

inter airport
FOCUS
CONFERENCE

inter
airport
europe  **25TH**
EDITION

Keynote Presentation:

Data-Denial or Data-Driven? Disaster or Delight?



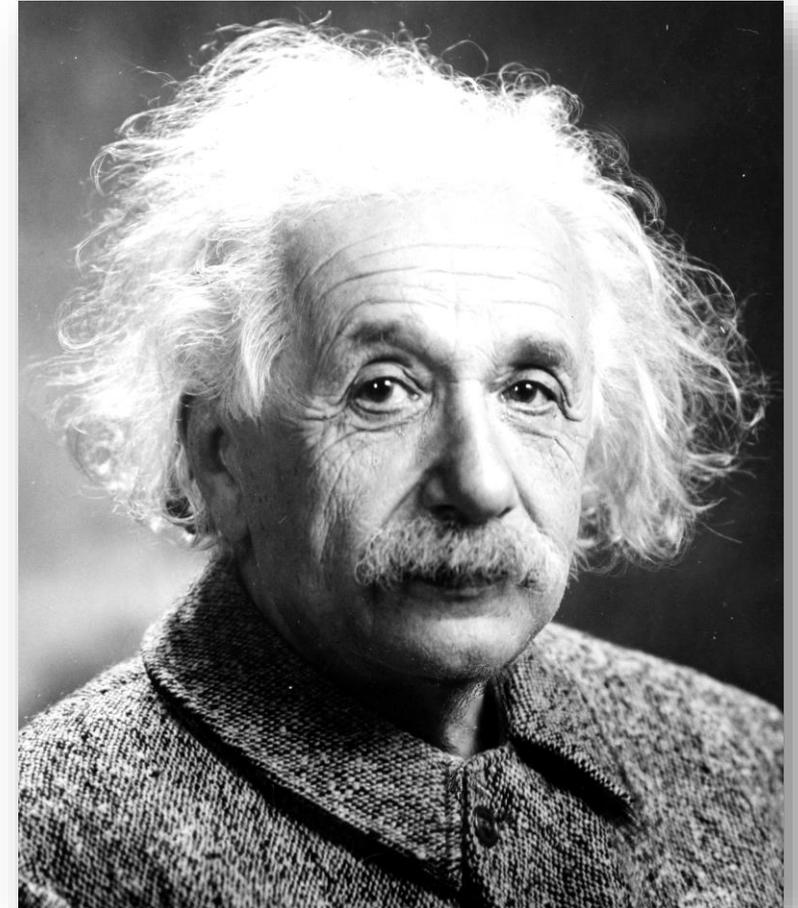
RX In the business of
building businesses

Dr. Joe Perez
Technology Professional
Amazon Best-Selling Author
International Keynote Speaker
<https://www.linkedin.com/in/jwperez>

Introduction

**“Not everything that counts
can be counted, and not
everything that can be
counted counts.”**

**Albert Einstein
(an alleged quote)**

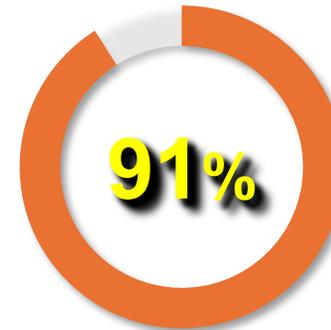


Introduction

- ❖ Data created in a single minute in 2024 > data created during Einstein's lifespan.

Forbes/Tech Jury Study, updated January 2025

- ❖ How important is data-driven decision making?
- ❖ How many use scalable data for decision making?

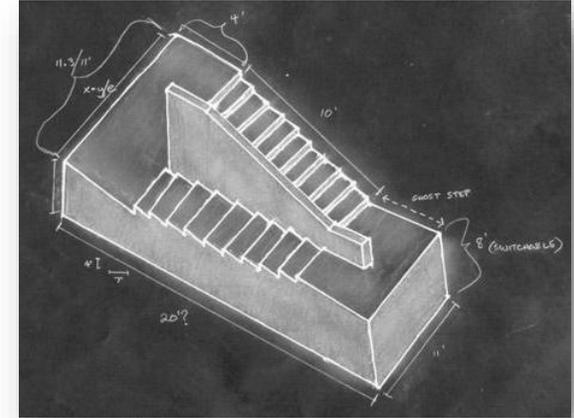


**Forrester
Survey
~1200 U.S.
companies**

Introduction

❖ The Escharian Stairwell

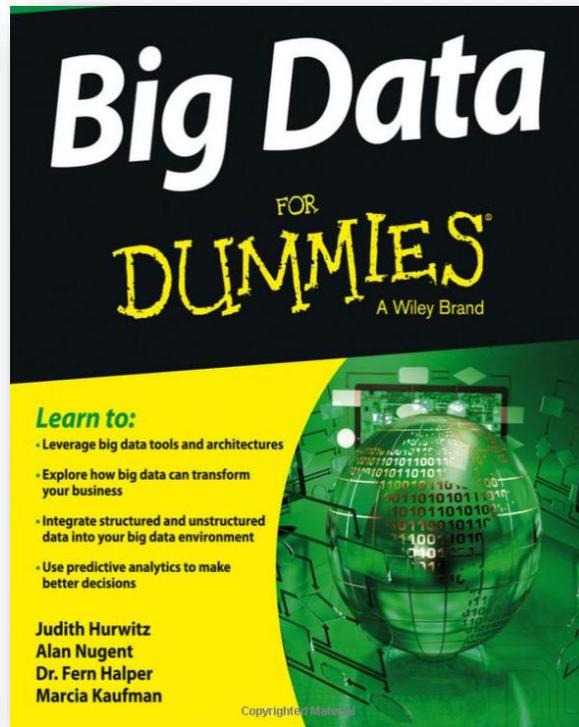
- ★ Designed by Rafael Nelson Aboganda
- ★ Surprising students since 1968
- ★ Amazing structure
- ★ Architectural genius
- ★ Fascinating experience



**BUT TOTALLY
FAKE!**

Introduction

❖ How do you get from being in data denial...



