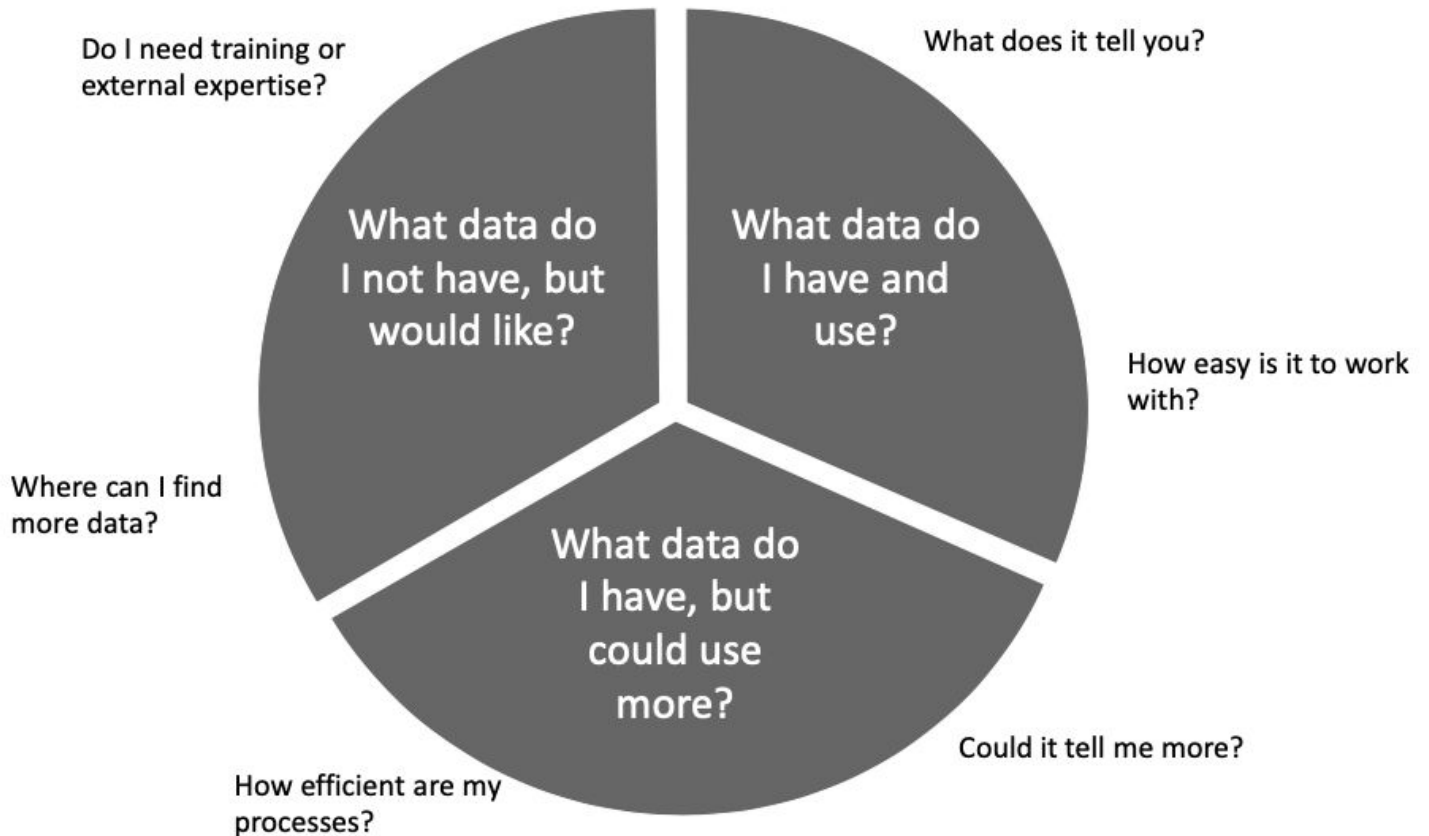


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KNOW YOUR NUMBERS: HOW-TO GUIDE

MAP YOUR CURRENT DATA



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WHAT DO YOU WANT YOUR DATA TO DO?

BUSINESS OBJECTIVE	
What data do I already have?	What data am I missing?
Where is it kept?	Where can I access it?
What format is it in?	What format is it in?
Can I interpret this data?	Can I interpret this data?
What does the data tell me?	What do I think it will tell me?
HOW WILL I USE IT?	

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DEVELOPING YOUR BUSINESS DATA STRATEGY

A Data Strategy describes the goals you wish to achieve, mapped against a plan of action and selected data choices to utilise. It is typically part of a wider business development strategy, aligning to the wider goals for your business. It also outlines the role and processes surrounding data in a company.

- Set up
 - determine objectives
 - identify the right data
- Moving into implementation
 - facilitate team sharing
 - Integrate and automatise
 - encourage a data-driven culture
- On-going development
 - protect data
 - keep testing



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TOOLS AND GUIDES TO HELP YOU

- Google Analytics - <https://analytics.google.com/analytics>
 - Free web analytics tool which provides in-depth details and insights about the visitors on your website.
- Guest data you should collect as an accommodation provider - <https://bit.ly/2DJ1f10>
- Learn Excel online - <https://bit.ly/2ZnvYfe>

KEY TERMS

Small data	Data in format and volume that allows for it to be processed inside a single computer using basic tools such as spreadsheets.
Big data	Data in format and volume that is so complex that advanced technologies are required to comprehend it.
Data warehouse	A central repository for integrated data used for data analysis and reporting
Open data	Data that is freely available and accessible to anyone, anywhere, regardless of intended purpose.
Data integration	The process of combining and linking up data residing in different sources.
Pivot tale	A statistics tool particularly useful to summarise large amounts of data in selected rows and columns in a spreadsheet.