

How to build a data-driven organization?

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dataX

About me



> 5 years

dataXAcademy

Beta Launch



> 1 year

Performance Marketing
Advisor for 15+ Startups

> 3 years

BOXROX

COMPETITIVE FITNESS MAGAZINE

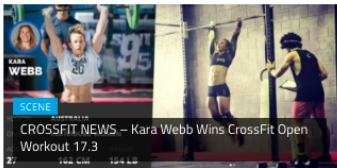
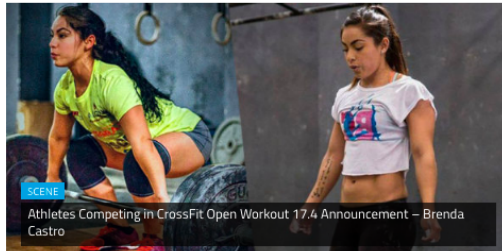
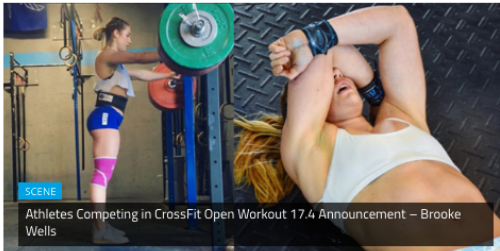
What is the story behind BOXROX?

BOXROX
COMPETITIVE FITNESS MAGAZINE

NIKE CUSTOMS
CLICK TO CUSTOMIZE



HOME SCENE TRAINING NUTRITION WOMEN EVENTS REVIEWS TRAINING PLANS GALLERIES VIDEOS MUSIC



TRAINING ARTICLES



HOWTO
Warm up with due skill, care and diligence

If your warm up routine bores you at some point... ..

[Read More](#)



TRAINING
Michele Letendre's Snatching Tips and Advice for CrossFit Open Workout 17.3

"Ok Guys! Here are some of my tips for the ..."

[Read More](#)



TRAINING
Butterfly Chest to Bar Pullup Tips for Open Workout 17.3

17.3 is a mix of Chest to Bar pull ups and Squat ...

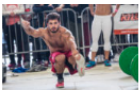
[Read More](#)

SPONSORS

REHBAND

JERKFIT
RAISE THE BAR

CROSSFIT GAMES 2017



Athletes competing in CrossFit Open Workout 17.3 Announcement - Mat Fraser



Athletes competing in CrossFit Open Workout 17.3 Announcement - Cole Sager

SCITEC NUTRITION
WOD CRUSHER

REHBAND

SF
SPORTS

RX
SMART GEAR
Purveyor of the RX Summer Ritual

Reebok

PROGENEX

UNDER ARMOUR

KITBOX
KIT FOR INSIDE AND OUTSIDE THE BOX

NIKE

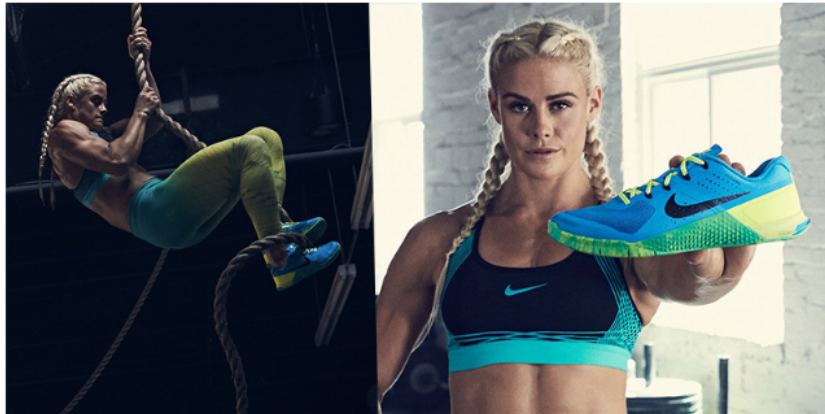
CS
CAPITAL SPORTS

ROCKTAPE
Go stronger. longer.

NORTHERN
SPIRIT

Market Leader in CrossFit Niche
Worldwide Audience (English)
> 1.000.000 Pageviews / month
> 350.000 Unique Visitors / month

