DATA
IN BUSINESS

OVERVIEW

Who is Stone Ward? → Pragmatism → Creativity → Stone Ward + Lyon College

WHO IS STONE WARD?

WHO IS STONE WARD

Stone Ward is a full-service advertising agency with offices in Little Rock and Chicago. With dedicated teams devoted to strategy, creative development, digital technology, video production, client services and public relations, Stone Ward is a leader in creative and innovative marketing solutions throughout the region.

BUILDING GOOD WITH GOOD CLIENTS

PHILANTHROPY

MATT STEWART

Matt brings an in-depth understanding of website attribution, analysis, data management, and forecasting to Stone Ward and all of his clients which include, Baptist Health, Natural Gear, Arkansas Game and Fish Commission, and Sissy's Log Cabin.

Matt serves as a co-lead of the Analytics team for The Advertising & Marketing Independent Network (AMIN), where he leads bi-monthly meetings regarding the latest in data science and attribution.

Matt enjoys painting, Dungeons & Dragons, and tennis. A nerd of all kinds, Matt can often be found reading the latest Malcolm Gladwell book or making a spreadsheet in his spare time.

MATT STEWART

- ○ Graduated with a Bachelors of Arts in Classics (studying ancient Latin and Greek) from Hendrix College.

- ○ Started in Email Marketing at Stone Ward. Shifted into Analytics.

- ○ Became a self-taught analyst. Had to be **pragmatic** in what I learned and **creative** in my approach.
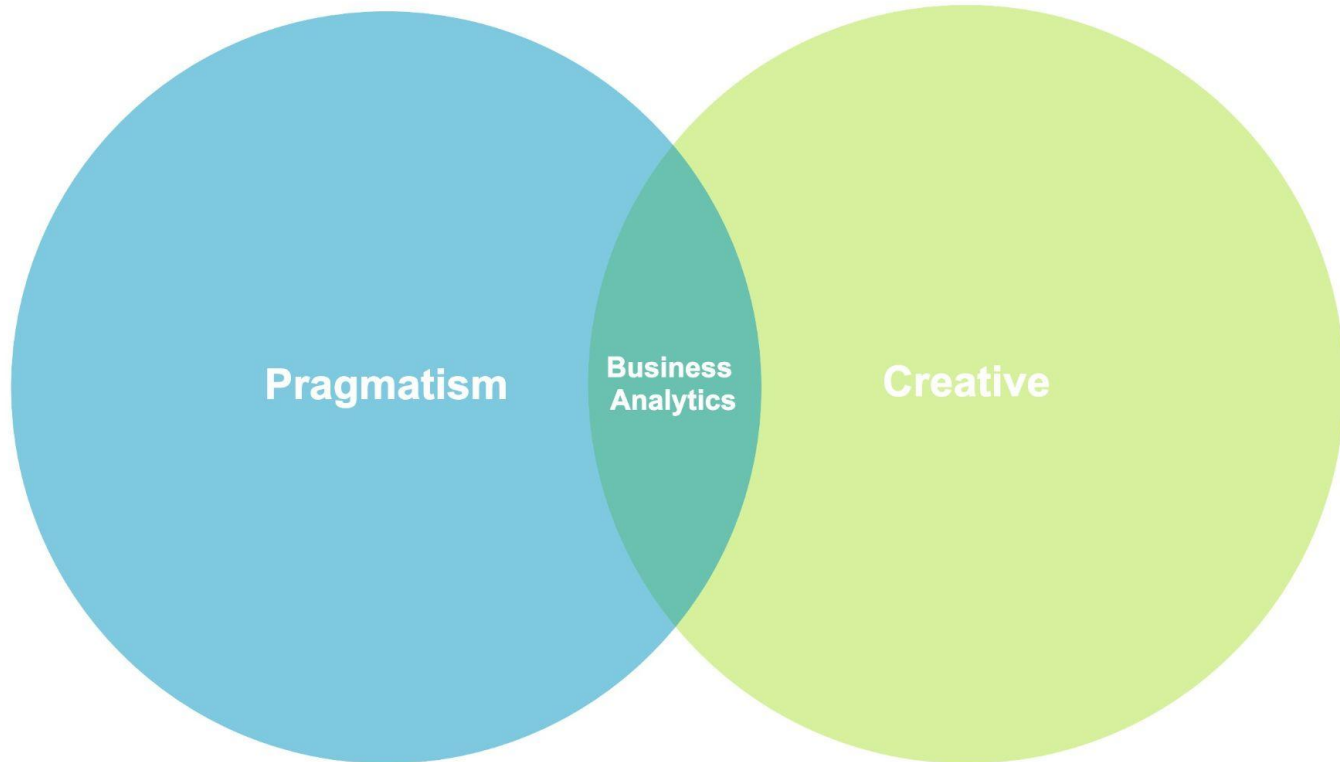
PRAGMATISM

