Brand Profiles.

One of the most valuable datasets we have seen



New band:
*Which song
should be
their first single?*



Multi-goal optimization
... without clear goals,
constraints and trade-offs.
Complex system - parts
interact in sophisticated
ways, with feedback loops.
Purely observational.





“I make up my mind about whether a business proposal excites me within about thirty seconds of looking at it. I rely far more on gut instinct than researching huge amounts of statistics.”

Richard Branson

Virgin



Insight

Deep intuitive
understanding

... comes to mind quickly
... without much reflection



@beglen

~~“what’s the optimal clustering
to predict sales”~~

~~“what’s the optimal clustering
to predict sales”~~

*Balance between scientifically ‘optimal’
and ‘insightful’ to decision-makers*



Design for people



PARTNER WITH DATA:

“... Teams of humans plus machines dominated
even the strongest computers ...

Human strategic guidance combined with
the tactical acuity of a computer was overwhelming ...”

PARTNER WITH DATA:

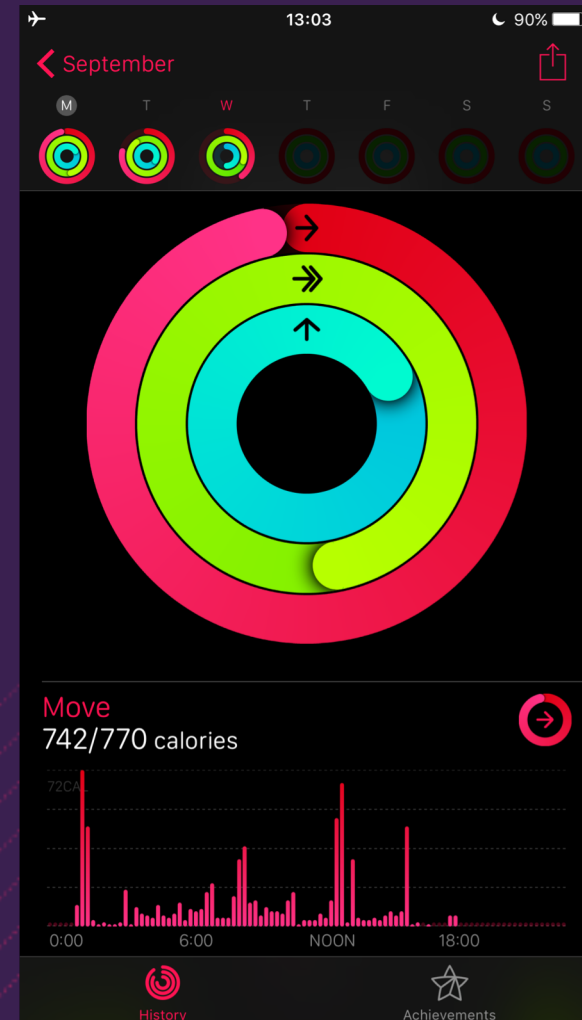
“... Teams of humans plus machines dominated even the strongest computers ...
Human strategic guidance combined with the tactical acuity of a computer was overwhelming ...”

PARTNER WELL WITH DATA:

“... a weak human + computer + better process was superior to a strong computer alone
and, more remarkably,
superior to a strong human + computer + inferior process ...”

Augmented experts

We all use data tools to help make decisions every day!



