

Central issue for data-driven business

- ✧ It doesn't matter how much data you can get
- ✧ It matters how you got it
 - ✧ Experimental design
 - ✧ Ethics
 - ✧ Provenance



Central issue for data-driven business

- ✧ It doesn't matter how much data you can get
- ✧ It matters how you use it
 - ✧ Analytics
 - ✧ Translation to business practice
 - ✧ Follow-up

