Dominion Theatre, London 25th June 2015:

Analytics and Visualisation

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Agenda

2pm – Arrival, Registration, Tea/Coffee

2.15pm – **Introduction: Dan Barnett. Get Yourself Seen**

2.30pm – Joe Burridge Hudl – Data Science and Video Analysis
3.00pm – Aiseedo – Machine Intelligence

3.30pm – Tea/Coffee Break

3.50pm – Lee Witherell - Communicating to the C-Suite
4.20pm – Think Big Analytics – Open Source Big data, Hadoop + Tableau

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Introduction

Director of Analytics – Analysis Marketing Ltd

Worked with companies such as Sky, Barclays, Lloyds TSB, Orange

Also run Analysis Recruitment – The aim is to provide a more knowledgeable service for both Clients and Candidates with a detailed understanding of the huge variation in roles that could be described as a 'Data Analyst'

Aim of the event is to inform about areas of interest for analysts and network with peers in Analytics

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Getting Yourself Seen

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The future is getting ever closer

Technological advances mean that what was once standard can end up feeling antiquated in very little time e.g., Bebo, Myspace

Rate of this change is accelerating

ARTHUR C. CLARKE

2001

A SPACE ODYSSEY

THE GREATEST SCIENCE FICTION EPIC OF OUR TIME
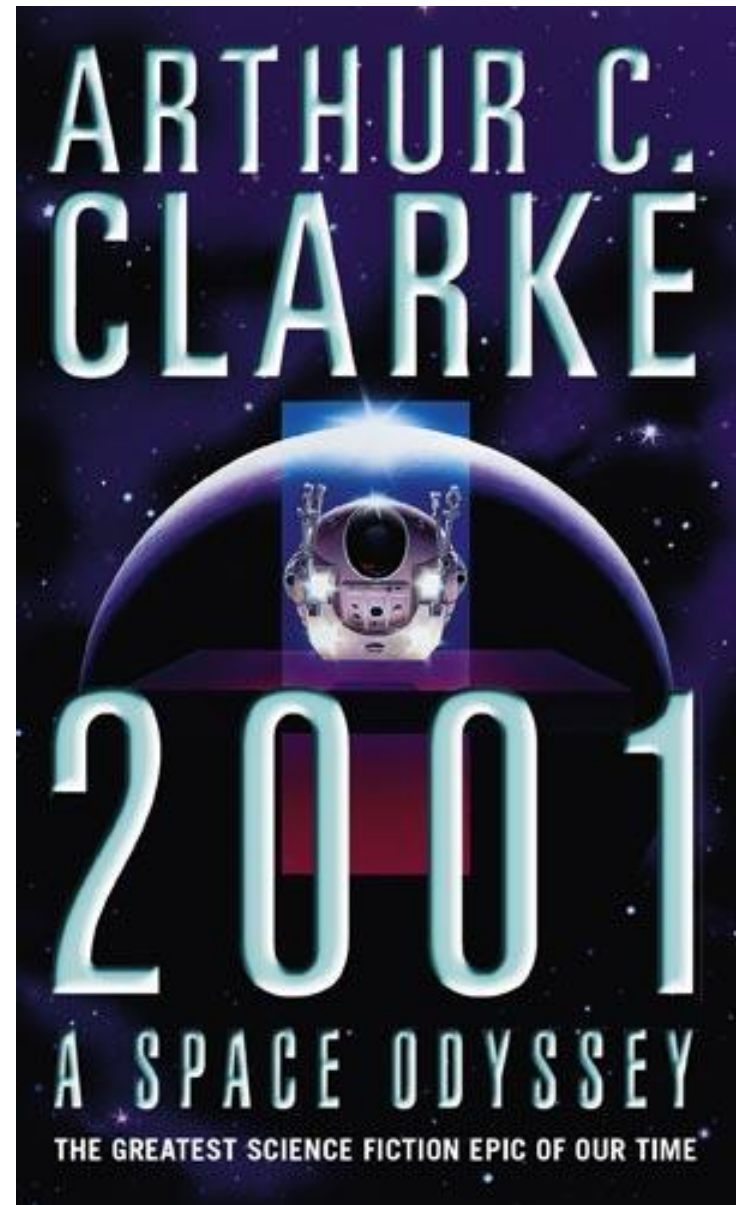
What does this mean for an Analyst?

