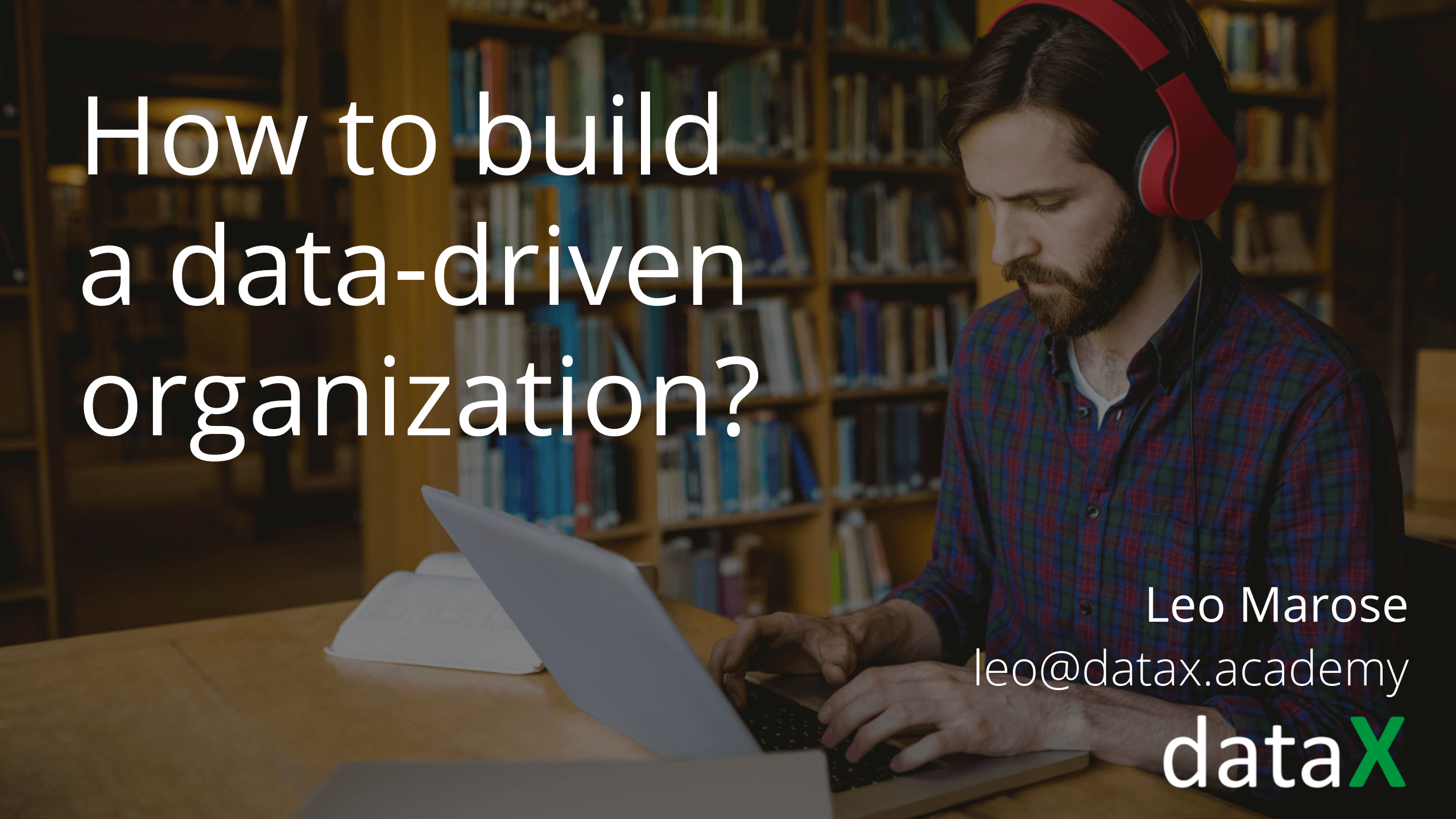


How to build a data-driven organization?