FASTER



SMARTER



GLOBAL



BOLDER

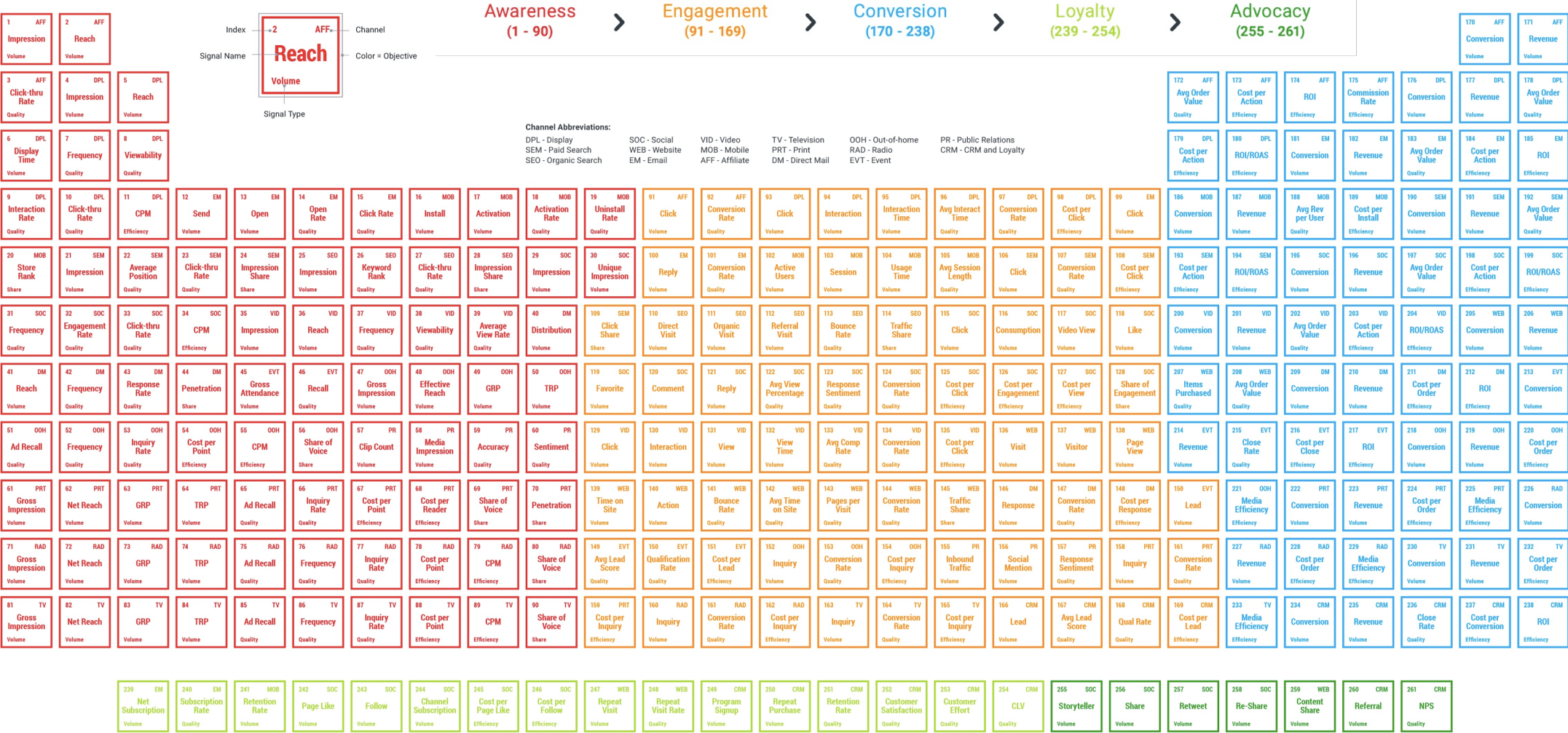




Bring multiple
signals together

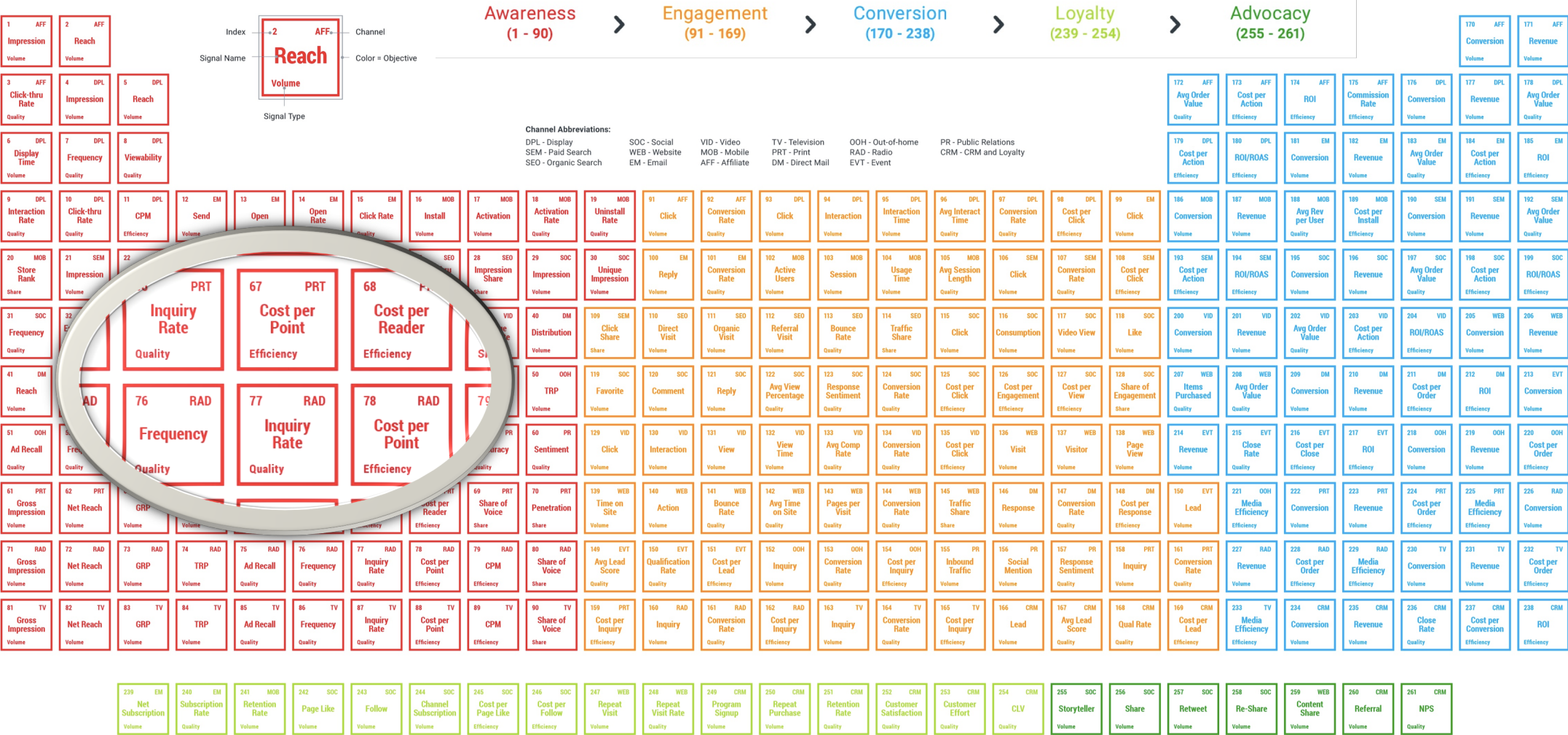