We sell Content & Display Advertisement



Source: Nike

GEAR

Save to Facebook

Perform in Style with the Nike Metcon 2 Amp

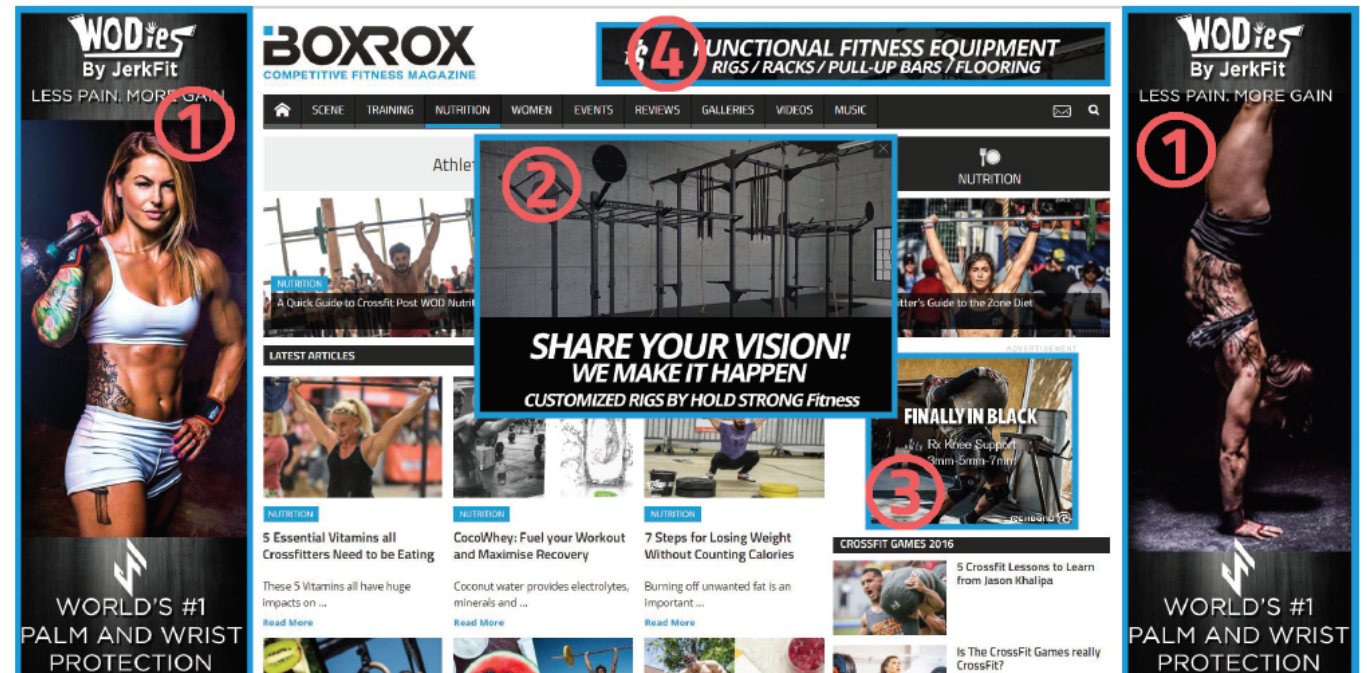
The Metcon 2 Amp is one of the most popular functional training shoes in the world. With its minimal, stylish aesthetic and tough, durable and intelligent features, it's easy to see why.

Author: [Robbie Hudson](#) | August 10, 2016 | Sponsored

LIFT, RUN, JUMP, CUT

The [Women's Nike Metcon 2 Amp](#) provides stability on lifts, optimal comfort and fit for longer distance runs, durability in WODs and flexibility on sprints. It is also lightweight and effective for everyday use, and provides all of these functional features in distinctive and bold Nike style. Let's break down these different aspects of the training shoe, to find out exactly how it will help you to become a better athlete.

DISPLAY ADVERTISEMENT



The collage features several distinct advertisements and content blocks:

- WODies By JerkFit**: Two vertical ads on the left and right. The left one shows a woman holding a shoe (labeled 1) with the text "LESS PAIN. MORE GAIN." and "WORLD'S #1 PALM AND WRIST PROTECTION". The right one shows a person doing a handstand (labeled 1) with the same text.
- BOXROX**: A central ad for "COMPETITIVE FITNESS MAGAZINE" featuring a woman holding a barbell (labeled 2) and the text "SHARE YOUR VISION! WE MAKE IT HAPPEN. CUSTOMIZED RIGS BY HOLD STRONG Fitness".
- FUNCTIONAL FITNESS EQUIPMENT**: A banner at the top right (labeled 4) listing "RIGS / RACKS / PULL-UP BARS / FLOORING".
- Articles and Teasers**: Various smaller images and text blocks, including "5 Essential Vitamins all Crossfitters Need to be Eating", "CocoWhey: Fuel your Workout and Maximise Recovery", "7 Steps for Losing Weight Without Counting Calories", "Finally in Black", and "CROSSFIT GAMES 2016".



Our process in 6 steps

1. Brainstorm KPIs
2. Configure Google Analytics
3. Build Excel Reports
4. Organize KPI Meetings
5. Build Dashboards
6. Next Step: Predict Future