❖ ... to being data-driven (and keeping your sanity)?



Introduction / Best Practices:





Dominance: LOOK

#1

❖ Analyze and prioritize objectives

- ★ Looking for insight (contradicts knowledge, confirms/denies suspicion, quantifies importance)
- ★ Actionable insight: leading to adaptation/action or confirming that no action needed

❖ Overcome bias (enemy of opportunity)

- ★ Reference: “mental shortcuts” (Chris Weller)
- ★ Expedience Bias – quick action preferred over taking time
- ★ Experience Bias – my own perception = objective truth
- ★ Equivalence Bias – NOT COVERED TODAY





Relevance: LINK

#2

- ❖ Find and present relevant data (the “Four V’s”):

V

- ❖ Volume
- ❖ Velocity
- ❖ Variety
- ❖ Veracity

40 ZETTABYTES

[43 TRILLION GIGABYTES]
of data will be created by 2020, an increase of 300 times from 2005

6 BILLION PEOPLE
have cell phones

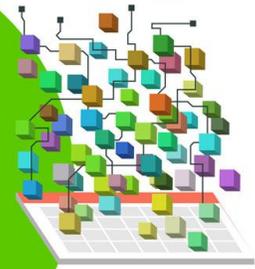


WORLD POPULATION: 7 BILLION

Volume SCALE OF DATA

It's estimated that
2.5 QUINTILLION BYTES

[2.3 TRILLION GIGABYTES]
of data are created each day



Most companies in the U.S. have at least
100 TERABYTES
[100,000 GIGABYTES]
of data stored

The FOUR V's of Big Data

From traffic patterns and music downloads to web history and medical records, data is recorded, stored, and analyzed to enable the technology and services that the world relies on every day. But what exactly is big data, and how can these massive amounts of data be used?

As a leader in the sector, IBM data scientists break big data into four dimensions: **Volume, Velocity, Variety and Veracity**

Depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, enterprise content, sensors and mobile devices. Companies can leverage data to adapt their products and services to better meet customer needs, optimize operations and infrastructure, and find new sources of revenue.

By 2015
4.4 MILLION IT JOBS
will be created globally to support big data, with 1.9 million in the United States



As of 2011, the global size of data in healthcare was estimated to be

150 EXABYTES
[161 BILLION GIGABYTES]



**30 BILLION
PIECES OF CONTENT**
are shared on Facebook every month

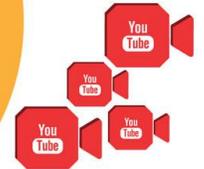


Variety DIFFERENT FORMS OF DATA

By 2014, it's anticipated there will be
**420 MILLION
WEARABLE, WIRELESS
HEALTH MONITORS**

**4 BILLION+
HOURS OF VIDEO**

are watched on YouTube each month



400 MILLION TWEETS
are sent per day by about 200 million monthly active users



The New York Stock Exchange captures

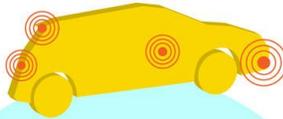
**1 TB OF TRADE
INFORMATION**

during each trading session



Velocity ANALYSIS OF STREAMING DATA

Modern cars have close to
100 SENSORS
that monitor items such as fuel level and tire pressure