Periodic Table of Marketing Signals

A Visualization of the Marketing Signals Framework



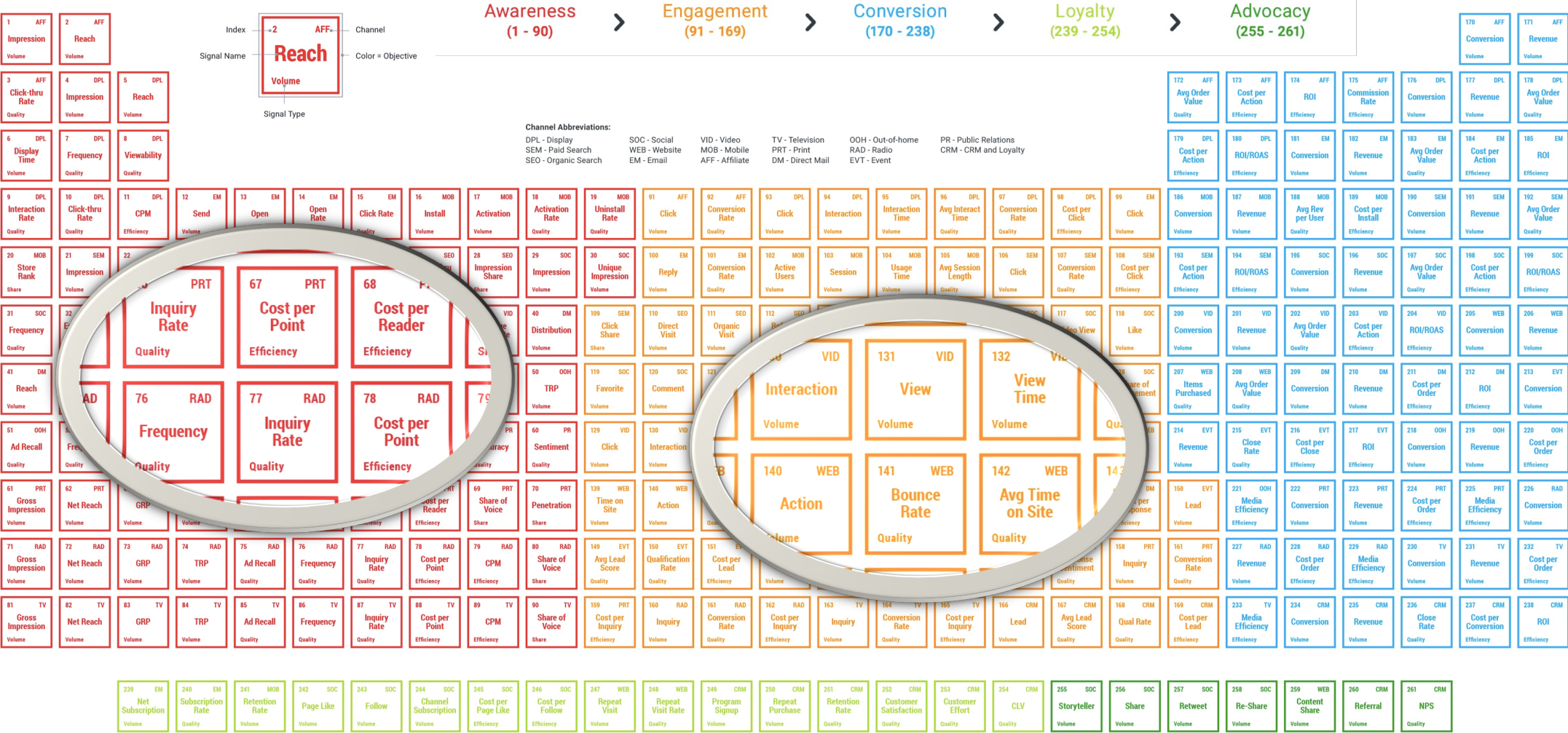
