Data Science Strategies to Maximize New Media ROI

Mather Economics LLC

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Let's Talk Data

- o Data Science 101
- o "Big" Data
- o ROI for New Media with Data Science
- o Brief Rehash
- o Questions?

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- What is data science?
  - Emerging field
  - Intersects social science, statistics and computer science
  - Frequently involves high volume, heterogeneous data
  - Often necessary to mash up with other data to be useful

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- Many confusing references to high volume data
- The 3 V's
  - Volume
  - Variety
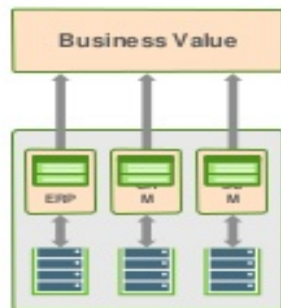 - Velocity

mather:

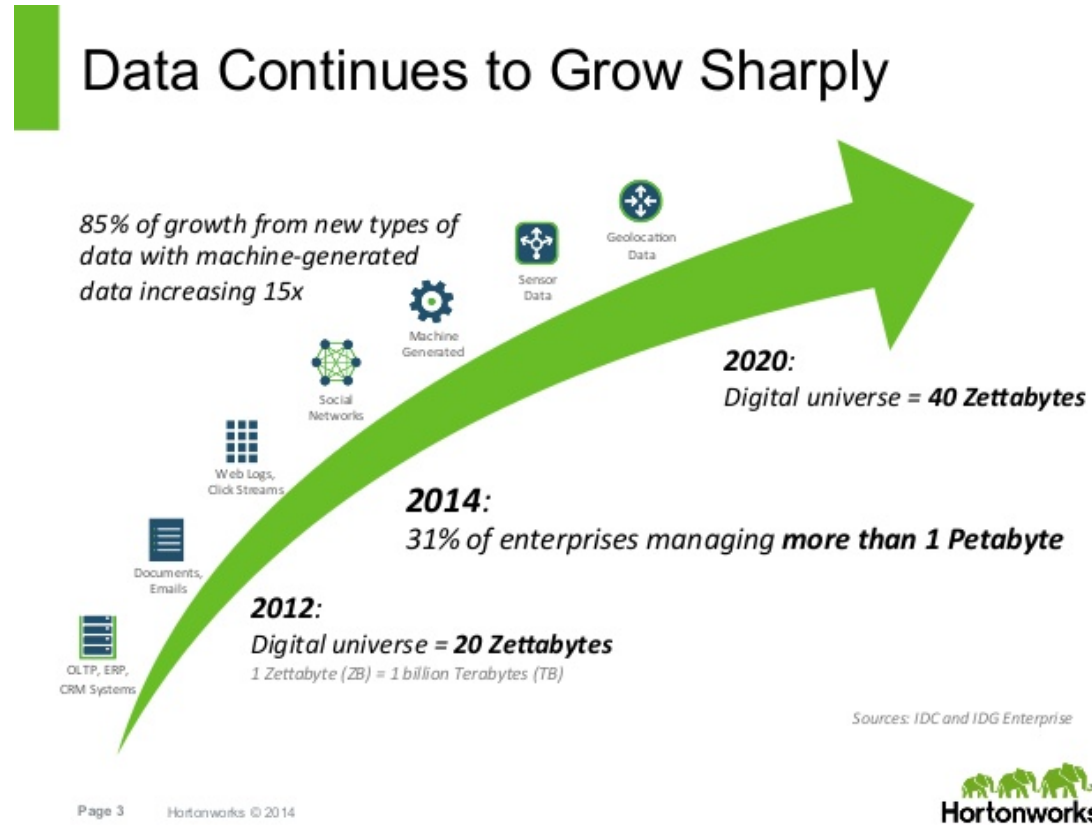# The Three V's of Data

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Data Growth is Exploding

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Estimated Data Growth (ZB)
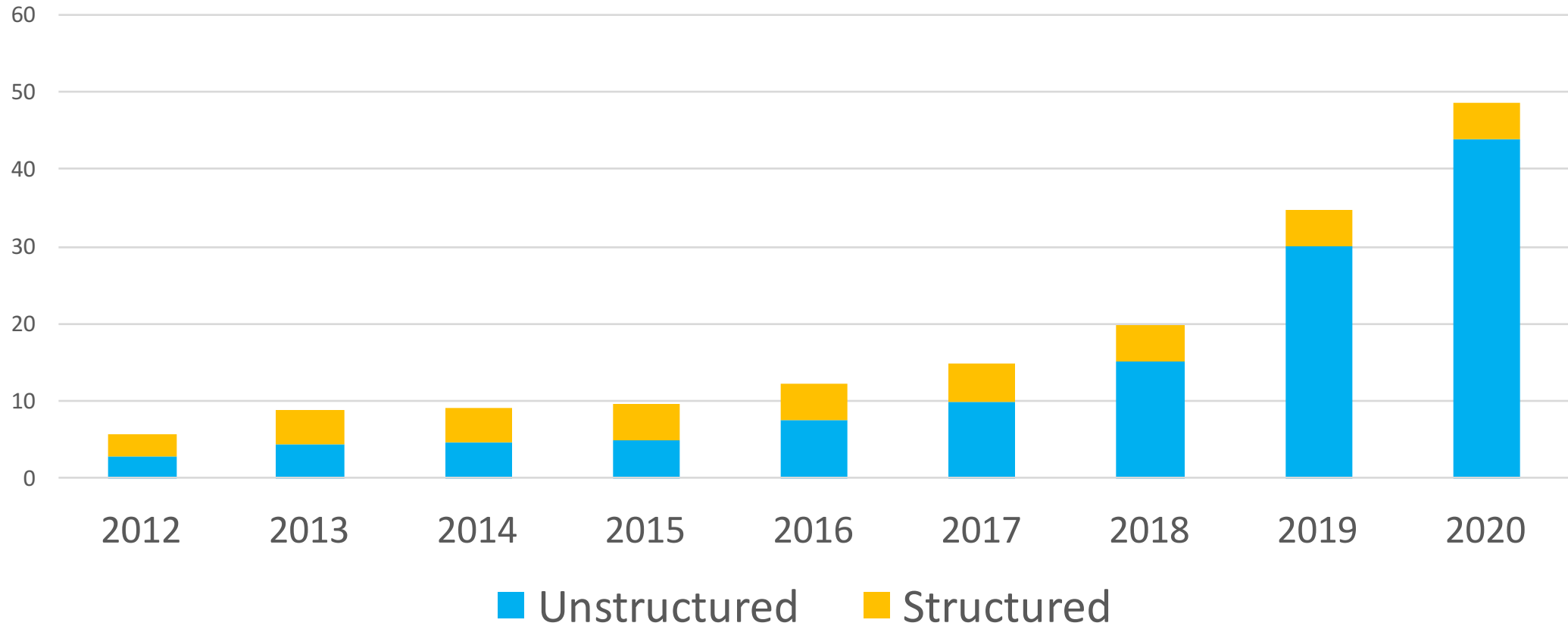
Data Growth is Explosing (Cont'd)

*graphic attribution – Hortonworks Inc.

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- 1,000,000,000,000 gigabytes – one trillion
- 1,000,000,000 terabytes – one billion
- 1,000,000 petabytes – one million
- 1,000 exabytes - one thousand
- 1 zettabyte - one

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ROI

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- Data-centric culture
  - Experiment, experiment, experiment…
  - Intrapreneurial group?
    - Earl Wilkinson's house metaphor
    - Don't tear down the house, remodel some rooms
  - Question everything
  - Let the data lead the way

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A Wikibon project determined that there was only a **55-cent return on each dollar** spent on big data projects…

Let's talk about why…

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- Relevant Business Use Cases
  - The end is the beginning is the end… (start with the end in mind)
  - Business Stakeholders **must** have "skin in the game"
  - Start with "low hanging fruit"
    - Quick wins
    - A slight increase in yield