Standard tools such as SAS/SPSS/SQL aren't going to die out overnight but are at risk from newer entrants who can be cheaper, faster or easier (or maybe even all three)

Threat – progress or die (or at least see career stall)

Opportunity – far easier to show you know your stuff

Data exists in ever growing quantities

More of it is public than ever before

More tools are free/low cost that in the past might have been for bigger businesses only

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What should a modern analyst look like?

Inquisitive

Questioning

Business Minded

An Analyst should be more about a mindset that a set of tools but how can you show this?
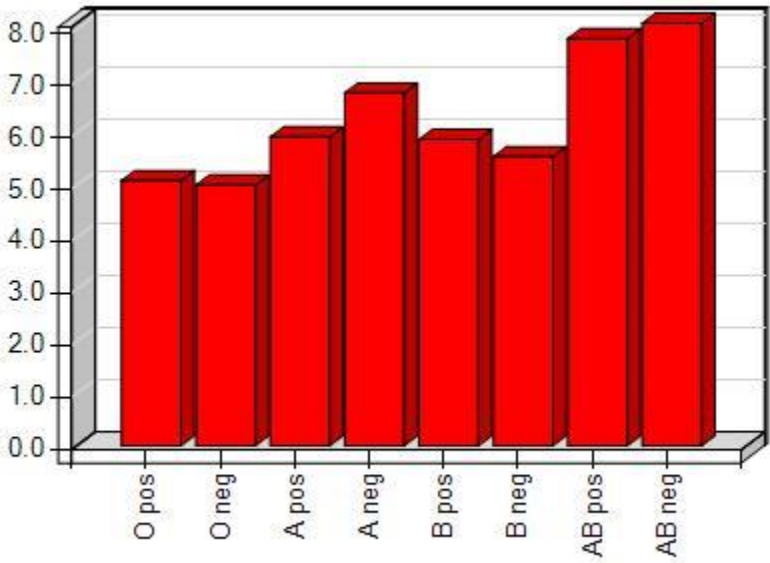
It's not just what you say, but how you say it

Remove to improve
(the **data-ink** ratio)

Created by **Darkhorse Analytics**   www.**darkhorseanalytics**.com

Sometimes simple is better–Blood Level Viz

England – 3D Bar Chart!

Wales – Simple, colour coded and with values added
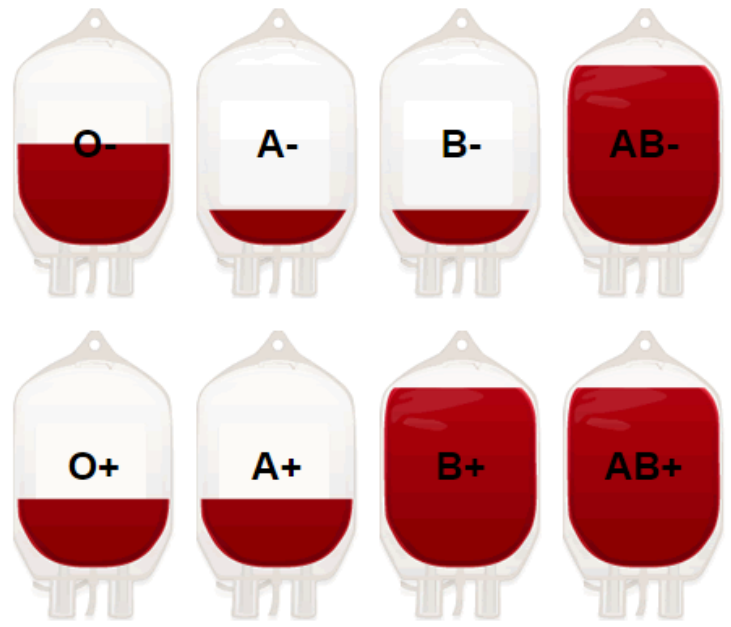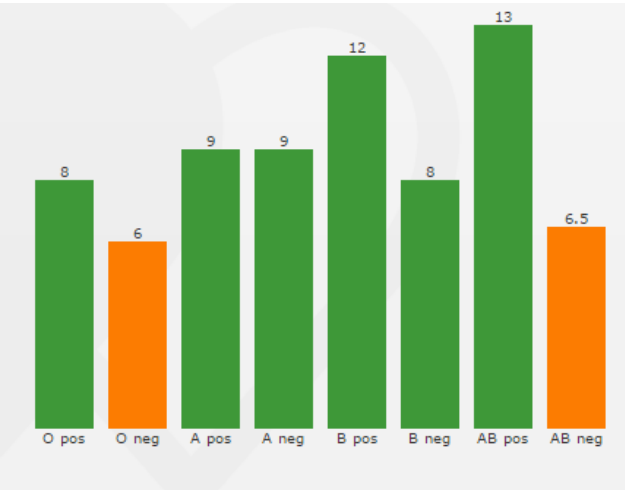
Current blood stock levels