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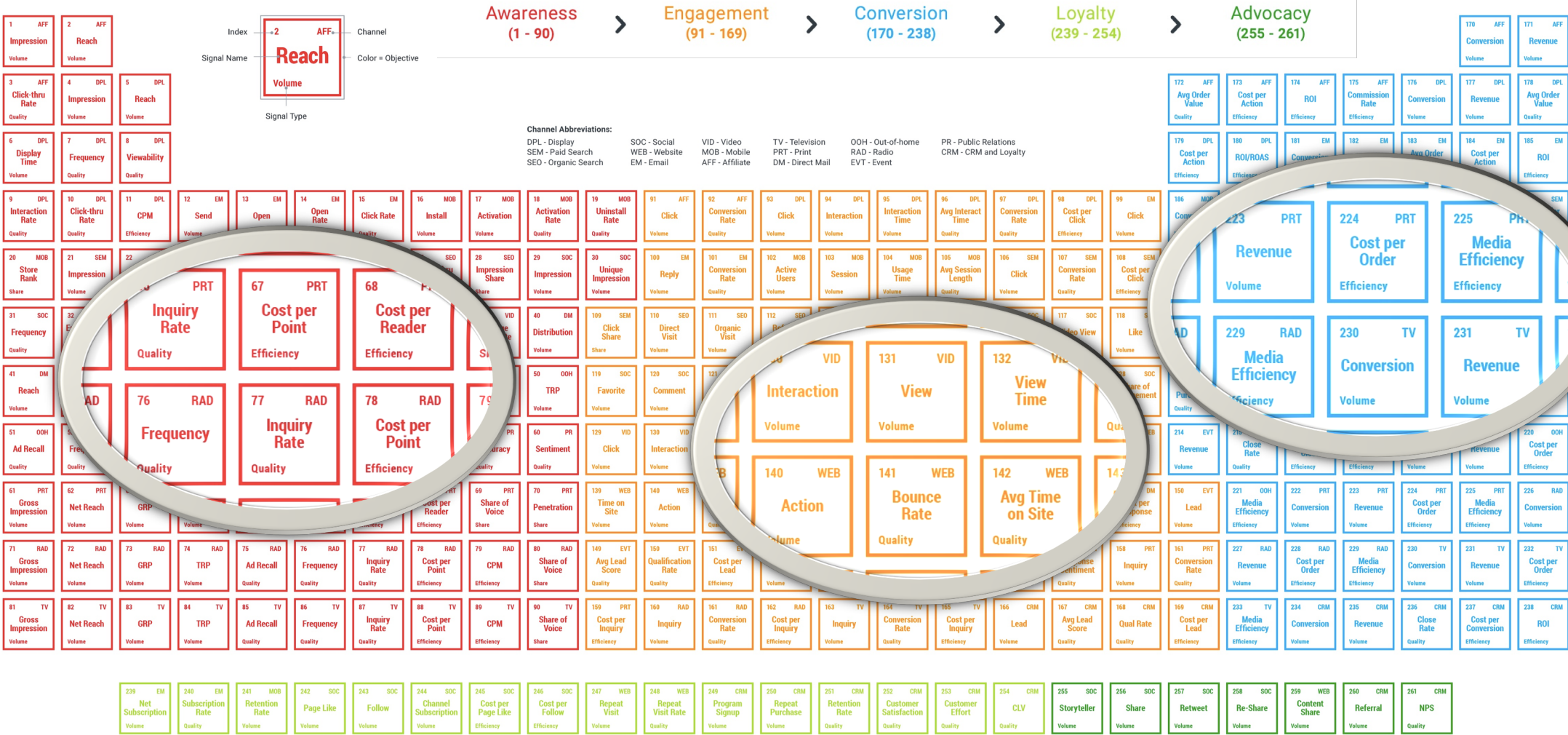
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Periodic Table of Marketing Signals

