GENERATION DATA

USING DATA FOR PROFIT

Activities

How much do you generate?
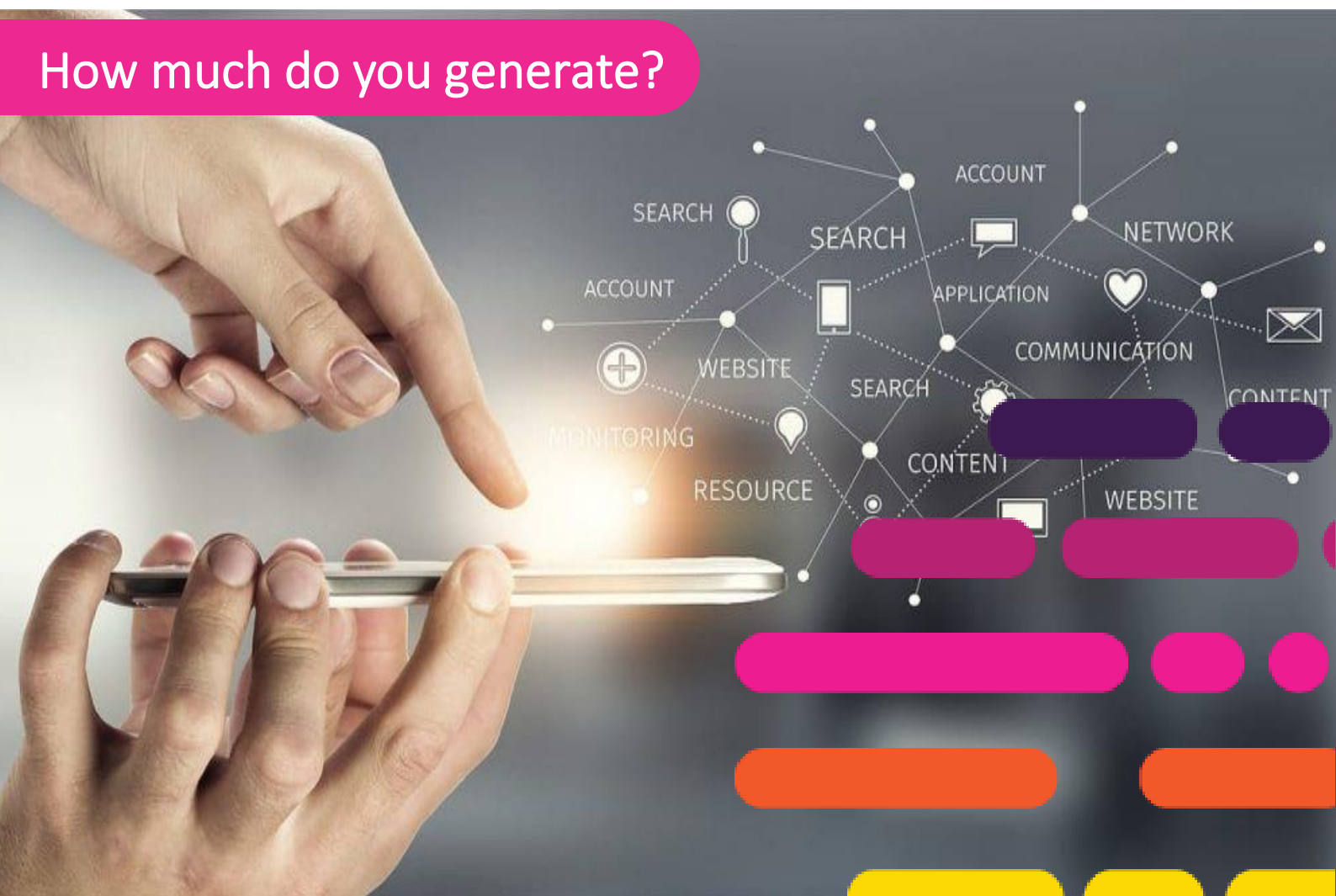
Activity 1

Data categorization

Imagine your business has a call center for customer service. You have a VoIP system creating digital logs and recordings of calls.

Write a list of all of the data could you collect and analyse, and the characteristics of the data :

a) Where is this data stored?

b) Is it quantitative or qualitative?

c) Is it nominal, ordinal, interval or ratio? Discrete or continuous?

d) What type of analyses would be appropriate to run on this data to extract meaning?

Examples:

- *Caller demographics: name and dialing code*

- *Stated reason for the call*

- *Length of the call*

- *.....*

Activity 2

What is the right source of data to help with following tasks?

1. Understanding customer behaviour and motivation

2. Identifying trends

3. Checking out the competition

4. Improving operations

5. Recruiting and managing talent

6. Tweaking your business model