WORKSHOP
Get to know your data

Build the foundation for a successful data-driven strategy now and benefit from data-based decision making in the future
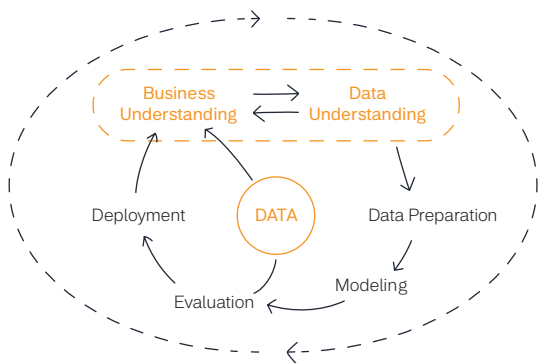
Look at your business in a new way: data-based!

Are you stuck evaluating the same data over and over? COCUS can help! Together we will take a look behind the curtains of your business, review your current data strategy and build the foundation for your new data-driven business model. Our goal is that you and your business can benefit from data-based decisions by helping you to understand and use your data in a sustainable, long-term and promising way.

Combining business goals and data strategy with the established data science standard process CRISP-DM

CRISP-DM promises a structured approach to understanding your business needs and available data. Together we will analyse your needs and identify new potentials. In addition, we will be taking a closer look at two of your data sources: you will get insights, reports and up to five complex visualisations.

Discover unexpected potentials and connections by understanding the interaction of your business and your data.

With COCUS you find answers to the following questions in your business:

- How does your data relate to your business goals?
- How can your goals be measured and quantified?
- What does your data landscape look like? Especially in terms of data access and data quality?
- Which potentials are hiding in your data?

What to expect:

- guided analysis and assessment of your situation
- exploratory data analysis
- on demand: first iteration of a predictive model for first insights
- detailed report of the analysis with up to five dashboard visualisations
- data-based recommendations and next steps
- pre- and post-processing on-site or online

After the workshop you will have:

- an understanding of your data
- an overview of the current state of your data
- a solid foundation for your future data strategy