A Visualization of the Marketing Signals Framework





Consumers



Empirical Expressions
of Demand





Consumers



Empirical Expressions of Demand



Chris Riddell

@ChrisJRiddell

Following



Largest cluster yet @ParrotAnalytics. 9.7 Terabytes of RAM. #BigData @awscloud

Core: Running 40 r3.8xlarge

5:23 AM - 31 Jul 2017



A lot has to come together to deliver insight



A lot has to come together to deliver insight

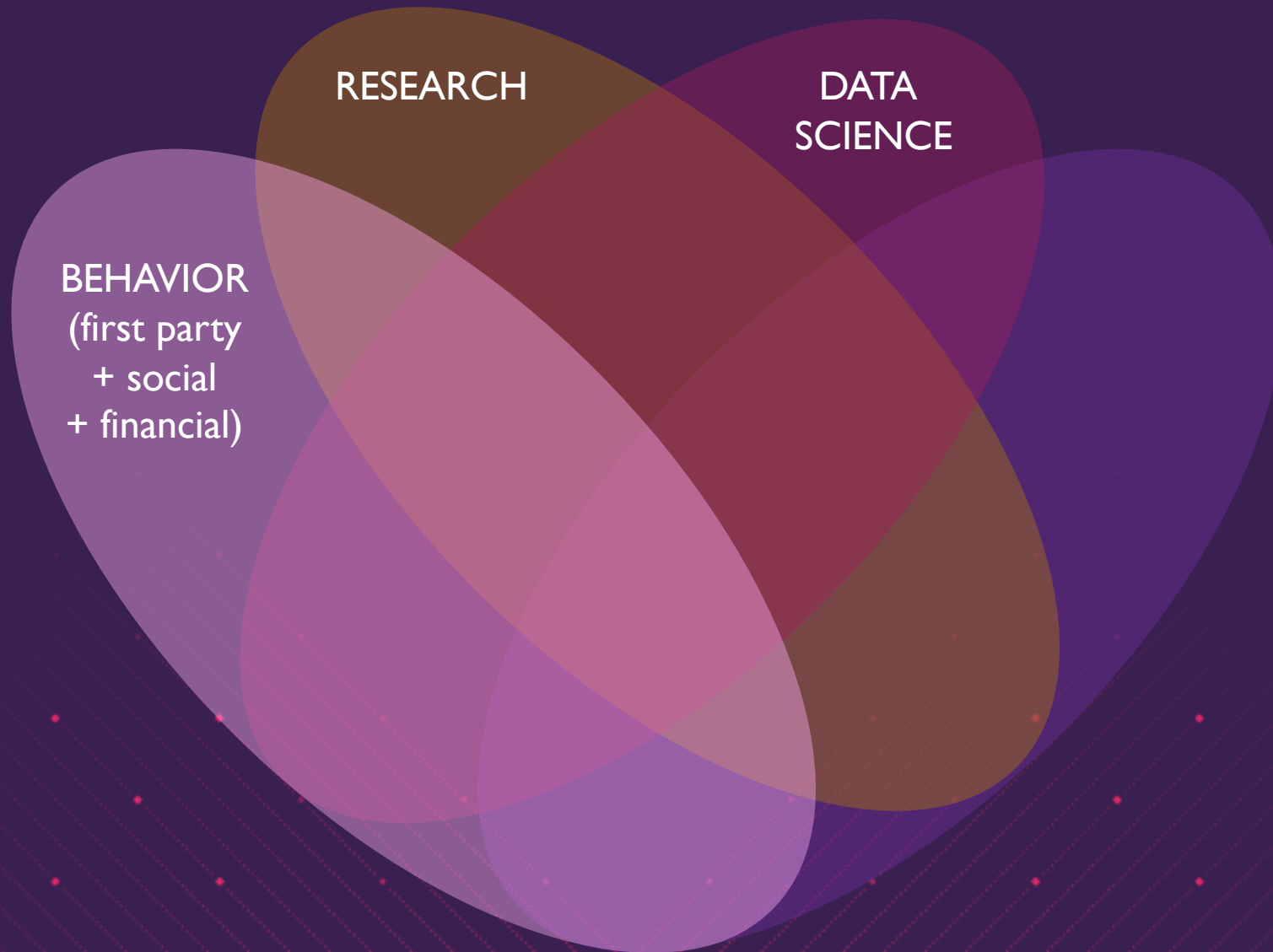


BEHAVIOR
(first party
+ social
+ financial)

