Last Stand

- *Internal Usage of Data - What Could We do With the Data Provided*

This is the first way to use the data. Consider it Level 1.

We are trying to make sense of the data internally. We are concentrating on the variables that have been provided to us and trying to extract information independent to the outside world. This is the **interpretation** of our database.

This is a primitive use of data.

- *External Usage of Data - What is the Potential of the Dataset for the Company*

This is the second way to use the data. Consider it Level 2.

We are trying to put our data in context. We try to make sense of the data geographically. The data set is very limited and due to constraints we restricted our analysis. However, we would be interested in looking at where our job-seekers are. We already have where the job postings are in the United States, now we just have to connect it to the people that use the website to look for jobs.

This information would be useful because we would be directing our efforts towards making the website more attractive for the people that are looking for jobs.

This is a better use of data.

- *MetaData - Turning our Attention to the Information of the Information*

This is the third way to use data.

We are concentrated on the aggregate information we could get from our user base.

Indeed.com has to make money. By accumulating information from their users in exchange to the service that they are providing (connecting employers and job-seekers), they can sell this information and become a more profitable company.