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- Skilled Data Talent
  - Is data science going to be a core competency for your company?
  - Work with trusted advisors
  - Hire aptitude
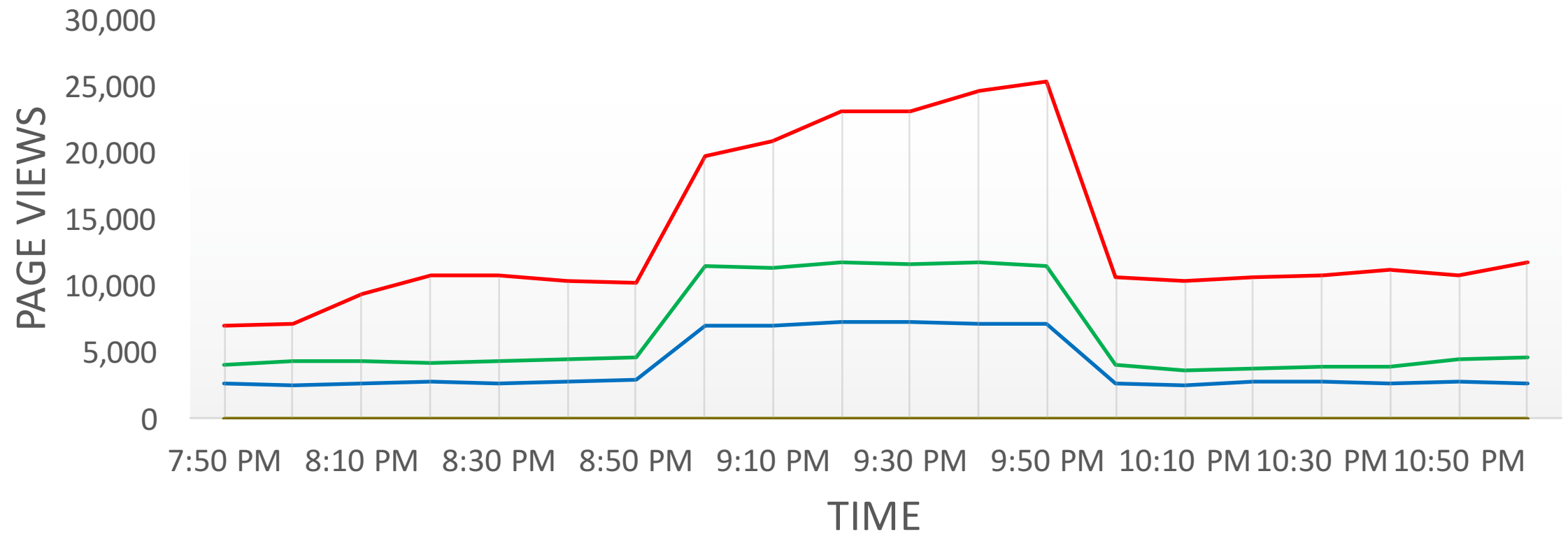
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- Applied Listener
  - Media Site benchmarking