The different departments

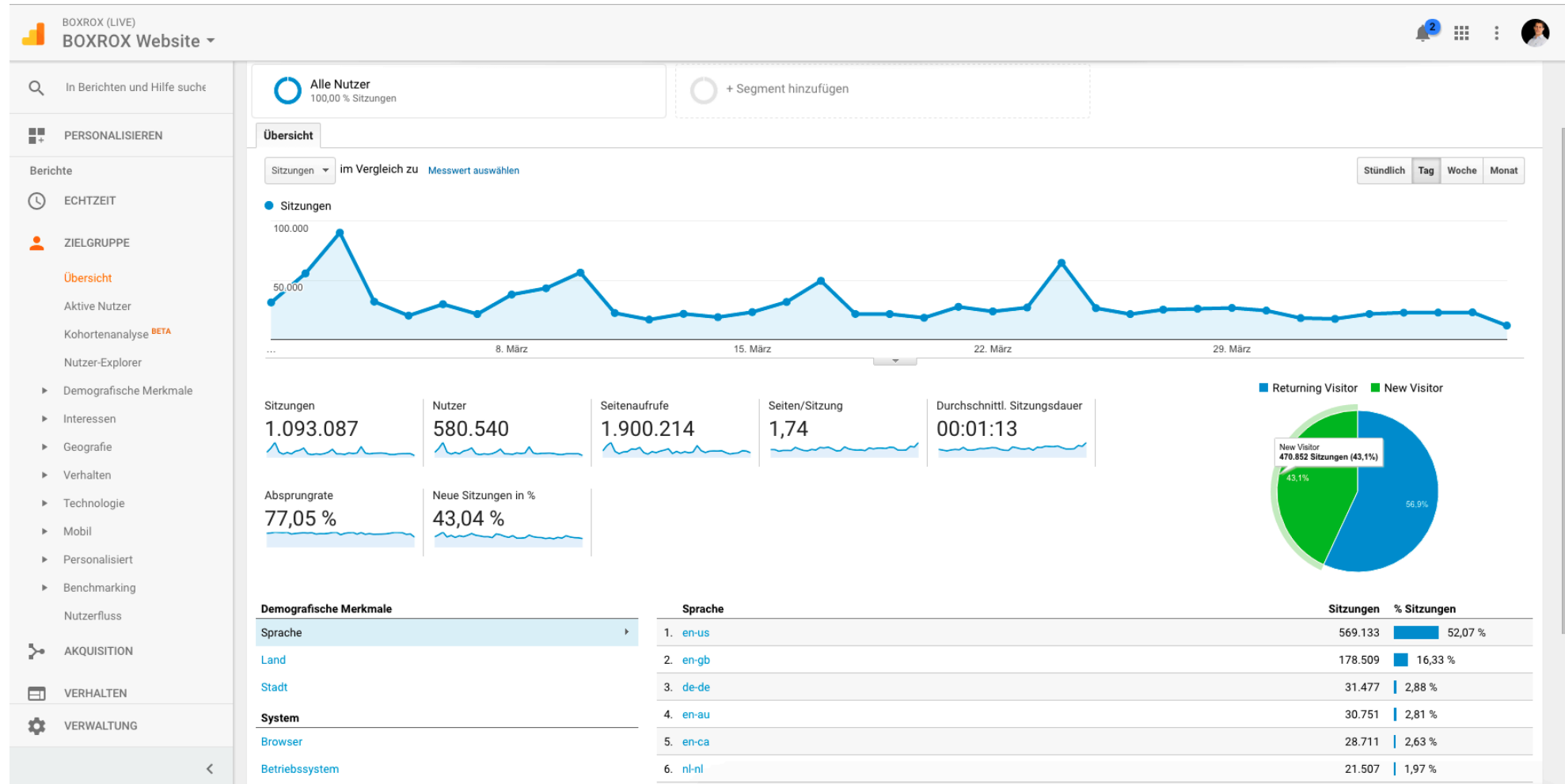
- ⑤ Editorial
- ⑤ Sales
- ⑤ Marketing
- ⑤ Development
- ⑤ UI/UX
- ⑤ Management