Stock levels consist of available units in blood banks across Scotland plus donations that are currently being processed in our labs.

The values below are updated every weekday so you can see how your donation has influenced our stock levels.

O-   A-   B-   AB-

O+   A+   B+   AB+

Scotland– Info graphic with no numbers and image only loosely relating to values

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How can you show what you know?

- Open Data and Open(ish) Data

  - Open Data – Census, Data.gov.uk, Open Data Institute

  - Open(ish) Data – Scrapeable websites, Twitter

- Software – Microsoft (no really), Tableau

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data.gov.uk – House Price Data
## Spikes due to Stamp Duty Thresholds
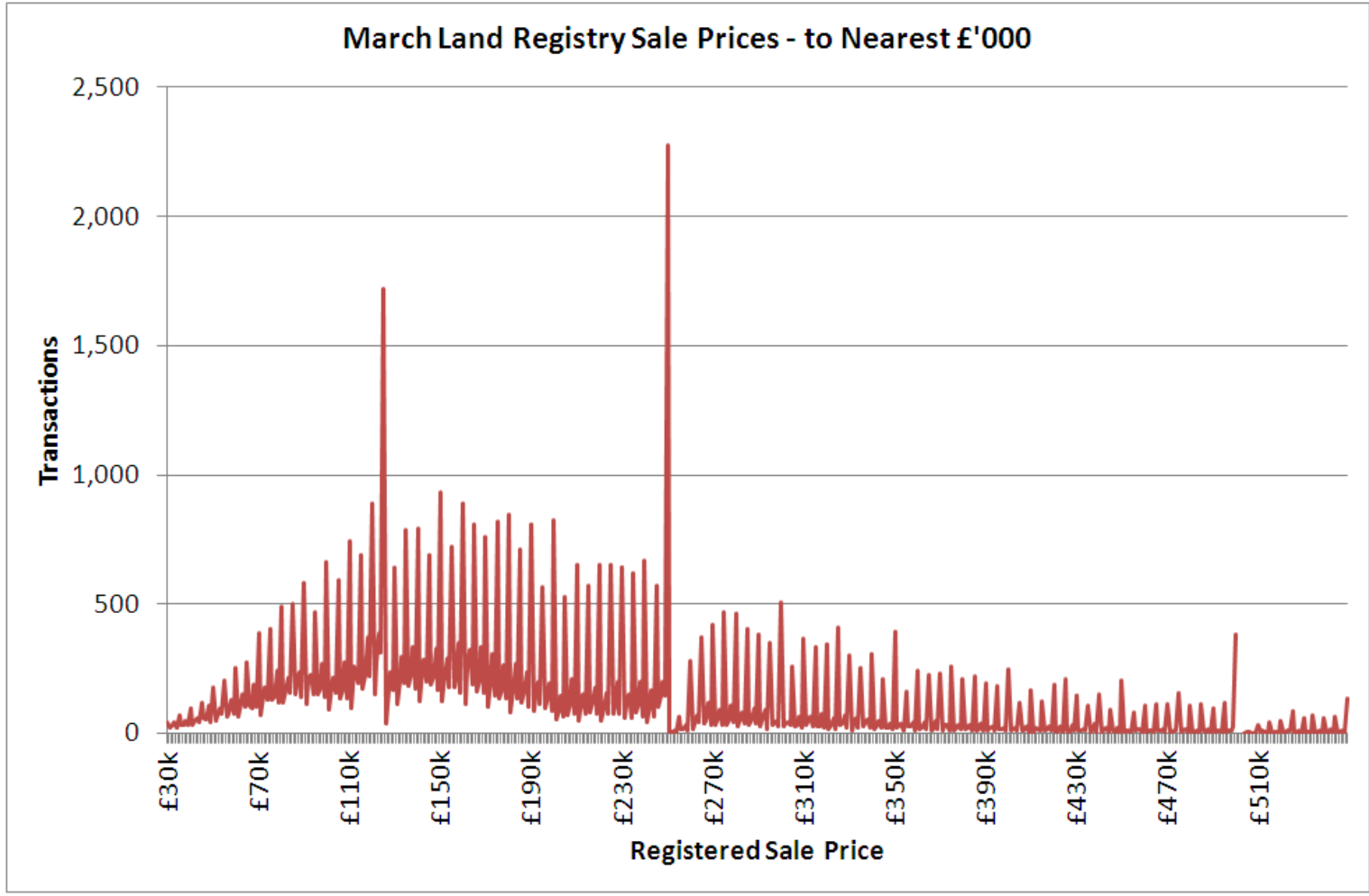
Census Data