By 2016, it is projected there will be

**18.9 BILLION
NETWORK
CONNECTIONS**

— almost 2.5 connections per person on earth



**1 IN 3 BUSINESS
LEADERS**

don't trust the information they use to make decisions



**27% OF
RESPONDENTS**

in one survey were unsure of how much of their data was inaccurate

Veracity UNCERTAINTY OF DATA

Poor data quality costs the US economy around

\$3.1 TRILLION A YEAR





Relevance: LINK

#2

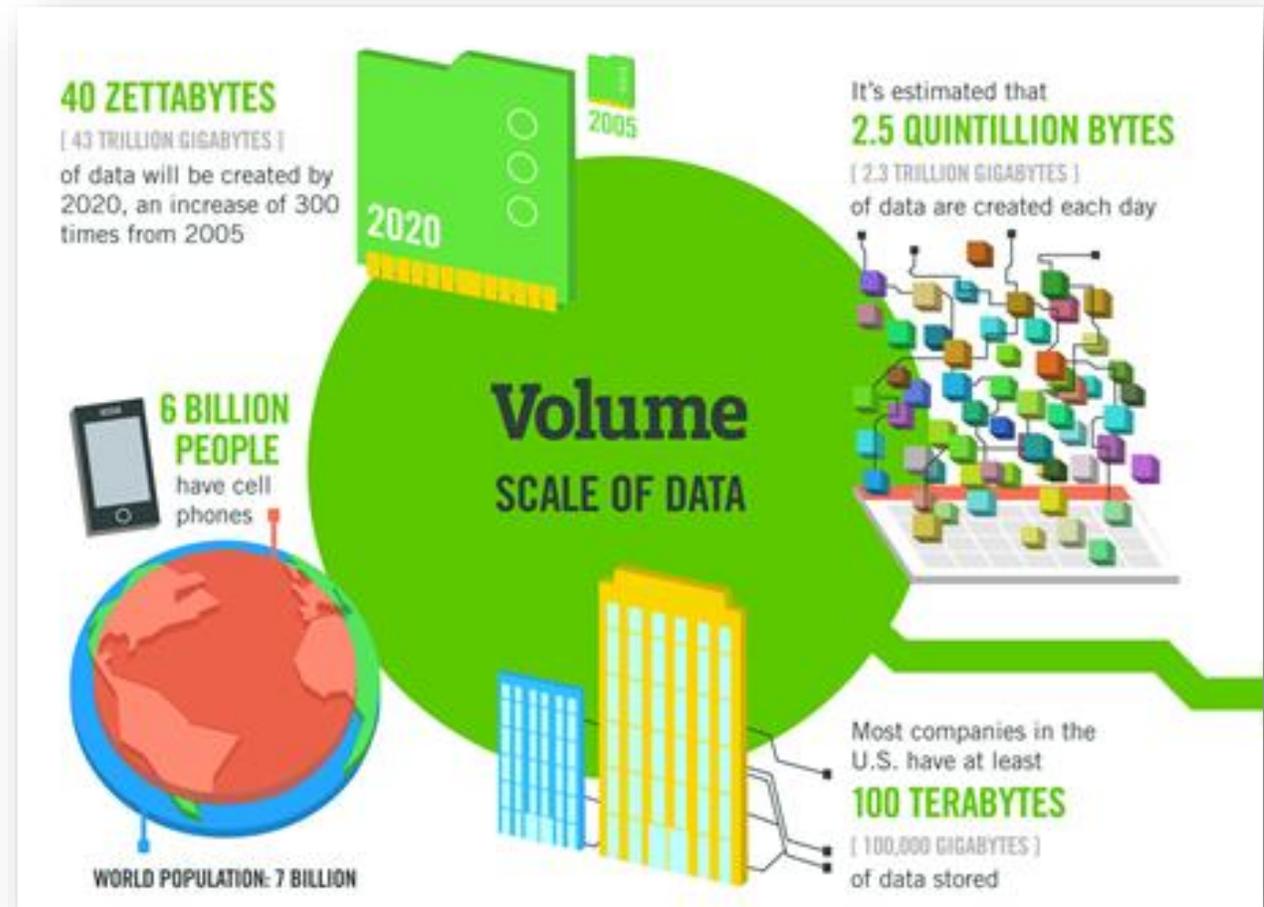
❖ Find and present relevant data (the “Four V’s”):

- ★ Volume: How much do you have?