& m

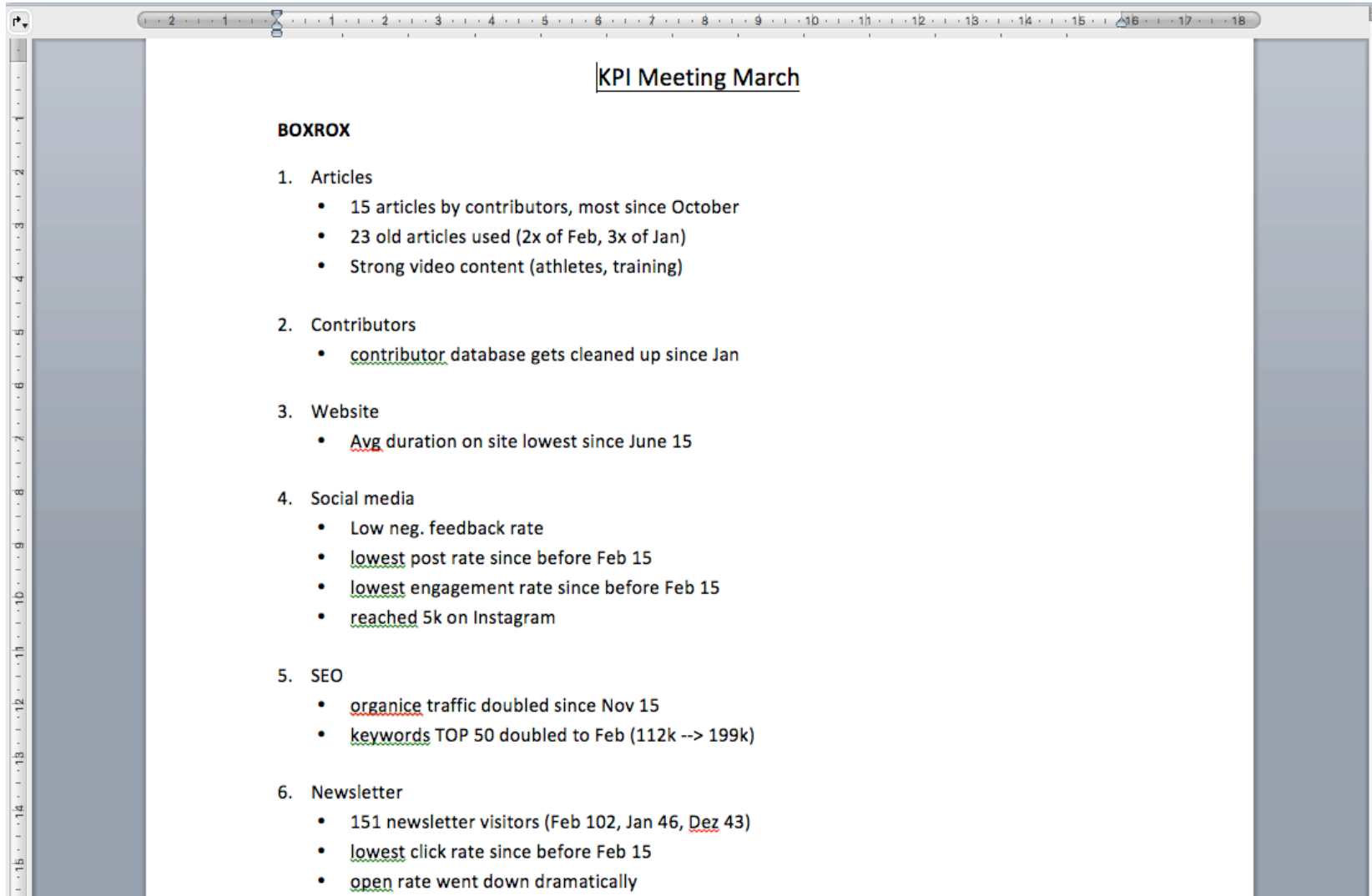
	A	B	C	D	E	F	G	H	I	J	K
117	E.6.1	Total numb	monthly	Pinterest			Pinterest Anz	Polona			
118	E.6.2	Number of	monthly	Pinterest			Pinterest Anz	Polona			
119	E.6.3	Daily post r	monthly	Pinterest			Pinterest Anz	Polona			
120	E.6.4	Number of	monthly	Pinterest			Pinterest Anz	Polona			
121	E.6.5	Number of	monthly	Pinterest			Pinterest Anz	Polona			
122	E.6.6	Number of	monthly	Pinterest			Pinterest Anz	Polona			
123	E.6.7	Number of	monthly	Pinterest			Pinterest Anz	Polona			
124	E.6.8	Number of	monthly	Pinterest			Pinterest Anz	Polona			
125	E.6.9	Number of	monthly	Pinterest			Pinterest Anz	Polona			
126	E.6.10	Number of	monthly	Pinterest			Pinterest Anz	Polona			
127	E.6.11	Number of	monthly	Pinterest			Pinterest Anz	Polona			
128	E.7	Total numb	monthly	Google+			Google+ Pri	Polona			
129	E.7.1	Total numb	monthly	Google+			Google+ Pri	Polona			
130	E.7.2	Total numb	monthly	Google+			Google+ Pri	Polona			
131	F.1	Newsletter					Wordpress	Polona			
132	F.1.1	New subscri	monthly	Newsletter			Wordpress	Polona			
133	F.1.2	Total numb	monthly	Newsletter			Wordpress	Polona			
134	F.1.3	Unsubscrib	monthly	Newsletter			Wordpress	Polona			
135	F.2	Weekly Newsletter					Wordpress	Polona			
136	F.2.1	Sent weekly		Newsletter			Wordpress	Polona			
137	F.2.2	Opened weekly		Newsletter			Wordpress	Polona			
138	F.2.3	Opened an weekly		Newsletter			Wordpress	Polona			
139	F.2.4	Unsubscrib weekly		Newsletter			Wordpress	Polona			
140	G.1	Webmaster Tools - Search Appearance					Webmaster Kristijan				
141	G.1.1	Structured i	monthly	Webmaster - Tools			Webmaster Kristijan				
142	G.1.2	Structured i	monthly	Webmaster - Tools			Webmaster Kristijan				
143	G.1.3	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
144	G.1.4	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
145	G.1.5	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
146	G.1.6	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
147	G.1.7	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
148	G.1.8	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
149	G.1.9	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
150	G.1.10	HTML impr	monthly	Webmaster - Tools			Webmaster Kristijan				
151	G.2	Webmaster Tools - Google index					Webmaster Kristijan				
152	G.2.1	Index Statu	monthly	Webmaster - Tools			Webmaster Kristijan				
153	G.2.2	Top 20 cont	monthly	Webmaster - Tools			Webmaster Kristijan				
154	G.3	Webmaster Tools - PageSpeed insights					Webmaster Kristijan				
155	G.3.1	Mobile - Sp	monthly	Webmaster - Tools			Webmaster Kristijan				
156	G.3.2	Mobile - Us	monthly	Webmaster - Tools			Webmaster Kristijan				
157	G.3.3	Desktop - S	monthly	Webmaster - Tools			Webmaster Kristijan				
158	H.1	Sales					CRM Clemens				
159	H.1.1	Number of	monthly	Sales			CRM Clemens				
160	H.1.2	Number of	monthly	Sales			CRM Clemens				
161	H.1.3	Number of	monthly	Sales			CRM Clemens				
162	H.1.4	Number of	monthly	Sales			CRM Clemens				
163	H.1.5	Number of	monthly	Sales			CRM Clemens				
164	H.1.6	Number of	monthly	Sales			CRM Clemens				
165	H.1.7	Conversion	monthly	Sales			CRM Clemens				
166	X.1	Other KPIs not used yet!									
167	X.1	Marketing Spendings									
168	X.2	Customer Acquisition Costs (schwer berechenbar)									
169	X.3	Life Time Value (LTV)									
170	X.4	Churn Rates (Revenue & No. Of Customers)									
171	X.5	Do/fair ratio									
172	X.6	Cash Run Rate									

[illegible]

