

DATA IS EVERYWHERE

Where, How & Why
Data is used in every
aspect of our lives



IMPORTANCE OF DATA

Data and its usage drastically increased in recent years

Technological advances made data both available & usable on a large scale

Let's take a closer look at 10 real world examples



SOCIAL MEDIA



Data Collection

User data from app usage

→ demographics, behaviour, preferences

Data Usage

Improved user experience

Better advertisement targeting



FABIAN WERKMEISTER

HEALTHCARE



Data Collection

Patient data from examinations

→ **activity, blood parameters, heart rate**

Data Usage

Early disease detection

Improved diagnosis & treatment



FABIAN WERKMEISTER

TRANSPORTATION



Data Collection

Traffic data from cameras & sensors

→ **gps coordinates, travel speeds, stops**

Data Usage

Optimize routes

Reduce congestion in cities



FABIAN WERKMEISTER

AGRICULTURE



Data Collection

Agricultural data from sensors
→ **temperature, humidity, soil quality**

Data Usage

Reduce waste

Optimize crop yield



FABIAN WERKMEISTER

FINANCE / BANKS



Data Collection

Financial data from transactions

→ **ATM location, income, spending patterns**

Data Usage

Fraud detection

Asses creditworthiness



FABIAN WERKMEISTER

ENERGY



Data Collection

Energy data from smart meters

→ kWh, consumption during the day

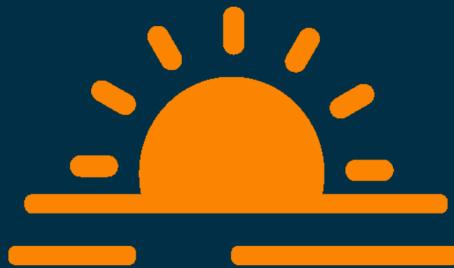
Data Usage

Monitoring & managing energy consumption



FABIAN WERKMEISTER

WEATHER



Data Collection

Meteorological data from stations
→ **temperature, rain amount, wind speed**

Data Usage

Forecast temperature & weather conditions



FABIAN WERKMEISTER

SPORT



Data Collection

Performance data from wearables

→ **athletic performance, motion sequences**

Data Usage

Analyze opponents

Develop tactics & improve game



FABIAN WERKMEISTER

GOVERNMENT



Data Collection

Population data from census & records
→ demographics, economic statistics

Data Usage

Adapt laws

Make political decisions



FABIAN WERKMEISTER

ENVIRONMENT



Data Collection

Environmental data from satellites

→ **land usage, deforestation, air quality**

Data Usage

**Monitoring & tracking
environmental changes**



FABIAN WERKMEISTER

**WHAT'S YOUR
FAVOURITE DATA
TO WORK WITH?**



LET ME KNOW 

BONUS

FREE Data Notion Space



DATA NOTION SPACE

- ✓ Learning roadmap
- ✓ Resources & tutorials
- ✓ Data project tools

Fabian Werkmeister

I help you to become fluent in Data and enable you to translate between business & tech ★ Data Scientist @FUNKE ★  Python  Data Science  Data Engineering

Talks about #data, #python, #mindset, #datascience, and #productivity

Hamburg, Hamburg, Germany · [Contact info](#)

[FREE Data Notion Space](#) 



FABIAN WERKMEISTER

DATA NOTION SPACE

Simply click "Duplicate" and get
your very own Notion Data space

The screenshot shows a Notion workspace interface. At the top is a search bar with a magnifying glass icon, the word 'Search', a 'Duplicate' button highlighted with a large orange circle, three dots, and the Notion logo. A large orange arrow points downwards from this bar towards the workspace below. The workspace contains nine cards arranged in a grid:

- 1 Project Structure**: Image of a building under construction.
- 2 Data Collection**: Image of hands holding chestnuts.
- 3 Data Cleaning**: Image of a hand holding a yellow spray bottle.
- 4 Data Exploration & Analysis**: Image of people looking at a map.
- 5 Preprocessing & Feature Engineering**: Image of various tools like pliers and a screwdriver.
- 6 Modeling & Evaluation**: Image of several small robots.
- 7 Productionize Model**: Image of a large cargo ship.
- 8 Showcase Results**: Image of a clapperboard.
- 9 Summary & Retrospective**: Image of a sunset with a road sign.



FABIAN WERKMEISTER

HI, I'M FABIAN

I HELP YOU
TO BECOME
FLUENT IN DATA



IF YOU LIKE THIS POST
Follow & hit the bell icon



FABIAN WERKMEISTER