



Start-Tech Academy

Data Exploration

Next step should be to use the acquired business knowledge to search for relevant data

Steps

Identify
Data need



Plan data
request



Quality
checks



Data Exploration

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1. Internal Data

Data collected by your organization
E.g. Usage data, sales data, promotion data

2. External data

Data acquired from external data sources
E.g. Census Data, External vendor Data, Scrape data



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Examples

Cart Abandonment Analysis

1. **Input from the marketing team –**

Our 50 % comes from email marketing, 30% from organic search and rest 20% from ad word marketing

-> Gather the source website data for all customers

2. **Input from the product team**

We have 3 step purchase process – Cart review, Address/personal detail, Payment

-> Gather the Cart Abandonment location for all customer

3. **Input from industry reports regarding cart abandonment**

Customers tends to put high value item for long duration in their cart

-> Gather the data about total Cart value of all customers

4. **Input from dry run**

Encountered a survey link for rate website experience

-> Gather survey data for all customers