- Even though now 4 years old plenty of value in Census data
  - Household Composition
  - Education
  - Work/Travel information

  - Easy to use in combination with another tool such as Tableau

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Link Shortening Data

For the nosy, the ability to analyse the response from Bit.ly, Ow.ly etc., links is a great way of measuring impact of someone's activity
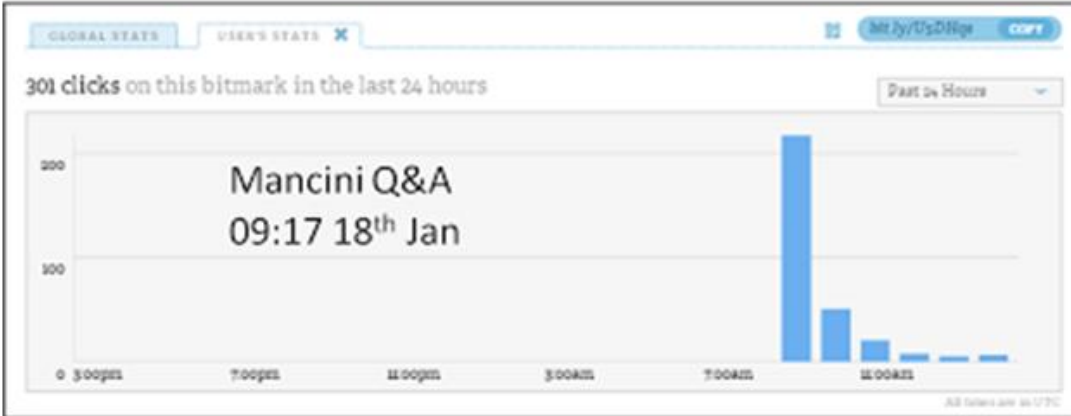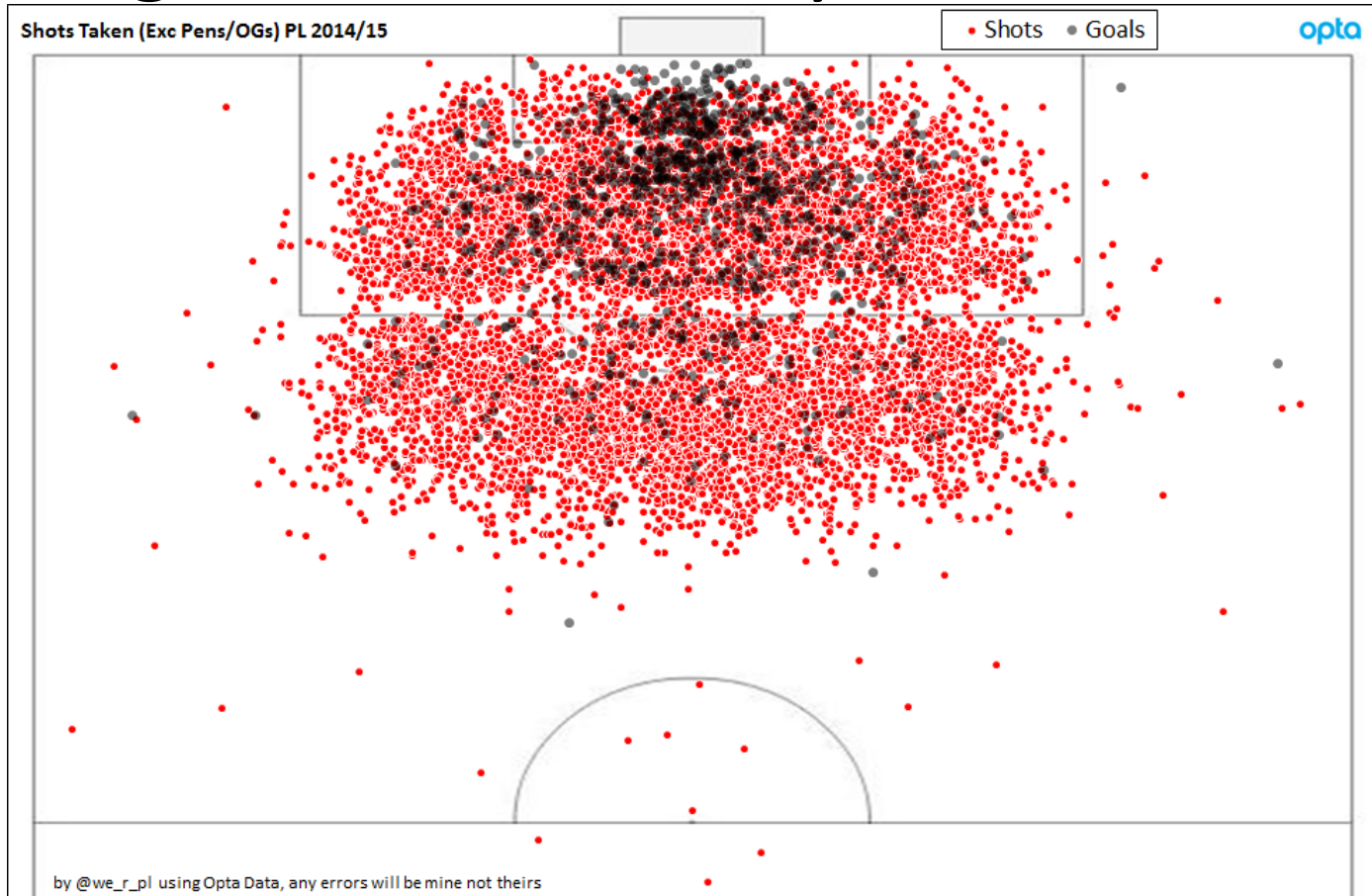
Scrapeable Data

- Most websites store data in a relatively structured format
- Using PHP or similar can help to extract pertinent information to be collated and manipulated elsewhere
- Personal use fine, commercial use a grey area e.g., Ryanair in Germany

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Scrapeable Data

- Data can be collected and reworked to create something not available anywhere else

Shots Taken (Exc Pens/OGs) PL 2014/15 — Shots • Goals — opta

by @we_r_pl using Opta Data, any errors will be mine not theirs

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The Inquisitive Analyst

- Why is something the way it is?

- Think like a customer

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The Business Minded Analyst

- The aim of pretty much any analysis will always be to 'sell more'

- Take the 'So What' approach to any figures you produce

- Decide the message you want to get across and make sure it gets across

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Summary

- Be curious about data

- Don't be afraid to get dirty with data

- New tools and data can expand your horizons

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