

A Rising Data Tide Lifts All Research Boats

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- 1) The Rising Data Tide: There is a lot of data out there!
 - a) \$203 billion: IDC's prediction for 2020 Big Data & Analytics spending
 - b) 4.75 billion: the number of indexed web pages as of February 4, 2017
 - c) 3 million: the number of survey responses per day received by SurveyMonkey
 - d) 21,000: Number of job posting on Indeed as of February 2017 that require "big data" skills (compare to 2,000 for "marketing research" and 3,900 "SPSS")
 - e) 400 hours per minute: the amount of video uploaded to YouTube
 - f) 90: Percent of large organizations Gartner says will have a Chief Data Officer by 2019
- 2) What's easy: getting caught in the weeds of what all the changes are
 - a) What's hard: looking at the bigger picture so that we can think strategically about what these disruptions precisely mean for career paths and business opportunities
 - b) You must precisely choose how to leverage disruption, or risk losing clients to firms that do
- 3) Why Deal with this Now?
 - a) Awareness + Pain
 - b) No data is perfect
- 4) A rising data tide lifts all research boats. So what does that mean precisely for each of us? For all of us?
- 5) Opportunity A: The Advisor Opportunity
- 6) Being the Data Agnostic Advisor (generalist)
 - a) Leveraging skills you already have
 - b) Perhaps adding a few new ones
 - i) It's hard to claim the generalist role if 95% of your work has been with survey research (for example)
 - c) If your passion is for working with clients long-term, being their unbiased data advisor is an option
- 7) How many market research and insights-related job titles can you think of?
 - a) My research finds 40+ in-use job titles
- 8) Opportunity B: The Specialist Opportunity
 - a) Being the power specialist
 - b) Lots of opportunities for specialists (perhaps even more so than for generalists)
 - c) Skill/knowledge requirement: embrace a specialty!
- 9) Promoting Data Fluency
 - a) Clients don't have to be data scientists
 - b) But everyone who wants a decision-influencing, strategy-making role in business must be data fluent
 - c) Clients can achieve a foundation by developing 3 basic skills
- 10) Be data-agnostic
 - a) Versus defaulting to a (sub-optimal) solution
 - b) Most business and marketing outcome-centric goals can be well-served by various options.
- 11) Are You Data Agnostic?
- 12) Data Options Available to Business Decision Makers
- 13) A Great Outcome: Your client had data they believed to be reliable, data they were willing to actually use. How'd they get data they trusted? By using data source and methodology options that were optimal for their specific goals.
- 14) Matching Goals to Data Options (framework graphic)