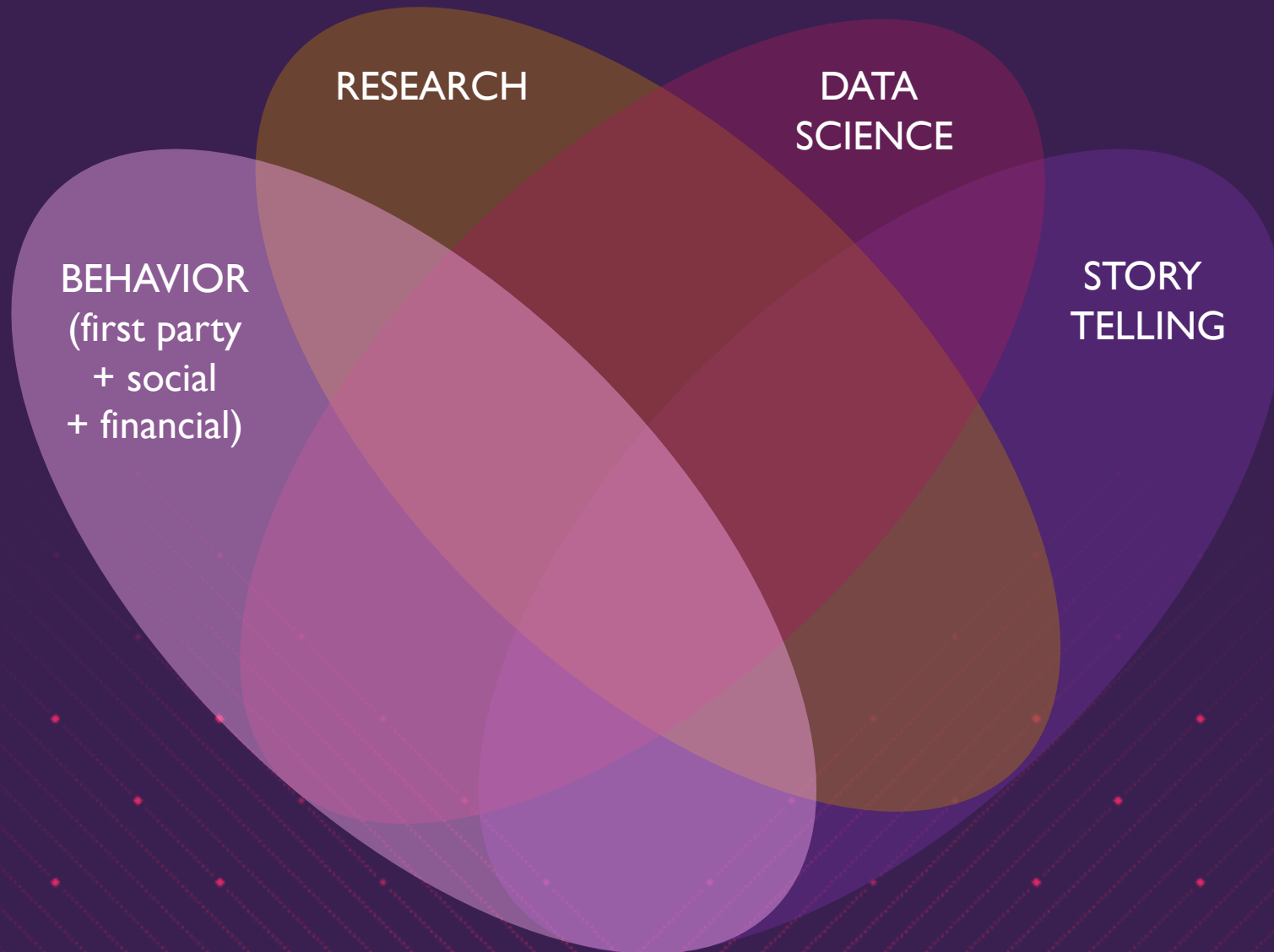
A lot has to come together to deliver insight