Annual rate of increase for world data storage: 50%



REUTERS





Relevance: LINK

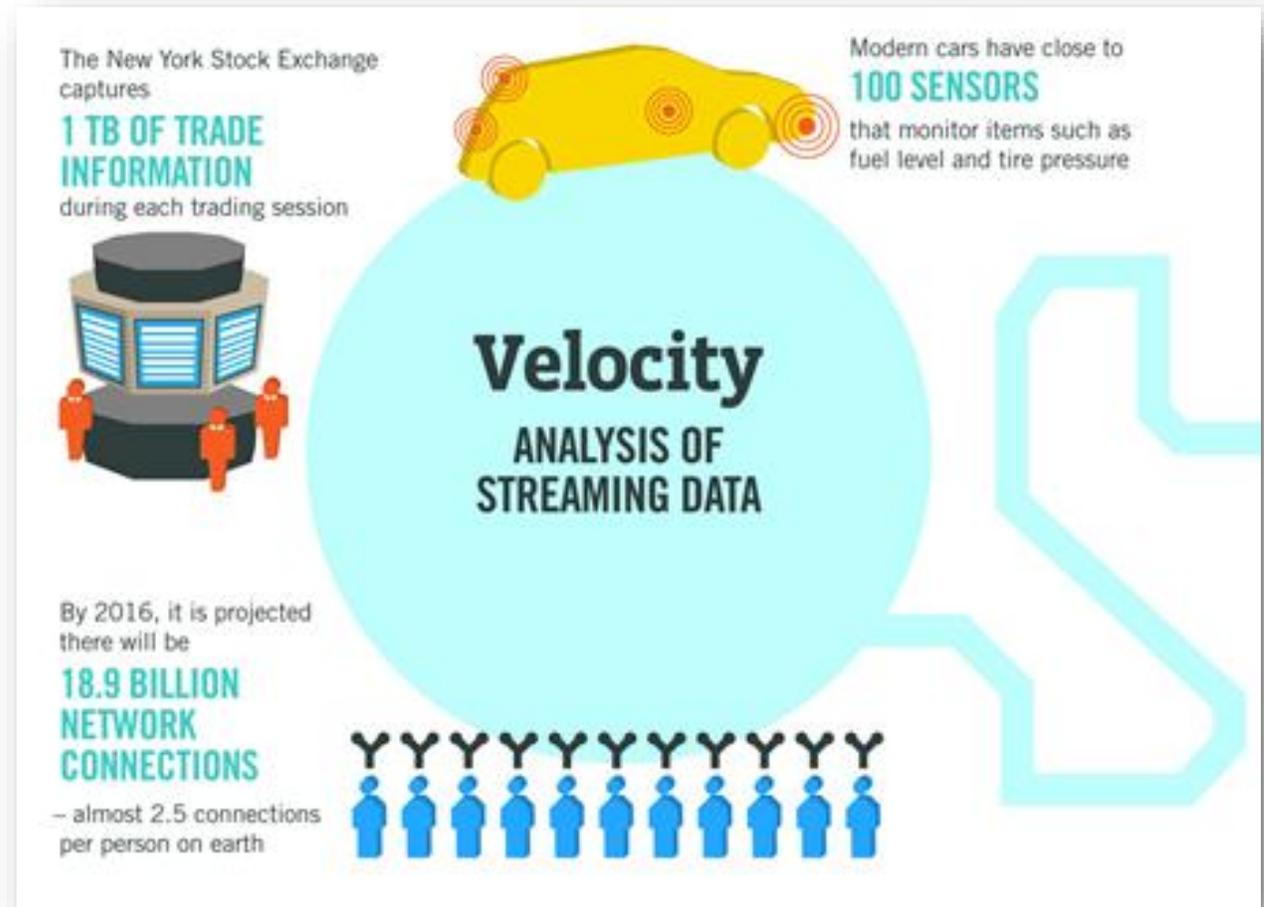
#2

❖ Find and present relevant data (the “Four V’s”):

- ★ Velocity: How rapidly is it generated and/or consumed?

Average daily share volume Jan-Apr '25:
>25 B

 **Nasdaq**
Average market value:
~\$1.2 T (US)



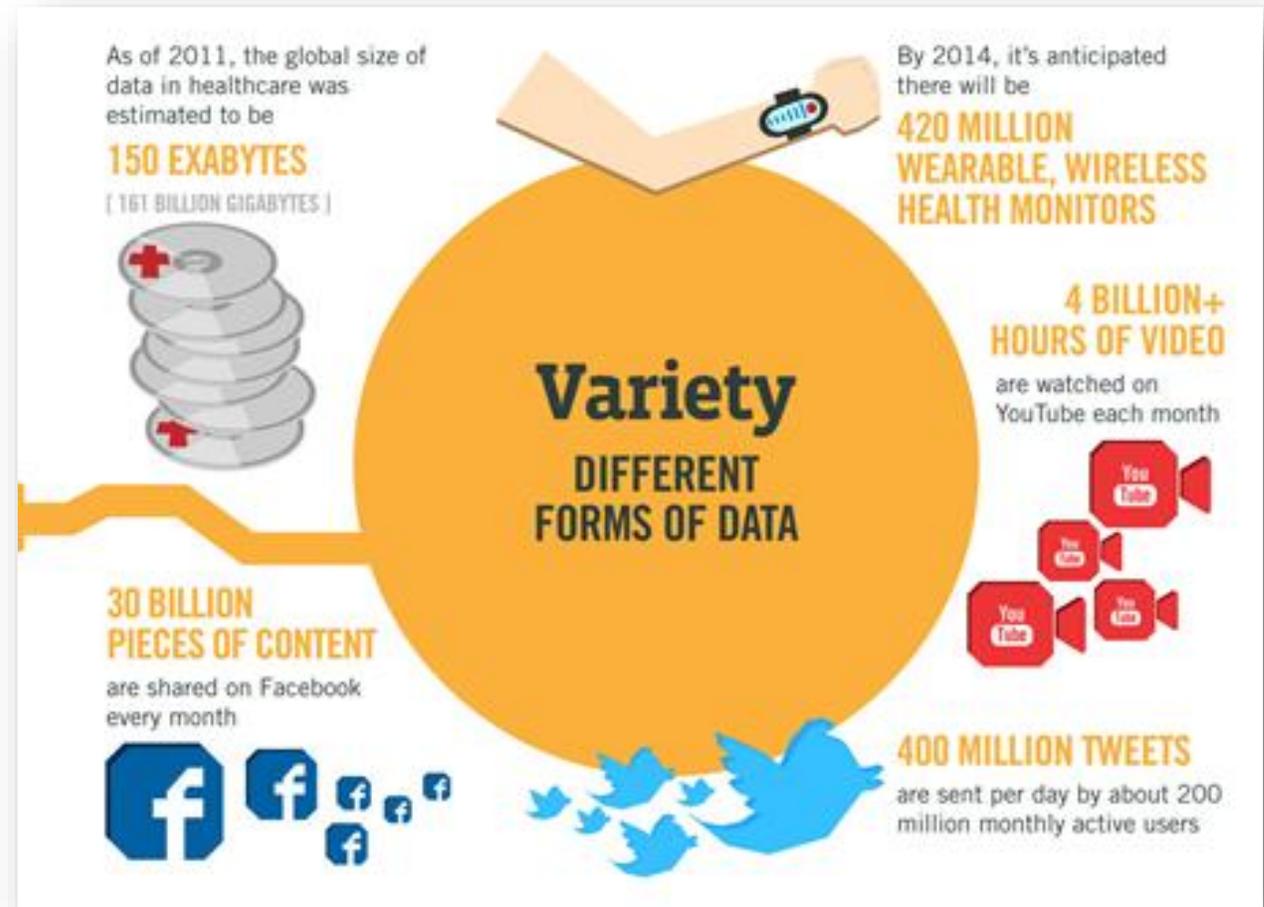


❖ Find and present relevant data (the “Four V’s”):

- ★ **Variety**: What different sources are available?