Set up some data analytics tool



Have KPI meetings & reports



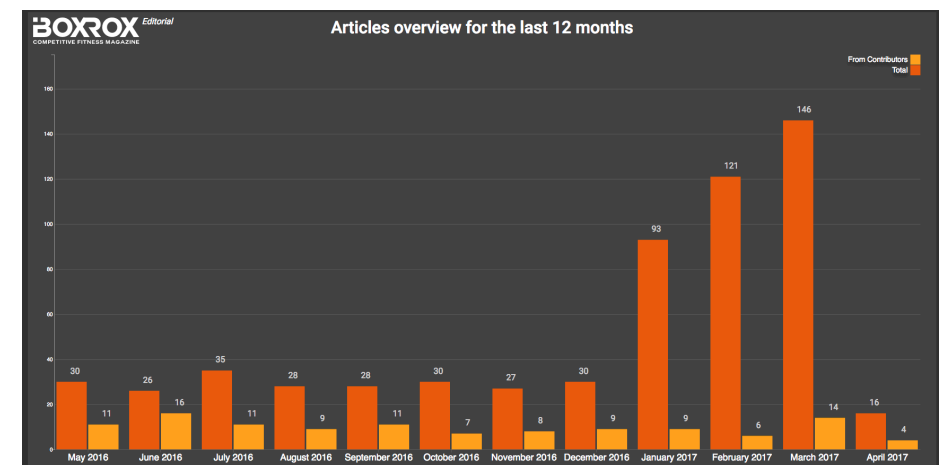
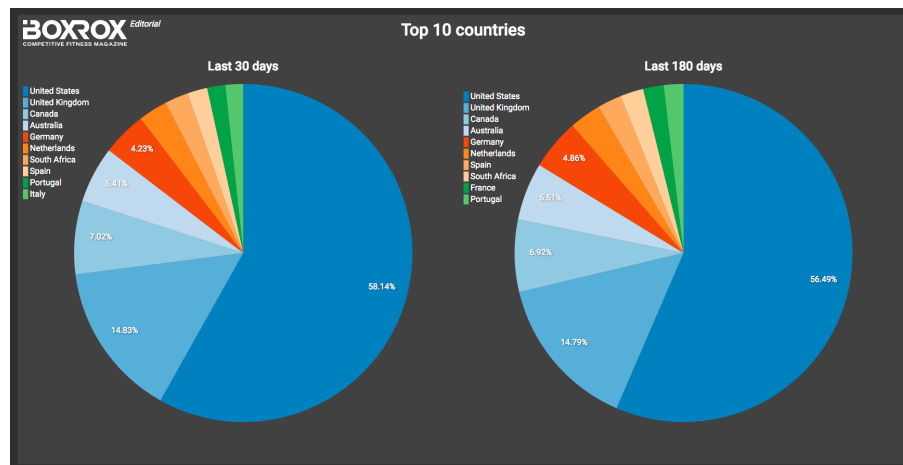
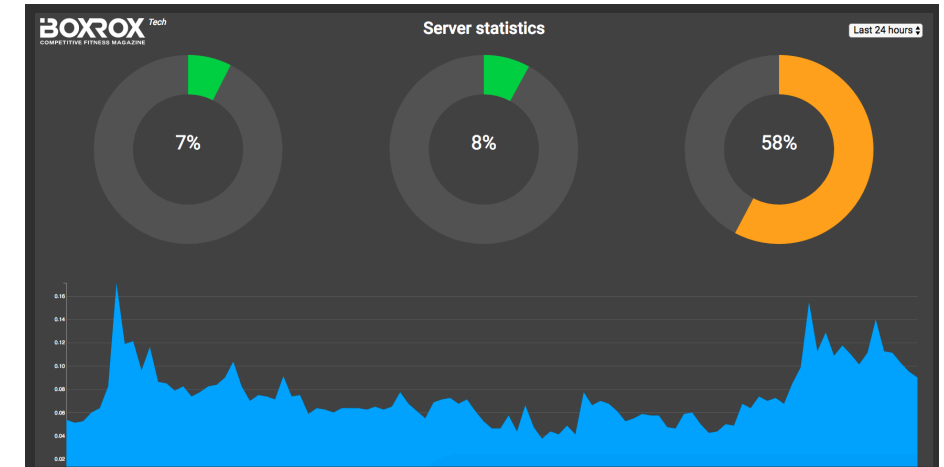
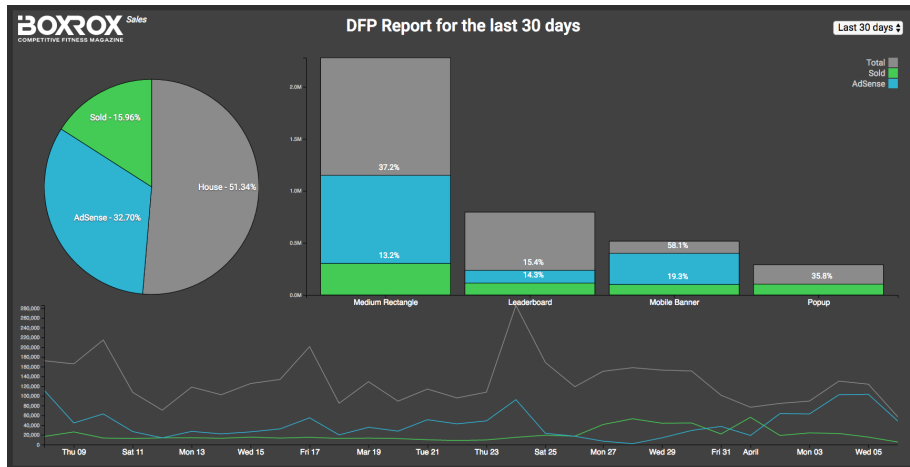
The image is a screenshot of a presentation slide. At the top, there is a title bar with a timeline from 1 to 18. The slide itself has a title 'KPI Meeting March' centered at the top. Below the title, the word 'BOXROX' is written in bold. Then, there is a numbered list from 1 to 6, each with a sub-list of bullet points. The text is in a sans-serif font. The slide is framed by a grey border on the left and right sides, which appear to be part of a presentation software interface.