OVERVIEW

Deadlines

- **One of the largest reasons for being pragmatic is deadlines. Clients often need answers to problems quickly to react to current business problems. Mostly analyses.**

  - Most analyses get less than a week to work on. See example to the right:

An Average Week					
	Monday	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
8 a.m.	**Project Assigned**	**Analysis**		Other Work	**Share with Team**
9 a.m.	Other Work	**Analysis**	**Analysis**	Other Work	**Share with Team**
10 a.m.	Other Work	**Analysis**	**Analysis**	Other Work	**Edits**
11 a.m.	Other Work	Other Work	**Analysis**	Other Work	**Edits**
12 p.m.					
1 p.m.	**Research**	Other Work	Other Work	**Visualization**	Other Work
2 p.m.	**Research**	Other Work	Other Work	**Visualization**	Other Work
3 p.m.	**Research**	Other Work	Other Work	**Visualization**	Other Work
4 p.m.	Other Work	Other Work	Other Work	Other Work	Other Work
5 p.m.	Other Work	Other Work	Other Work	Other Work	**Project Due**

Be Efficient

- Reuse the code you have as a **starting** point. So that you can spend more time **thinking.**

- Whether you're part of a one person team or a larger one, you should begin building a repository of code now.

- Take the lessons you learn from class and apply them to your next project.

Forecasts from ARIMA(1,1,0)(0,1,0)[12]
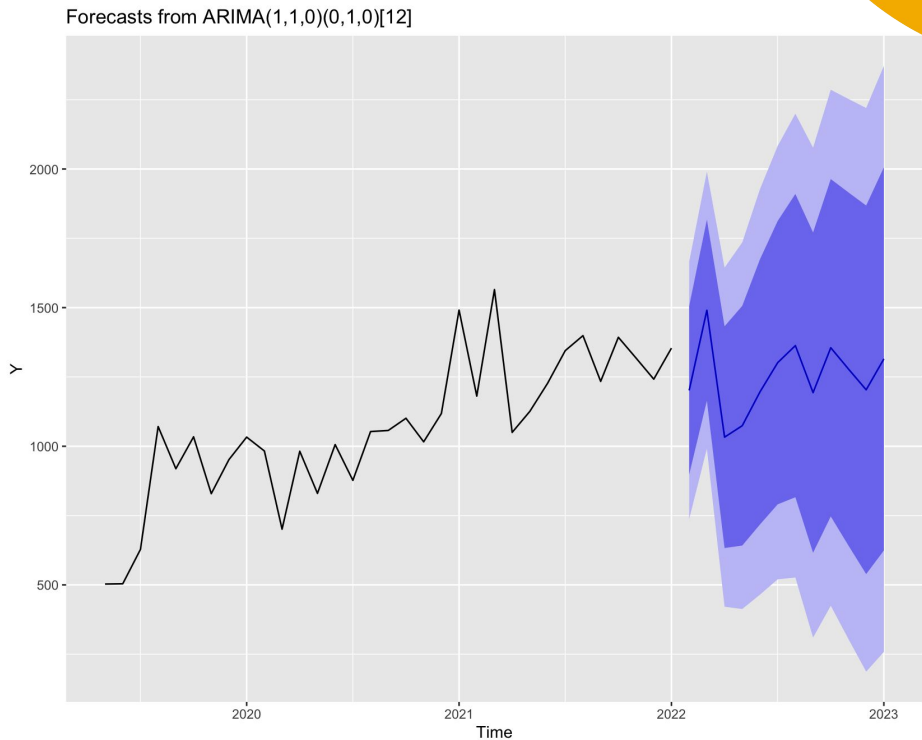
Communicate

Part of becoming an analyst in business is learning to communicate.