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Listener Example 1 – Powerball 1/13/2016
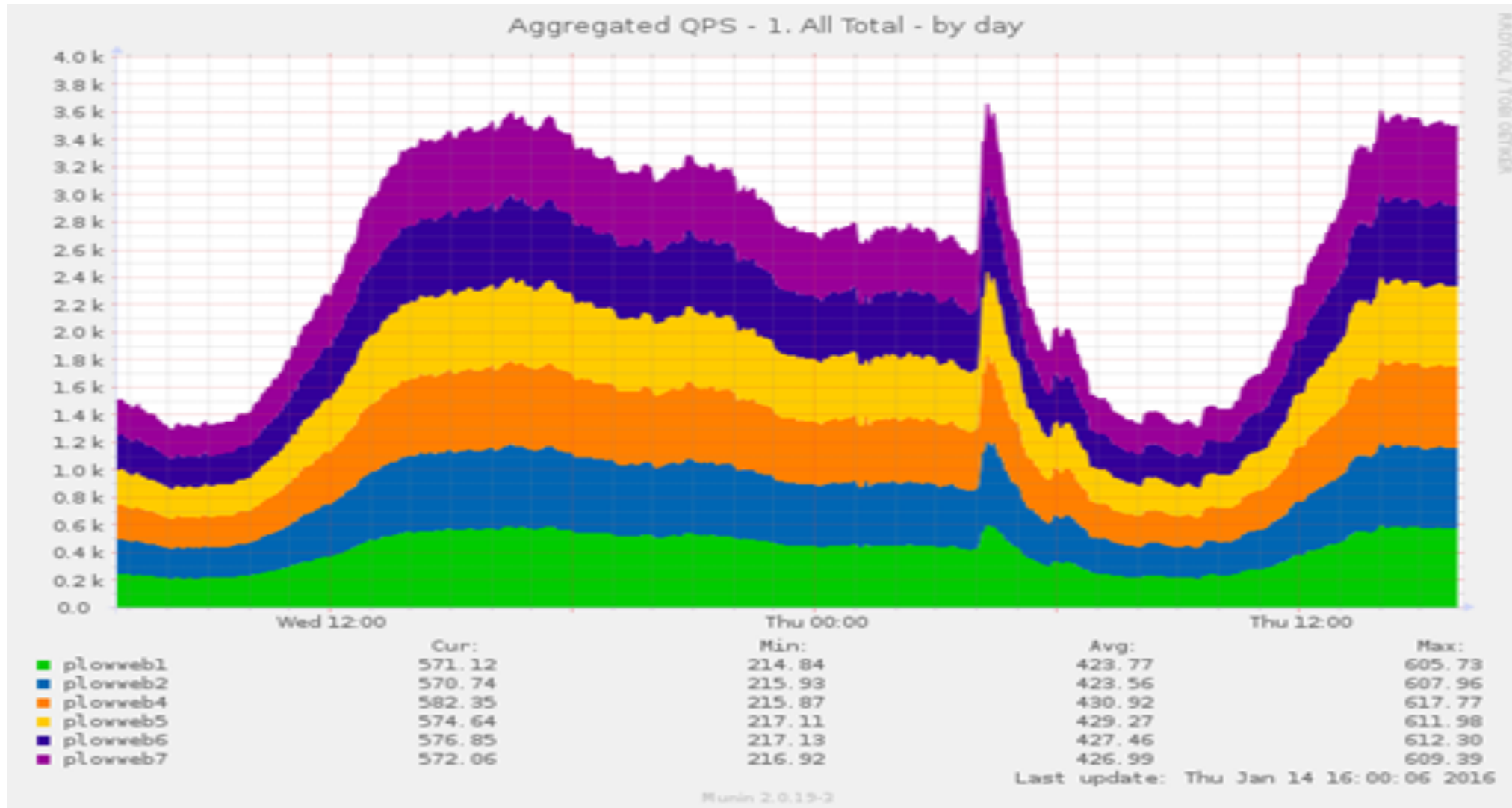
mather:
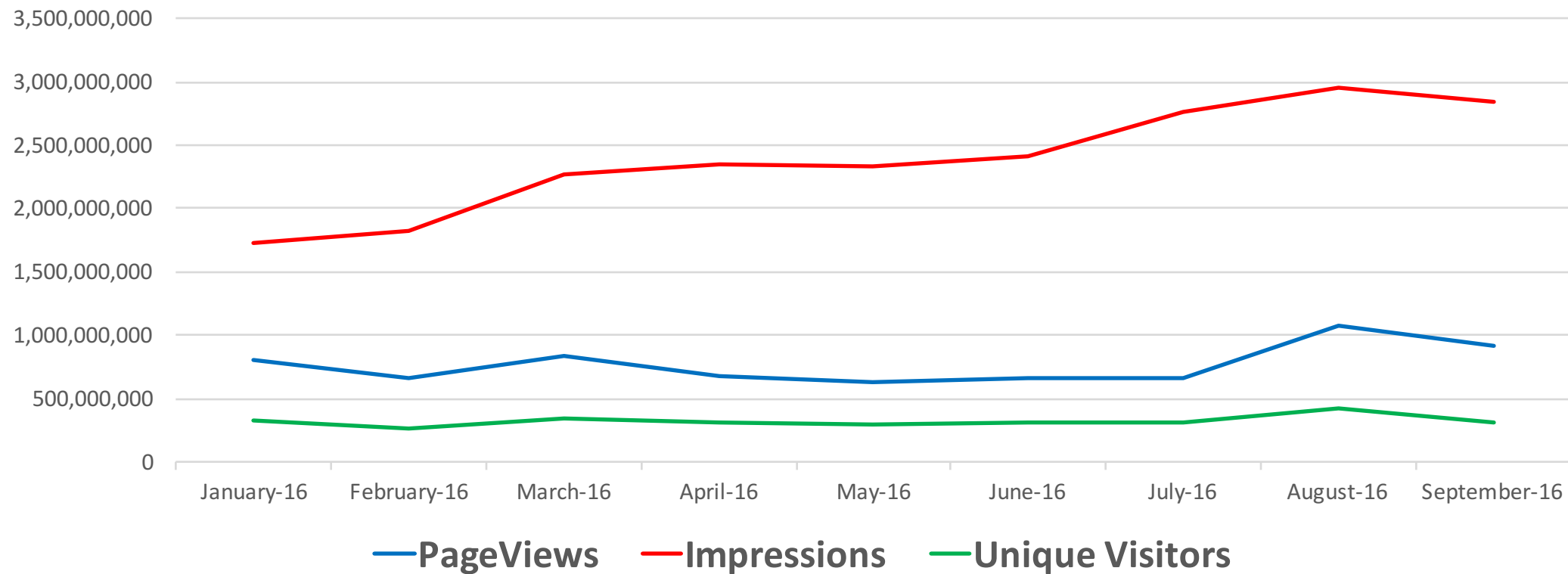
Listener Example 2 – Presidential Debate #2

Page Views Over Time

Listener Page Views vs. Impressions vs. Unique Visitors Over Time

- Plenty of Revenue Models – not nearly enough prioritization
- Is data science going to be a core competency?
- Don't be afraid of failed tests
- Try to implement a data culture organically

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Questions?