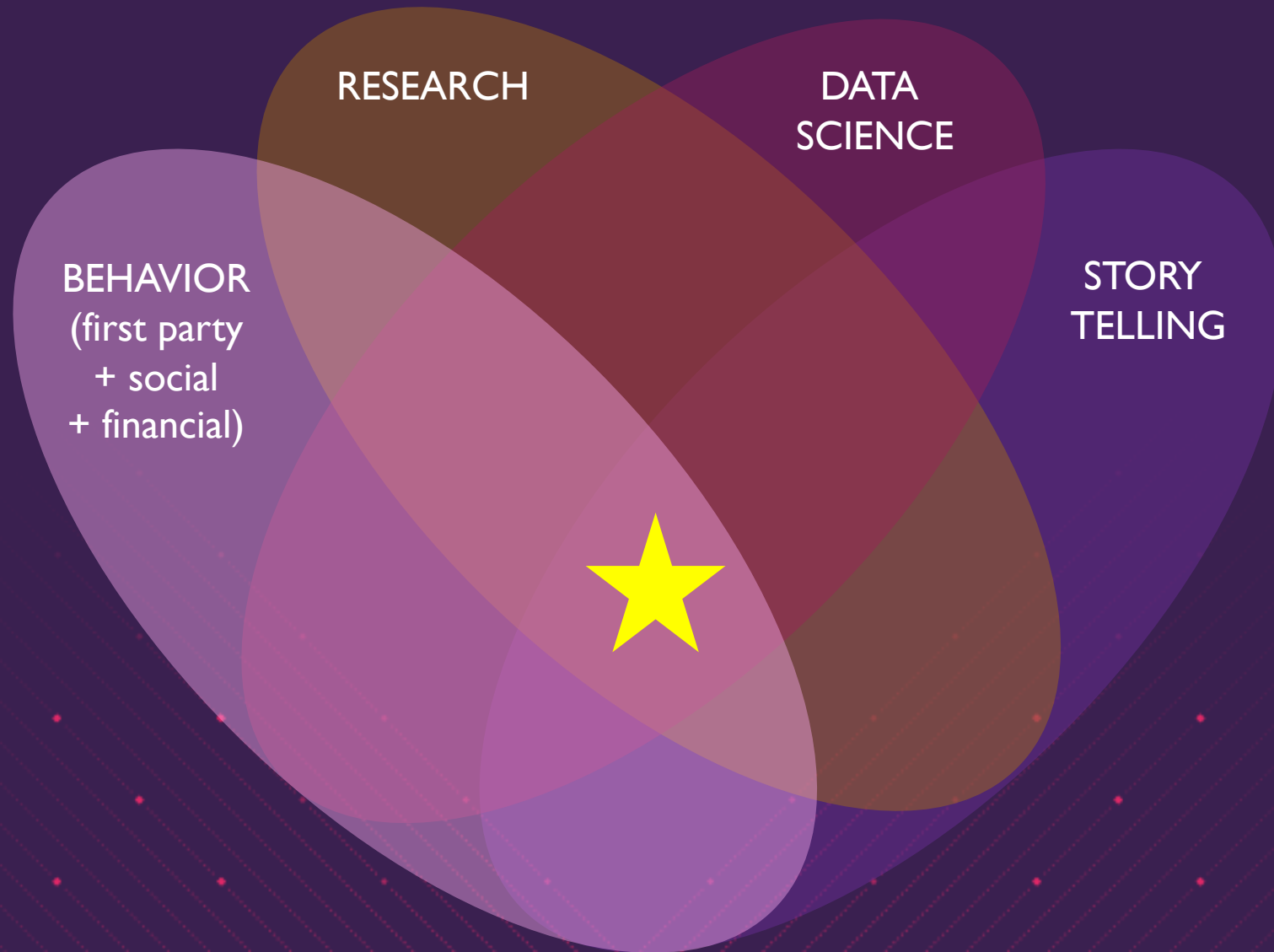
A lot has to come together to deliver insight



A lot has to come together to deliver insight



A lot has to come together to deliver insight





Change
the
culture



Change
the
culture



Are you
working on
the right
problems?



Change
the
culture



Insight:
Deep &
intuitive



Are you
working on
the right
problems?



Change
the
culture



Are you
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problems?



Insight:
Deep &
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Design
for
people