Best way to do this:
- Explain the problem.
- Suggest the time you need.
- Suggest a shorter timeline with proxy data.

Use Proxy Data

Learn to use proxy data (publically available data) to estimate your clients questions. These are great resources when your clients do not have large data sets.
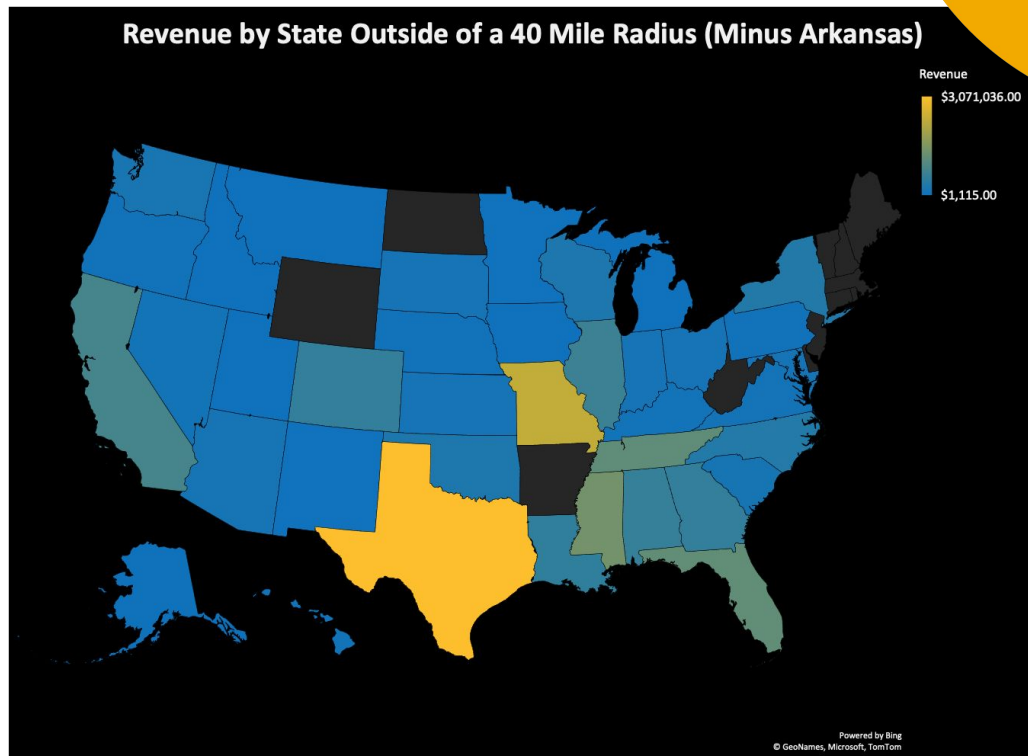
But all clients want data analysis.

Use free resources:
Census.gov
Simplemaps.com
FRED St. Louis

Revenue by State Outside of a 40 Mile Radius (Minus Arkansas)

