

Data Deep Dive: What Happens if we Zoom in?

WITH HIDDE ROELOFFS VALK



Agenda

- 01.** Introduction
- 02.** Quiz
- 03.** Zooming in
- 03.** Summary + Q&A

Hidde

Introduction

ACHIEVEMENTS

Implemented Omnia at 20+ clients, led internal data project, hosted many pricing strategy sessions

PASSIONS

automation, BI, Pricing and Strategy and Super Smash with colleagues

Frank

Introduction

ACHIEVEMENTS

Managing success of Omnia at 50+ clients, grew Omnia from start to now, project manager

PASSIONS

Leading projects at clients and ping pong with colleagues

Quiz

Go to menti.com and use code 24 56 85

Goldmine is just the start:
work it!





Zooming in is a
superhuman capability



United Kingdom

Ireland

North Sea

Denmark

Estonia

Latvia

Lithuania

Belarus

Poland

Netherlands

Belgium

Luxembourg

Germany

Czechia

Slovakia

Hungary

Austria

Romania

France

Switzerland

Slovenia

Croatia

Bosnia and Herzegovina

Serbia

Bulgaria

Montenegro

Kosovo

North Macedonia

Albania

Greece

Italy

Monaco

Andorra

Bay of Biscay

Google

Limits of *sessions*



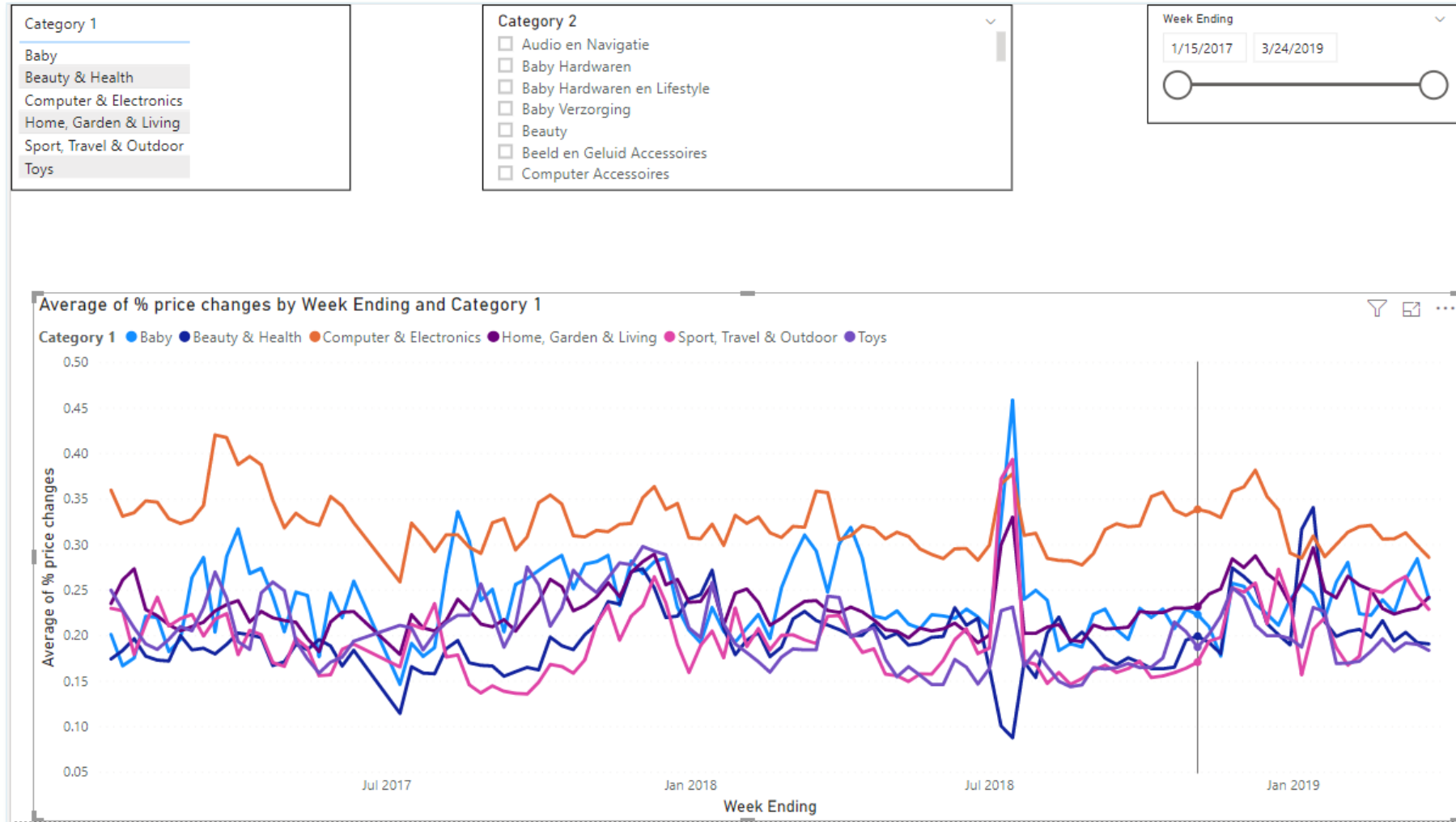
Only public data



Data history 2017 –
2019 Q1

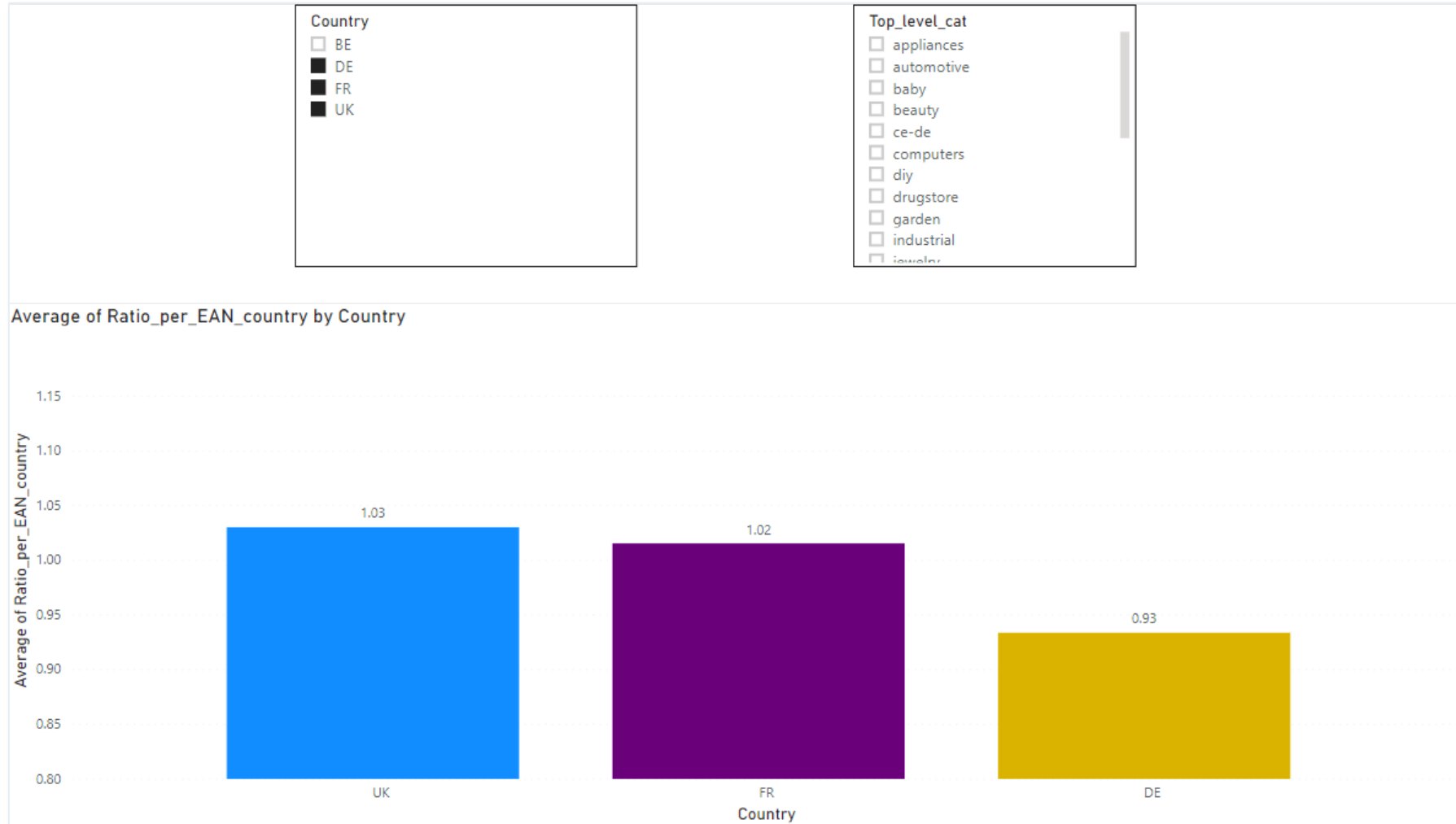
Everyone is free to share how they'd enrich insights!