KPI Meeting March

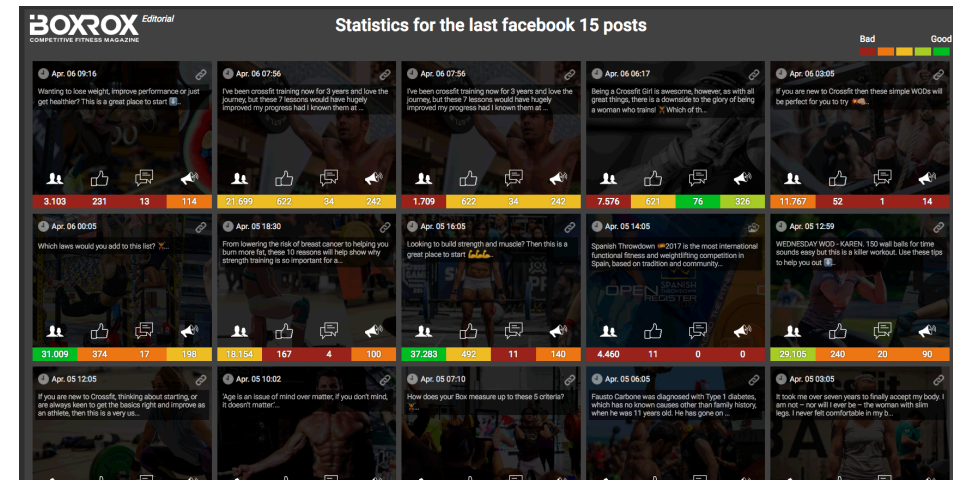
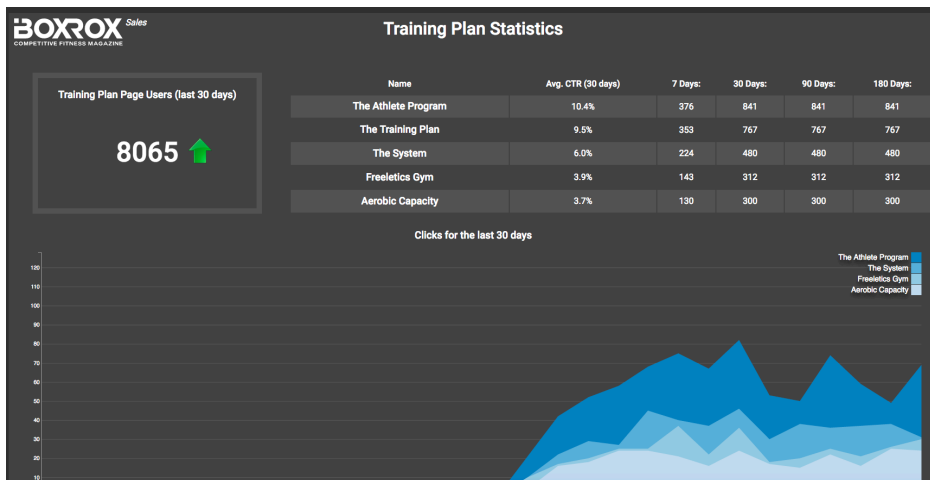
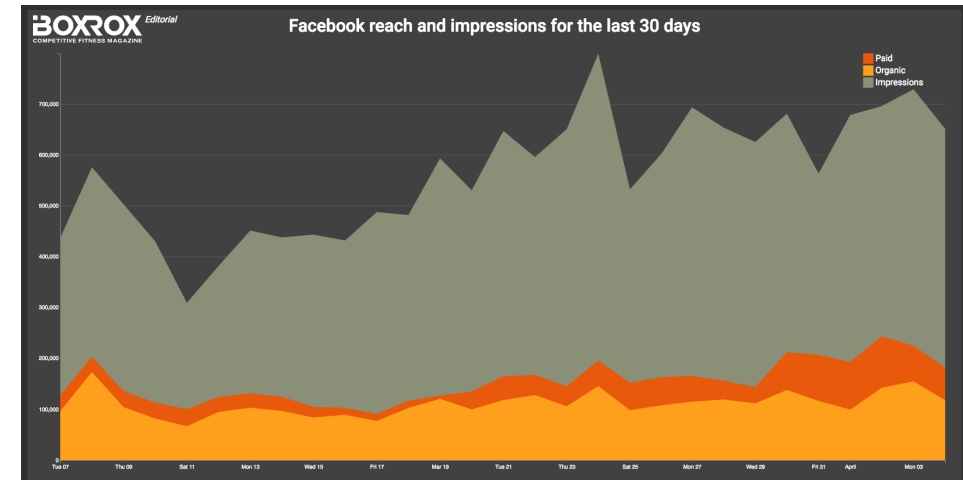
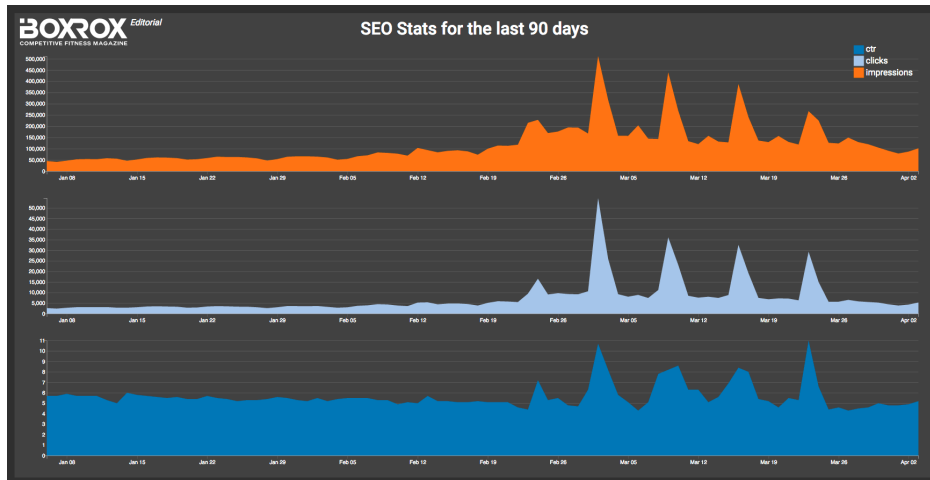
BOXROX