Ethics

In business, many people will ask you questions about whether or not we can do something. It's important to take the time to think through what you're being asked and the implications.
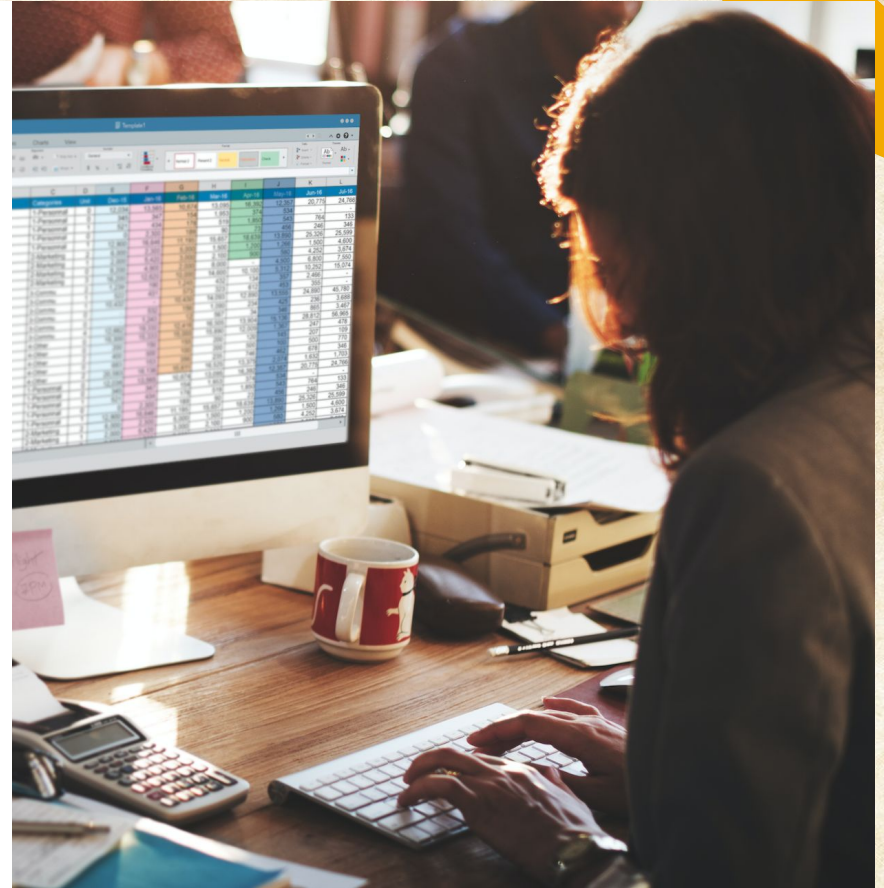
It remains our responsibility to inform them if something can or cannot be done. Important to be vigilant.

Common areas to be careful about:
Data Privacy
Tracking
Math*

Creativity

Be Creative: Learn To Translate Models

In business, you need to be able to convince your clients or leadership that your analyses are correct. In order to do this, you may have to **translate** more complex statistical models into layman's terms**. Try using analogies and think outside the box.**

Creative: Data Visualizations

Visualizations are excellent tools to quickly help other people understand data.

Complexity in visualizations can be detrimental. **We must be creative in how we simplify it.**

