



THE REPURPOSER

Name: Cameron Burke Age: 37 Occupation: Business Analyst Location: Brooklyn, NY

Cameron grew up in a suburb of Dublin, Ireland and went to MIT where he met his wife, Phoebe.

“ We want to be a one-stop shop for any piece of data that exists about Federal contracts. ”

Goals & Tasks

- Access data through outgoing API
- Add value through interpretation and analysis
- Create visualizations and identify trends
- Resell data, such as: What contracts have been awarded to whom, for how much, for how long, from what account. Which Federal agencies received increases and cuts.

Attitudes & Motivations

- Data needs to be accurate in order for us to sell it
- Since it is all public data, we add value through data manipulation and analysis
- US market data is just one piece of the puzzle; it should easily tie into the global equation

Pain Points

- Poor data quality
- Insufficient data granularity

Skills



Tools



Design Implications

- Use APIs make the data readily available
- Budgetary information at the summary level is not helpful. Data must be granular to provide real value to subscribers