“The challenge is not collecting data, but making sense of it – especially when most of it is unstructured and scattered across different systems.”

» **Jochen Thewes**



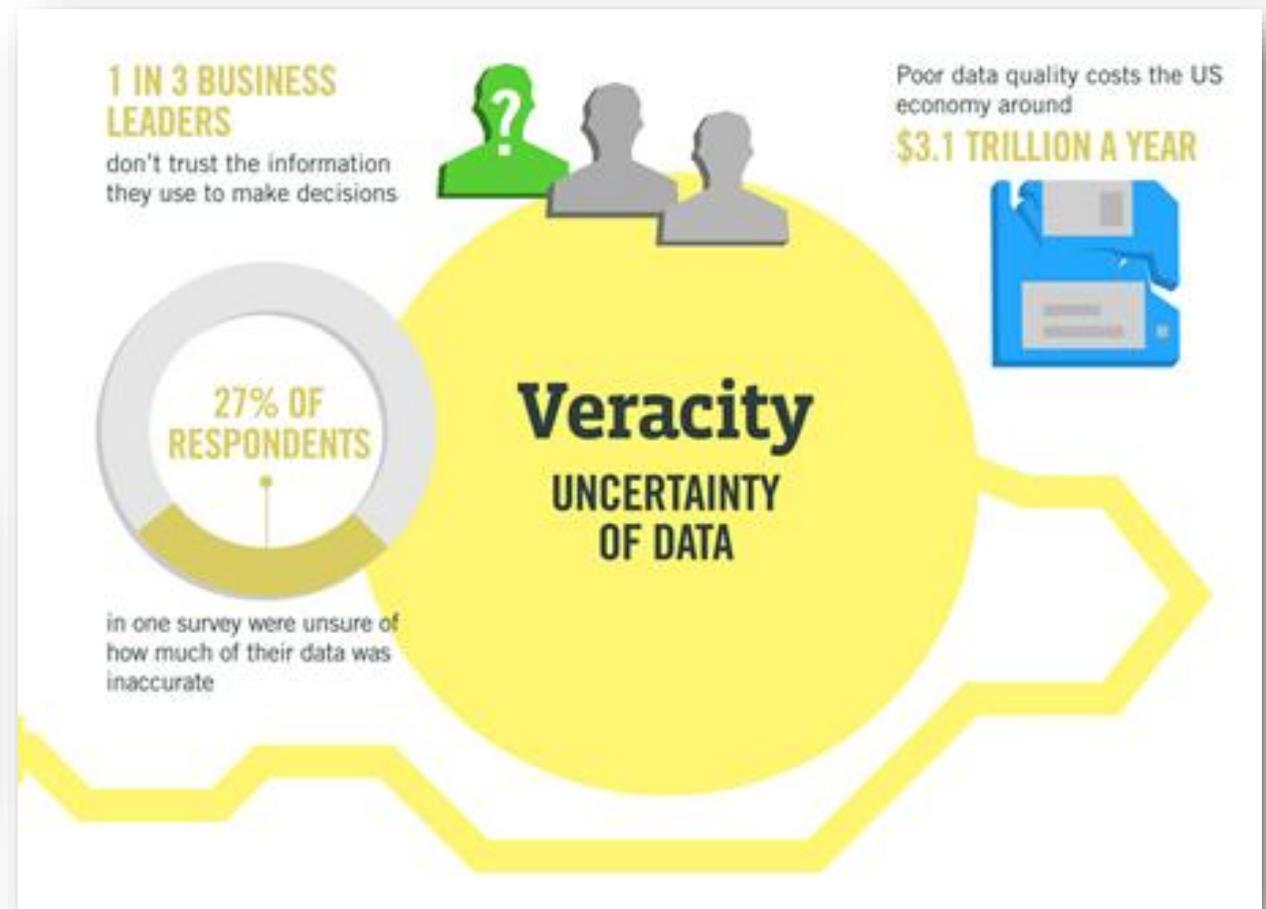


❖ Find and present relevant data (the “Four V’s”):

- ★ Veracity: Can you trust the data?

“Careful management of data quality and accuracy is an indispensable cornerstone.”

» **Thomas Woldbye**





Significance: LISTEN

#3

- ❖ Start drawing conclusions from the data
 - ★ Listen to what the data is telling you.
 - ★ Must be prioritized for organizational mission, vision, & goals.
 - ★ Find the pattern... then hone the skill by questioning.

42, 36, 31, 27, 24, ...



22, 21





Significance: LISTEN

#3

- ❖ Start drawing conclusions from the data
 - ★ Listen to what the data is telling you.
 - ★ Must be prioritized for organizational mission, vision, & goals.
 - ★ Find the pattern... then hone the skill by questioning.

“Interesting answers are out there. People who care about those answers just need to go looking for them, maybe with a little bit of prodding.”