Clients tend to only ever retain 1 - 3 numbers at a time. Remember, they are smart but have not spent the time with the data and are typically going to be hearing lots of numbers.
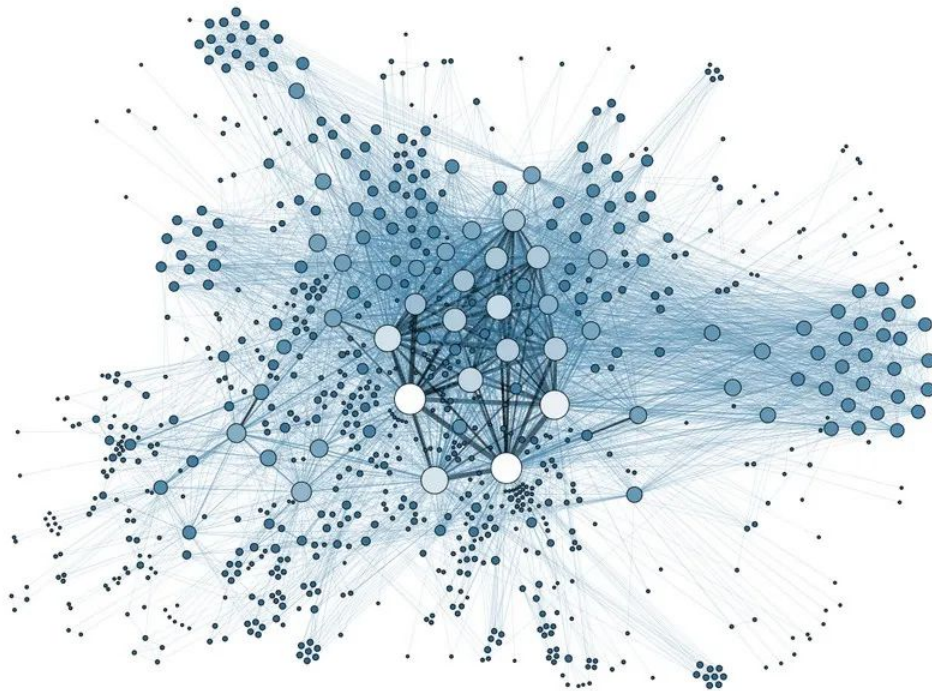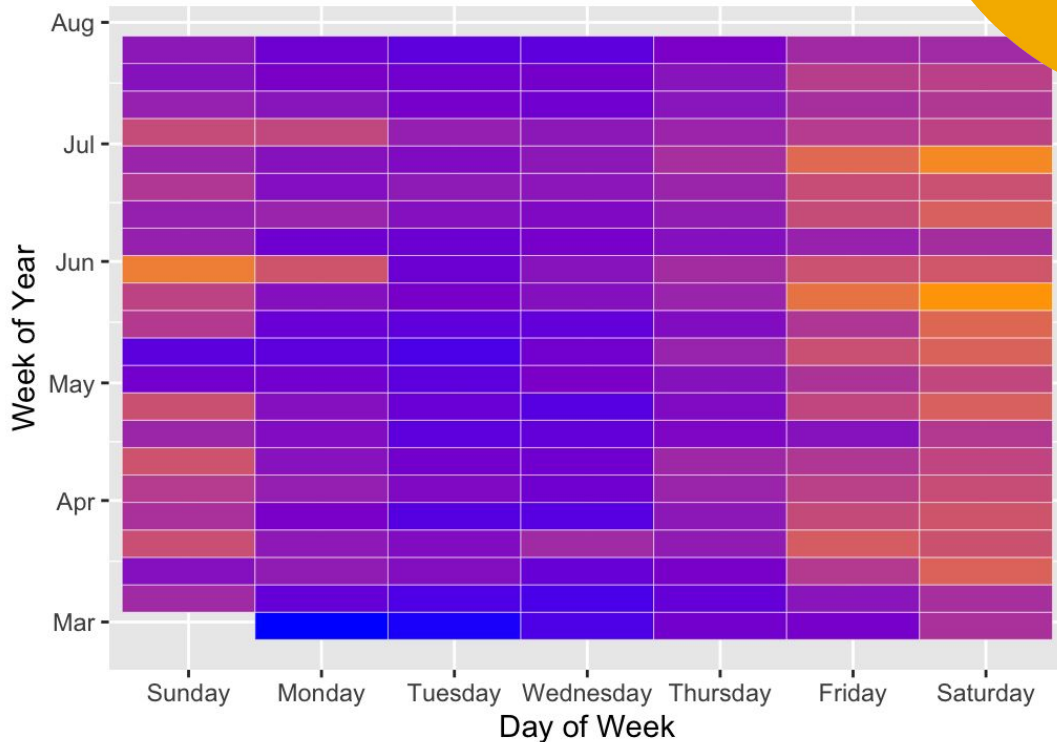
Visualize Simplicity

Learning to use visualizations can help convey your point much more clearly.

Best tips for making effective visualizations:

- Make sure your audience can understand the main point of the visualization in **less than 10 seconds.**
- Get feedback from a non-data minded person before you present.

Lyon and Stone Ward

Data Science Mini-Internship

- 3 weeks of hands-on experience working on a data science project with real data.
  - Dates: Early Summer 2022

- Will earn class credit for your degree.

- Intern will work with Stone Ward's Media & Analytics team.

- Work is fully remote. Will not need to come into the office.

- Part-Time.

THE IMPORTANT STUFF

- **8 weeks of hands-on experience in a real advertising environment.**
  - **Dates: June 6th - July 29th**

- **No coffee runs.**

- **Paid ($2,800 living stipend)**

- **Each intern will have a dedicated mentor.**

- **Intern class will work together to plan, create and execute a real campaign for a local nonprofit.**

- **Trips to news stations, video productions, studios, photo shoots and more.**

HOW DO I GET AN INTERNSHIP?

TIPS FOR GETTING AN INTERNSHIP:

1

Start working on your application now!

Application

Due March 4th

2

Check out this blog.

5 Tips to Help Get A Camp Reality Internship

3

Follow us on Instagram.

@stoneward

QUESTIONS?

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