Harvesting & Analyzing Data: Getting Started
David Hutcheson, 12 September 2018
Why would we do this? Add value!

“Enable BMJ to make good business decisions as quickly as possible using information about our customers, users, and products based on trusted data that is well managed.”

- Reduce risk
- Minimise waste
- Generate revenue

BMJ
Get organised: Develop a plan

The Data Maturity Curve

1. Aware
   Have issues but doing little about them

2. Reactive
   Can fix some issues as they arise but can’t fix/identify root cause.

3. Proactive
   Can address root cause and stop issues before they occur. Conducts ongoing monitoring.

4. Managed
   Has a mature set of practices. Identifies and fixes issues but also defines strategy in a manner focussed on information development.

5. Optimal
   Centre of excellence. Information development is a core competency across strategy, people, process, organisation & technology.
Reduce risk: Establish data compliance

- Good governance is an enabler
- More than just GDPR!
- Builds trust internally and externally
- Good policies, standards and rules enable good practice
Minimise waste: Manage data quality

- Good in, good out
- Root cause solutions to issues
- Monitor with metrics
- Engineer processes to enable dataflows
Generate revenue: Be data capable

- Do good things!
- Better decision making through information development
- Run more effective campaigns using automation
- Drive user engagement with digital behavioural data
Build a data team

- Data team as a centre of excellence with specialist roles
- Support the business with a hub and spoke model
- Cross departmental collaboration overcomes siloed mentality
- Organisational learning and development strategy
Exploit technology

- Understand what you already have
- Test existing features to see what works
- Integrate platforms to connect your data
- Develop partnerships with suppliers
Transform data into information

- Build relationships to understand requirements
- Start small and iterate
- Deliver self service
Transform data into information

Business Systems Team
Data Engineers

Data & Analysis Team
Data Quality Analyst

Data & Analysis Team
Business Intelligence Analyst

Cost per Download

Data Warehouse

Customers
Subscriptions
Journals Usage
BP Usage

Business Objects

Usage Trends
Sales Performance
Key Account CPD

Journals
Knowledge Centre
Sales
Marketing
Finance
Hubs

BMJ
Transform data into information

<table>
<thead>
<tr>
<th>Journals</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMJ</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BMJOPEN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JNIP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BJIM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GUT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BJOG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AOG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THORAX</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEART</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PJM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JECHI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JME</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENJ</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JCP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>QUALITYSAFETY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JMG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOBACCOCONTROL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OEM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FN</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VETERINARYRECORD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CASEREPORTS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EEN</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>