User Journey

Meet Marc

Marc is a STOIC user.

Marc loves to nurture datasets.

Marc is an accomplished data farmer.

Vision

Identify a business problem worth solving.

Imagine what a solution could look like.

Prepare yourself for the journey ahead.

STOIC is not a spreadsheet, but offers the same benefits, to the same users.

STOIC finds its *raison d'être* when data gets too big for Excel® or Tableau®.

STOIC integrates the core features of 5 to 6 tools into a coherent data journey.

Ideation

Find the right use case to start with.

Understand your audience and its needs.

Estimate your expected return on investment.

Important data analysis projects take precious time and serious commitment.
And some steps like *Preparation* might take a lot more time than you would like.
Pick your projects wisely to make the best use of your limited resources.

Import

Select the right datasets.

Check the quality and relevance of your data.

Use the right tools for the job.

STOIC.io connectors let you import any dataset, small or large.

Datatype discovery, summary statistics, and data validation are automated.

This allows you to focus on what really matters: understanding your datasets.

Prototyping

Sample datasets that are a bit too large.

Test your ideas and verify your assumptions.

Iterate as many times a necessary.

STOIC is really fast and super scalable, but big data can require a lot of resources.

Before loading your entire datasets, try things out with smaller samples.

This will make iterations much faster, while keeping your cloud bills low.

Preparation

Organize datasets into neat tables.

Transform tables to fit the right models.

Clean data values that are out of line.

Once you have decided which datasets you really need, you must prepare them. Unfortunately, they might come in different shapes and sizes, or need cleansing. Thankfully, our powerful *data journeys* make that work easy and rewarding. Sweet!

Exploration

Slice and dice your datasets any way you like.

Look for hindsights in the smallest corners.

Hope for the best.

With clean datasets at hand, you can start your data exploration.

Use filters to focus on the essential, or join multiple tables to see the full picture.

And keep an eye on the charts at the top of every column: they have a lot to say!

Visualization

Create charts and maps.

Identify patterns and trends.

Look for outliers and predictors.

If a picture is worth a thousand words, a chart is worth a million data points.

Simply select one or more columns, then produce a chart or map in a few clicks.

And any changes you make to your data filters will be reflected within seconds.

Collaboration

Work as a team.

Teach the craft.

Learn from others.

Business users can do amazing things on their own with our zero-code tools.

But things get even more interesting when you work as a team.

Simply share your workbooks with your data scientist friends to learn new skills.

Analysis

Collect all your findings.

Package them into metrics and summaries.

Get ready for the big reveal.

After all this work, you are now ready to analyze your datasets.

Ask the most relevant questions, find the right answers, and collate your insights.

These are the building blocks for the story you will put together next.

Presentation

Create reports and dashboards.

Distribute them to your audience.

Collect feedback and make adjustments.

Combine tables, charts, maps, and controls into interactive dashboards.

Share them with *explorers* and *viewers*, within your organization or with partners.

Engage in discussions, refine your conclusions, and plan for your next project.

Celebration

Enjoy the mark of a job well done.

Celebrate with colleagues and friends.

Share the rewards of your success.

Witness your work being shared across a larger and larger audience.

Package your workbook as a template that will be used by others.

Recommend STOIC to other data farmers, and teach what you learned.