» Charles Wheelan



REVIEW #1:

Dominance
LOOK



LINK
Relevance



LISTEN
Significance

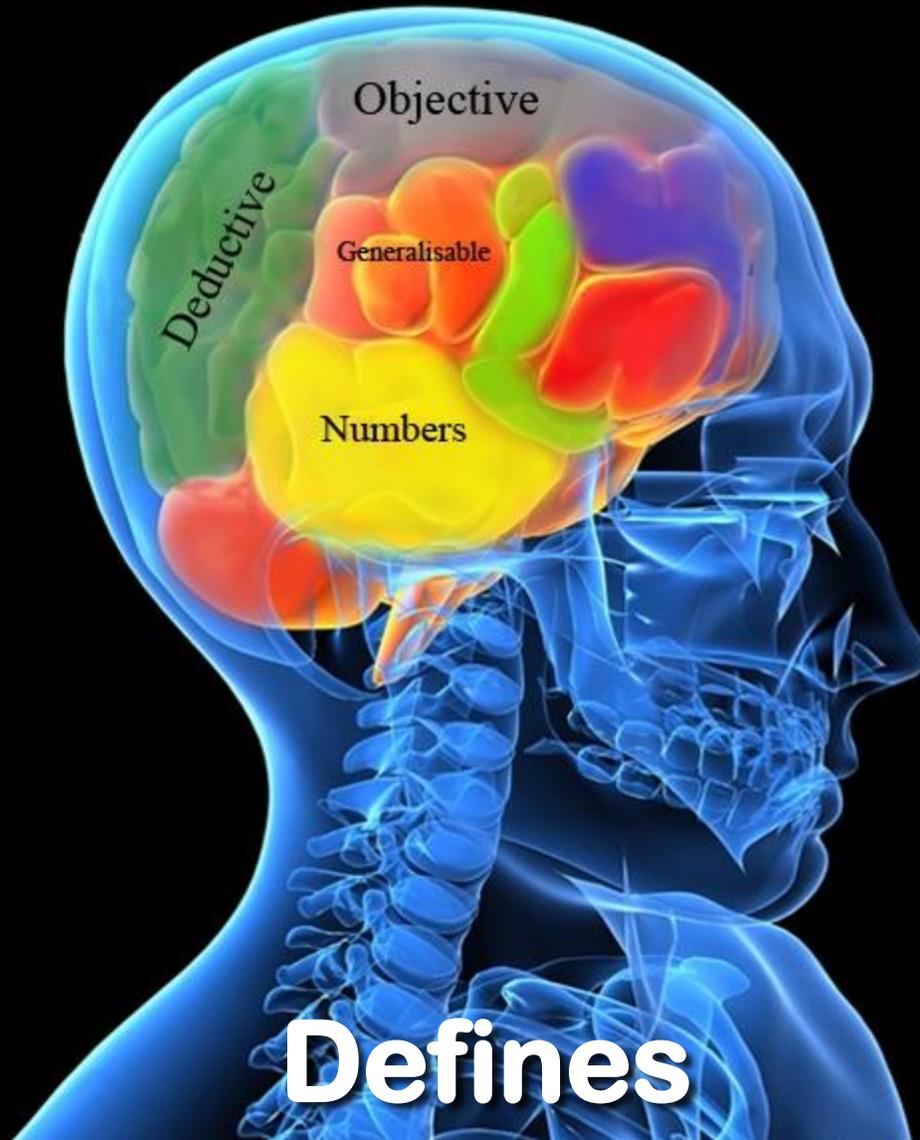




Surveillance: LEVERAGE #4

- ❖ **Plan your strategy and put it into practice.**
 - ★ Maintain a balance between planning and execution
 - ★ Continually challenge the status quo
- ❖ **Quantitative vs. Qualitative: you can have BOTH!**
 - ★ What are they?