1. Articles
 - 15 articles by contributors, most since October
 - 23 old articles used (2x of Feb, 3x of Jan)
 - Strong video content (athletes, training)
2. Contributors
 - contributor database gets cleaned up since Jan
3. Website
 - Avg duration on site lowest since June 15
4. Social media
 - Low neg. feedback rate
 - lowest post rate since before Feb 15
 - lowest engagement rate since before Feb 15
 - reached 5k on Instagram
5. SEO
 - organice traffic doubled since Nov 15
 - keywords TOP 50 doubled to Feb (112k --> 199k)
6. Newsletter
 - 151 newsletter visitors (Feb 102, Jan 46, Dez 43)
 - lowest click rate since before Feb 15
 - open rate went down dramatically

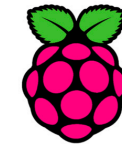
Build Dashboards to visualize your data



Build Dashboards to visualize your data



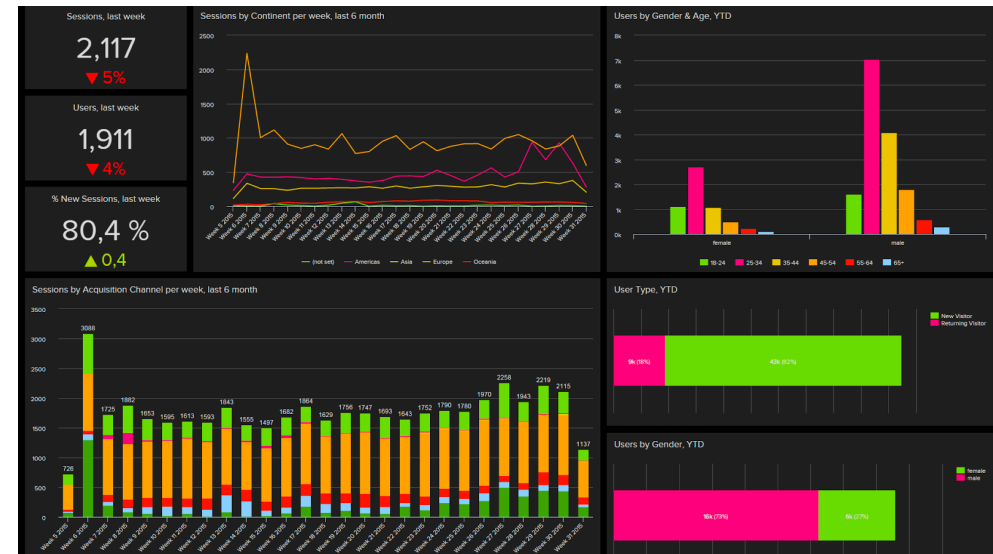
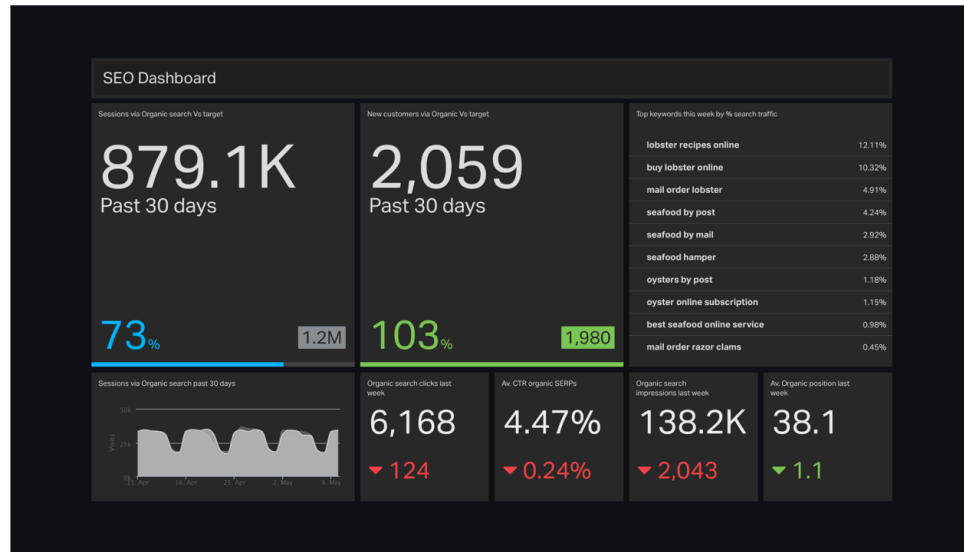
Hang up dashboards (Hardware)



RaspberryPi



Or just use a standard Dashboard supplier





3 tips to build your data-driven organization

1. Start small, but measure frequently
2. Build a data culture in your team (educate)
3. Monitor & adjust your processes

dataX

Our mission is to provide the best online training facilities to learn data-driven technologies in big data, data science and marketing.

