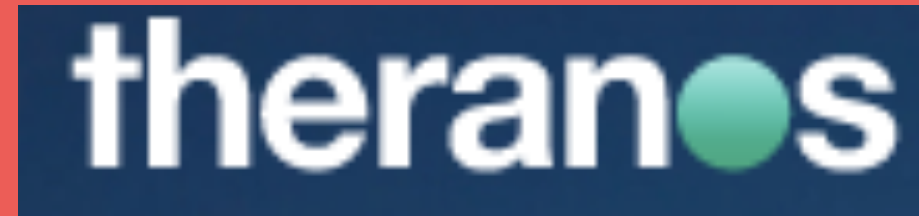


A word cloud visualization of data science and engineering terms. The most prominent words are 'data', 'quality', 'rules', 'algorithms', 'constraints', 'identify', 'cloud', 'business', 'crowd', 'MapReduce', 'results', 'repair', 'functional', 'evolved', 'dependencies', 'role', 'contextual', 'role', 'evolved', 'functional', 'dependencies', 'role', 'contextual', 'role', 'evolved', 'functional', 'dependencies', 'role', 'contextual'. Other visible words include 'performance', 'system', 'clusters', 'temporal', 'keyword', 'distributed', 'execution', 'entity', 'analysis', 'inconsistent', 'repaired', 'evaluate', 'underlying', 'case', 'appear', 'role', 'contextual', 'role', 'evolved', 'functional', 'dependencies', 'role', 'contextual', 'role', 'evolved', 'functional', 'dependencies', 'role', 'contextual'.

Central issue for data-driven business

- ✧ This is a matter of trust

- ✧ If the foundational data on which the business is built isn't trustworthy, you can't sell anything

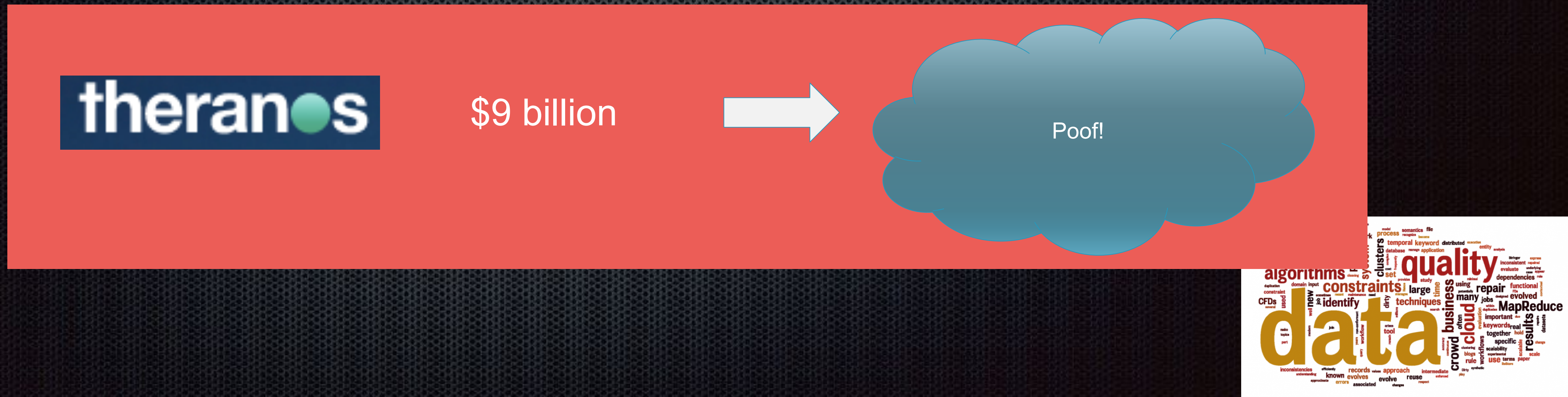


\$9 billion



Central issue for data-driven business

- ✦ This is a matter of trust
- ✦ If the foundational data on which the business is built isn't trustworthy, you can't sell anything



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