Quantitative

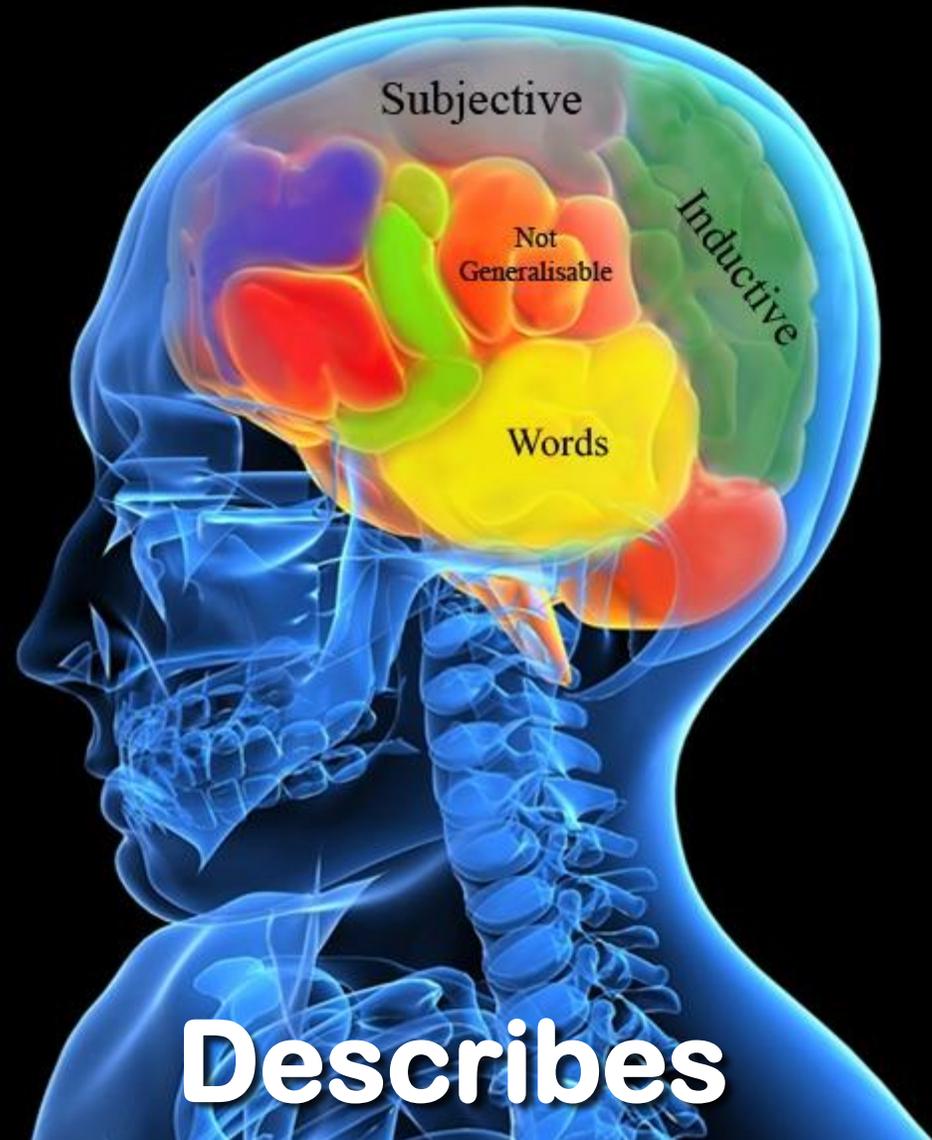


- ❖ Measurable values
- ❖ Objective
- ❖ Deductive
- ❖ Numbers-based
- ❖ Can be generalized

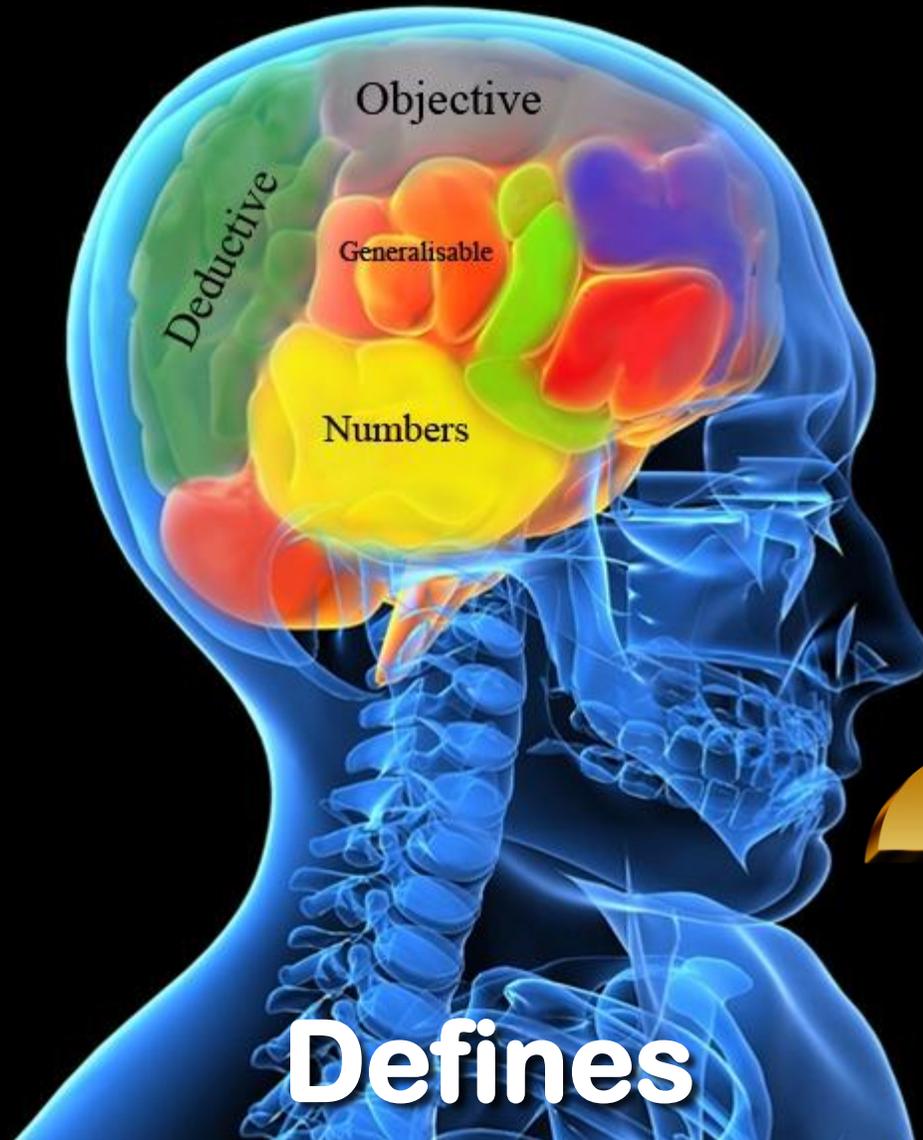


Qualitative

- ❖ Narrative observations
- ❖ Subjective
- ❖ Inductive
- ❖ Word/text-based
- ❖ Harder to generalize