Change
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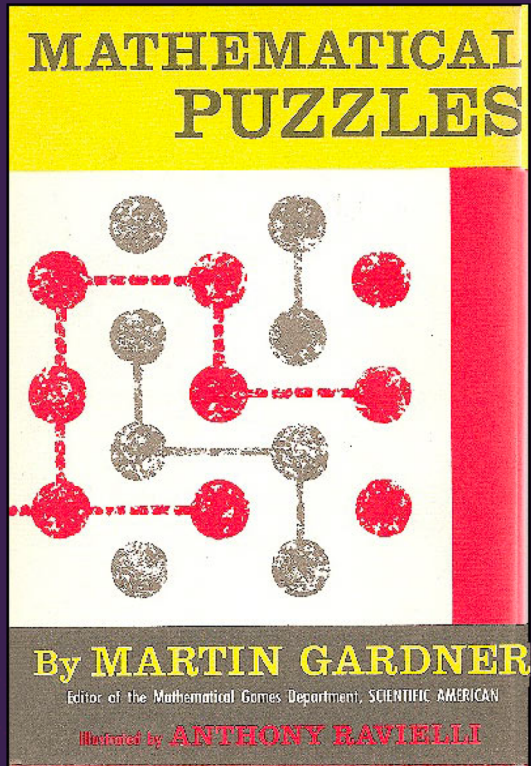
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Deep &
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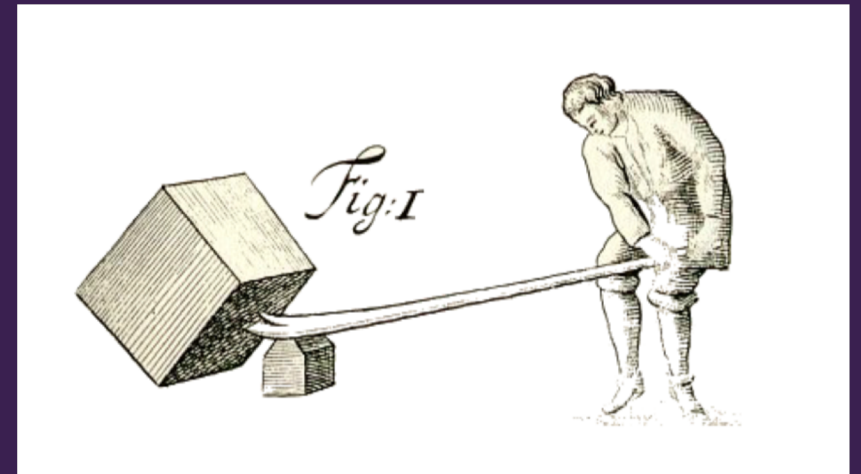
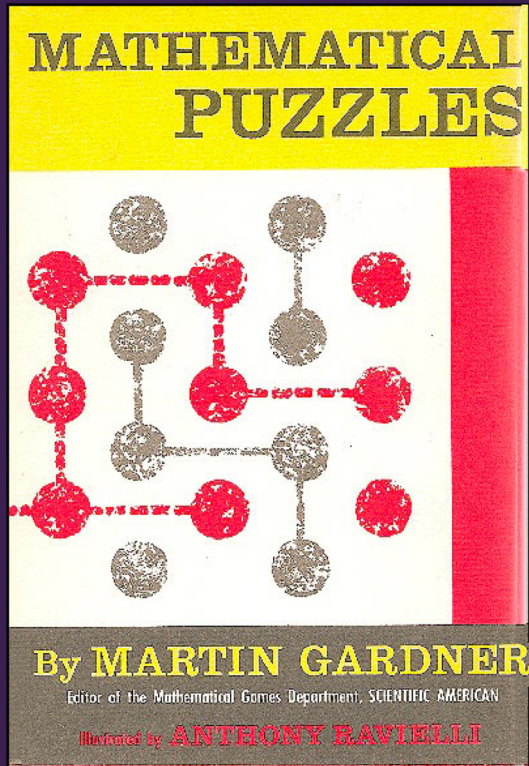


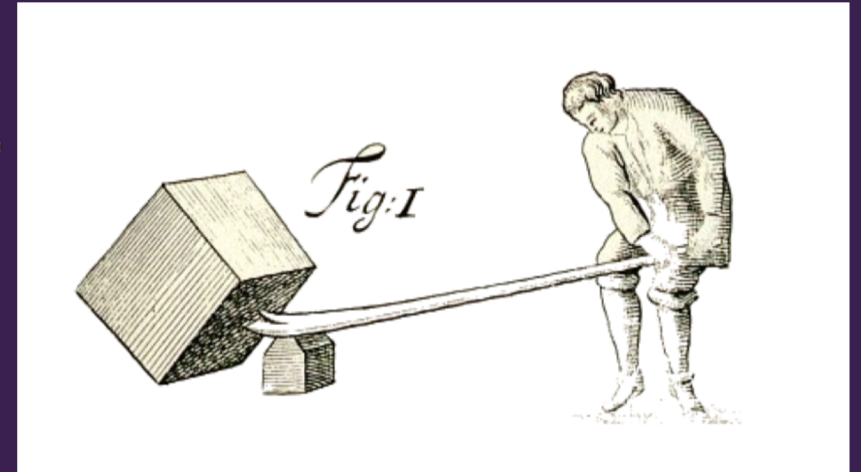
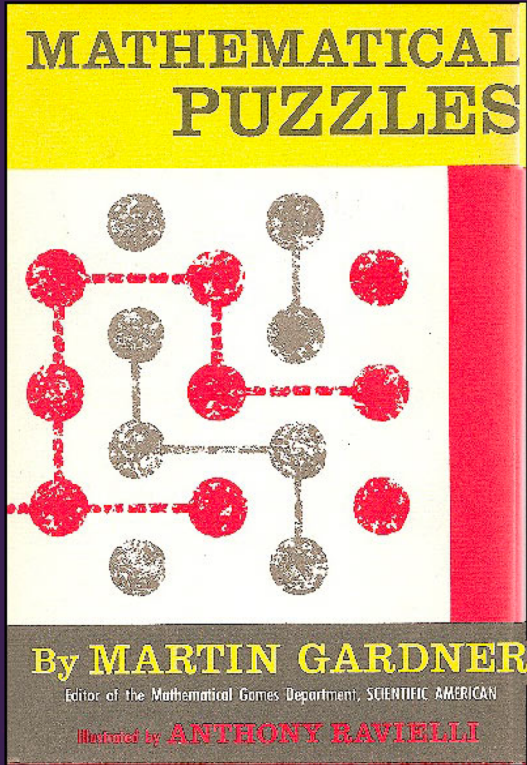
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for
people



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