Our go-to-market strategy starts with a B2C approach, succeeding through performance marketing, within the Indian and US market, followed by B2B sales to employers worldwide.



"Data Science is the sexiest Job of the 21st Century!"
(Thomas H. Davenport)

Data-Driven Talent is in ultra-high demand

indeed® Job Postings

Sep 27, 2016

— Data Scientist: **2497.39%**



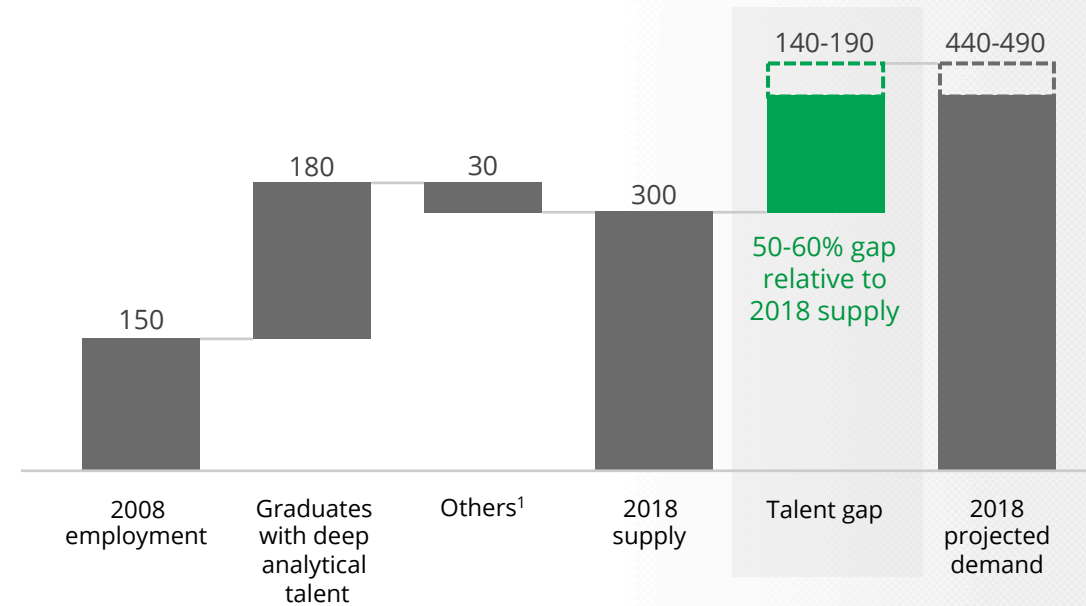
Avg. Data Science Market Salary:
135.000 USD



The Problem is... a HUGE skill gap

- 500.000 open jobs (US only)
- Candidates need real experience
- University degrees are outdated
- Private Education is too expensive

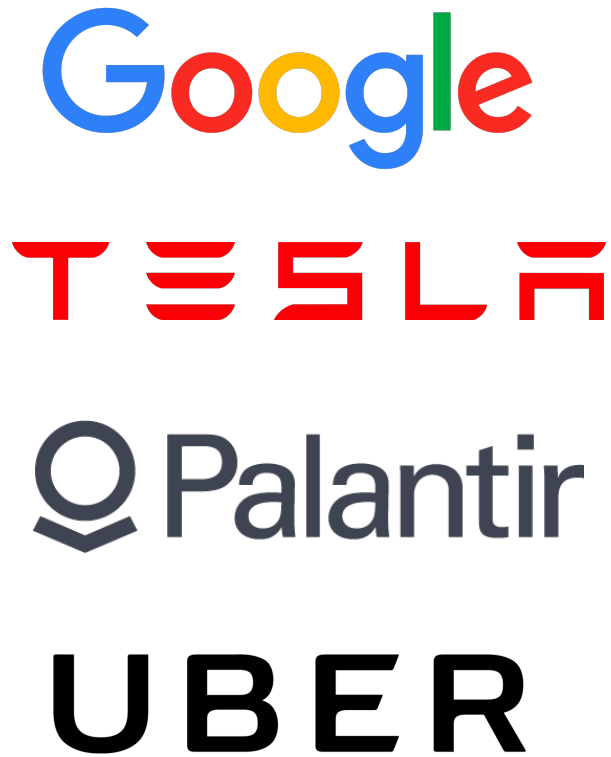
US Study by McKinsey Global Institute



Supply and demand of deep analytical talent by 2018 Thousand people

*40% of companies want
to invest in data analytics
talent until 2020!*

Some companies understood the value early on



Data Scientist | Data Engineer |
DevOps Engineer | **AdOps Engineer** |
Online Growth Marketing Manager |
Artificial Intelligence Specialist |
Self-Driving Car Engineer | Analytics
Lead | Geospacial Developer | Fraud
Detection Engineer | **Deep Learning
Engineer** | Infrastructure Engineer |
Cyber Security Engineer



The education system failed to produce data experts

Current Solutions

External Offline Seminars

Internal Trainings

Traditional Uni Degrees

We offer practical online-courses to train the data experts of tomorrow



[www.dataX.academy](https://www.datacamp.com)

dataX

Thank you

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