Quantitative



Defines

Qualitative



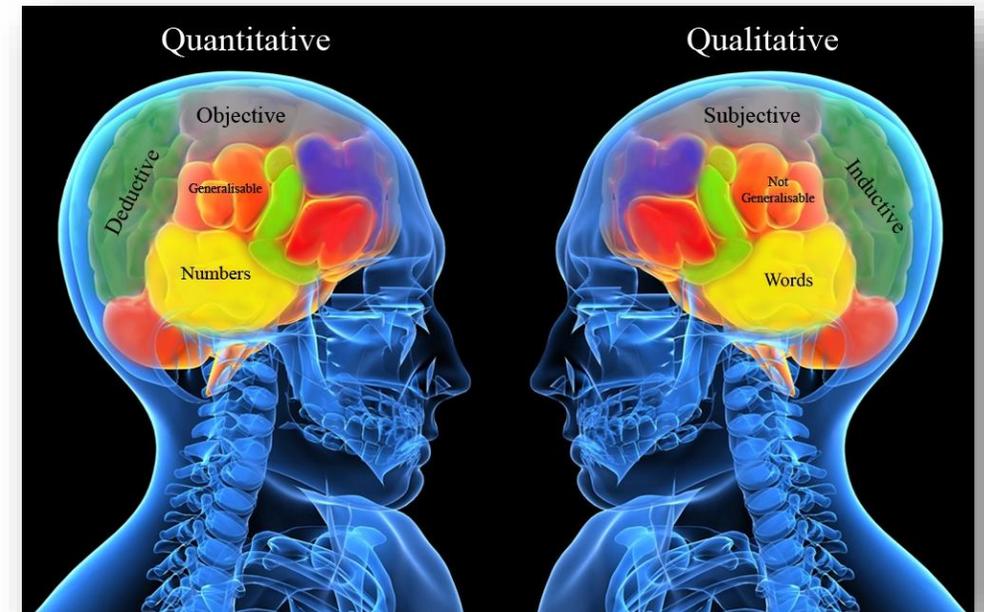
Describes





Surveillance: LEVERAGE #4

- ❖ Plan your strategy and put it into practice.
 - ★ Maintain a balance between planning and execution
 - ★ Continually challenge the status quo
- ❖ Qualify the Quantitative
 - ★ Ask qualifying questions
 - ★ Extend yes/no with additional detail
- ❖ Quantify the Qualitative
 - ★ Set up a frequency distribution
 - ★ Catalog / categorize for scaling
 - ★ Plot against number of observations





Surveillance: LEVERAGE #4

- ❖ Plan your strategy and put it into practice.
 - ★ Maintain a balance between planning and execution
 - ★ Continually challenge the status quo
- ❖ Qualify the Quantitative, Quantify the Qualitative

Linguistic

“The process of quantifying this qualitative data does not make it more clear or unambiguous, but rather opens up the potential of ambiguity hidden in the quantitative data.”

» Dr. Rachel Morris
Word
Count





Vigilance: LEARN

#5

- ❖ Measure your success and REPEAT.
 - ★ No success until the process is repeatable.
 - ★ No process is repeatable without documentation.
 - ★ A repeatable process is a measurable process.
 - ★ A measurable process is an improvable process.

“To achieve excellence, you must have processes that are not only repeatable but also measurable and transparent. Continuous improvement depends on this foundation.”

**» Sir Tim Clark
President, Emirates Airline**



CONCLUSION

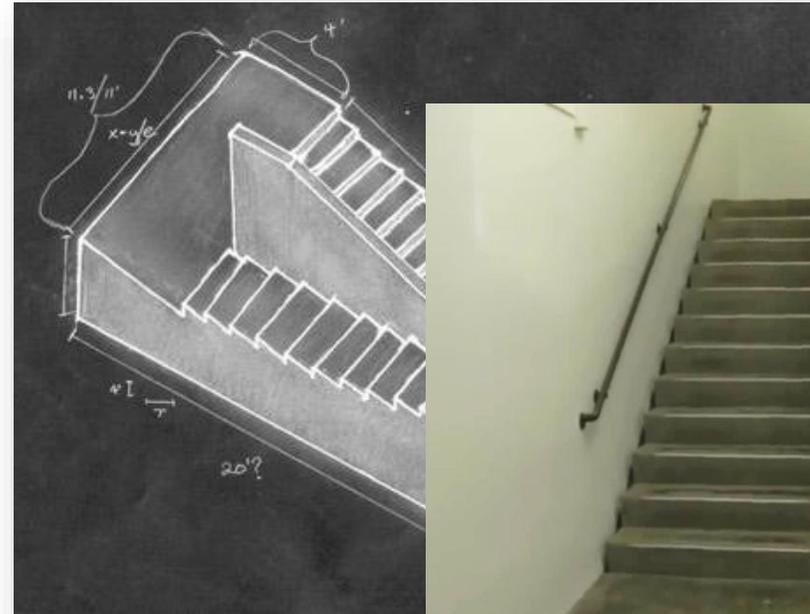


CONCLUSION

September 26, 1983



CONCLUSION



I'm not drinking THAT Kool-Aid!

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EDITION

**Vielen Dank
für Ihre Zeit!**



↑
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Dr. Joe Perez
Technology Professional
Amazon Best-Selling Author
International Keynote Speaker
<https://www.linkedin.com/in/jwperez>

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building businesses

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inspired by today's talk**

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