Zooming in on price changes shows *seasonality & price pressure in categories*

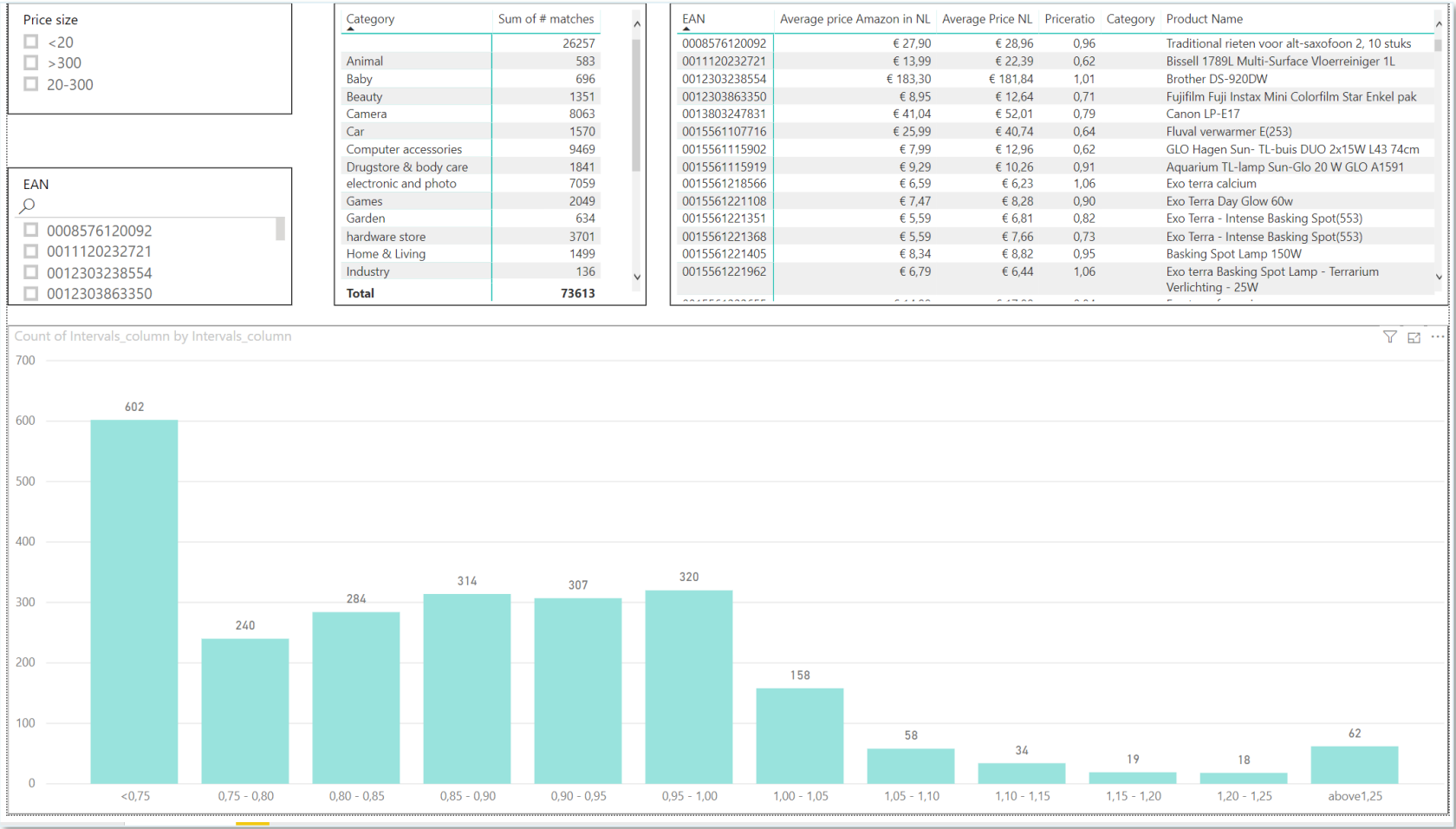


Zooming in on Amazon topsellers shows

cross-country pricing differs



How big of a threat is Amazon in NL?



Count of Intervals_column by Intervals_column

Intervals_column	Count
<0,75	602
0,75 - 0,80	240
0,80 - 0,85	284
0,85 - 0,90	314
0,90 - 0,95	307
0,95 - 1,00	320
1,00 - 1,05	158
1,05 - 1,10	58
1,10 - 1,15	34
1,15 - 1,20	19
1,20 - 1,25	18
above1,25	62

Limits of zooming in are your dimensions of data: *which ones do you use?*



Time



Product



Pricing



Geography

Summary



Large datasets allow us to zoom in & out to uncover more details and trends than ever



Being able to easily zoom in (& out) depends on:

- Data dimensions
- Data model
- Tools
- Visualisation

A photograph of a classroom or meeting room with a teal overlay. In the foreground, the back of a person's head is visible on the left. In the center-right, a person with blonde hair is raising their right hand, holding a pen. In the background, a man is visible, and other people are seated. The text "Questions & Answer" is overlaid in a white box on the left side.

Questions & Answer