Leo Marose
leo@datax.academy

dataX

About me

BOXROX
COMPETITIVE FITNESS MAGAZINE

> 5 years

dataXAcademy

Beta Launch

Growth Hacking
Meetup
Berlin

> 1 year

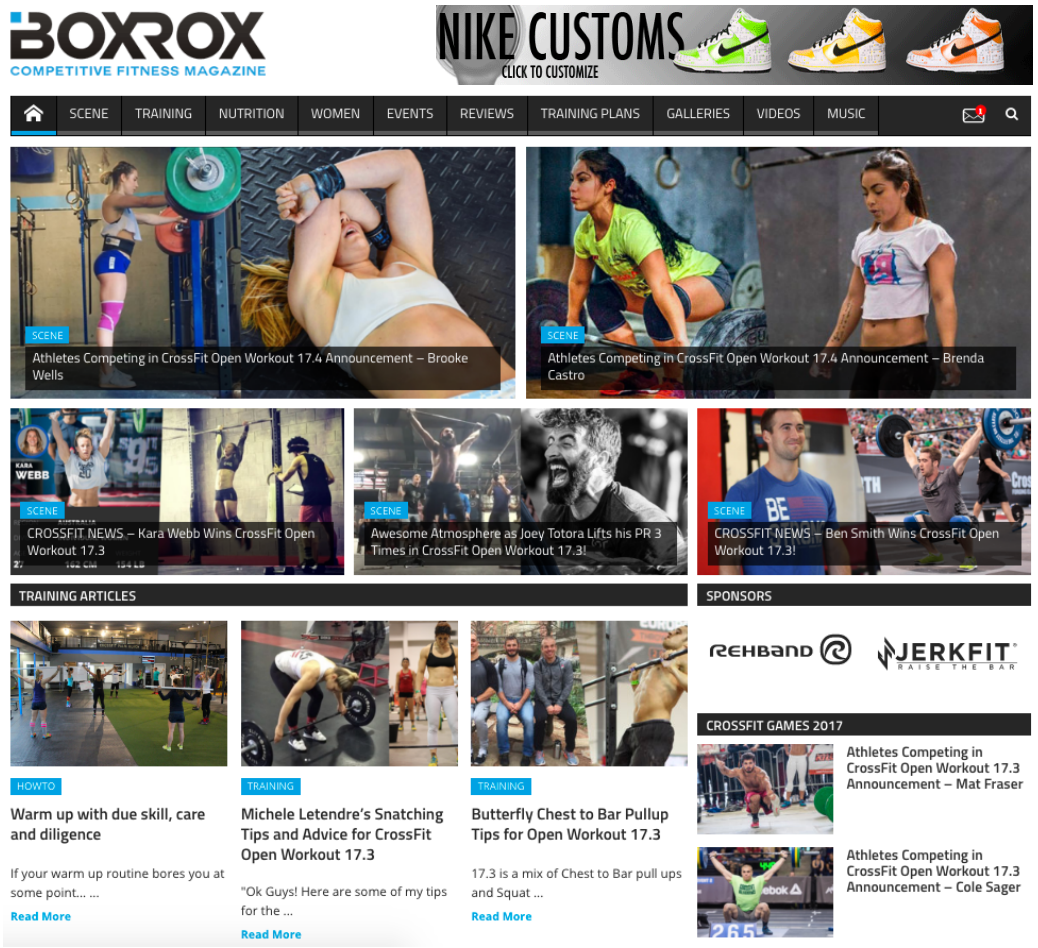
Performance Marketing Advisor for 15+ Startups

> 3 years

BOXROX

COMPETITIVE FITNESS MAGAZINE

What is the story behind BOXROX?



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

SCITEC NUTRITION WOD CRUSHER · REHBAND · SF · RX SMART GEAR

Reebok · PROGENEX · UNDER ARMOUR · KITB[ ]X

NIKE · CAPITAL SPORTS · ROCKTAPE · NORTHERN SPIRIT

We sell Content & Display Advertisement

Source: Nike

GEAR

Save to Facebook

Perform in Style with the Nike Metcon 2 Amp

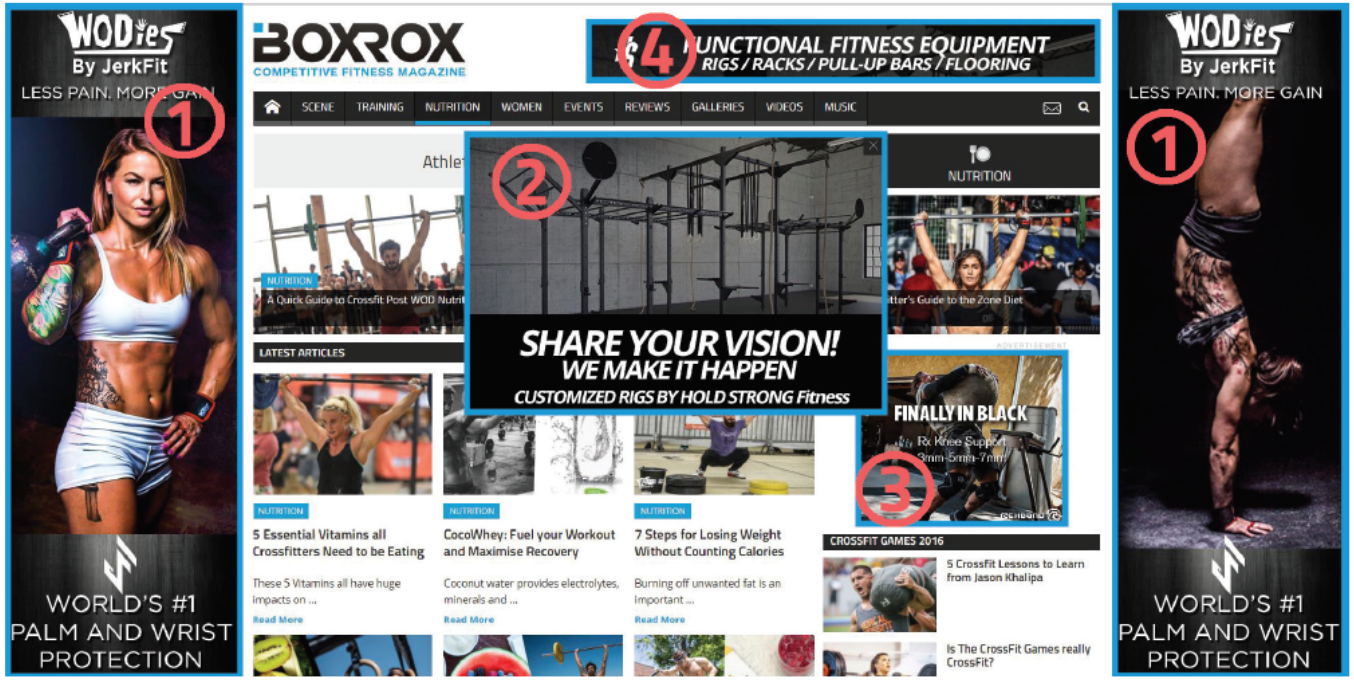
The Metcon 2 Amp is one of the most popular functional training shoes in the world. With its minimal, stylish aesthetic and tough, durable and intelligent features, it's easy to see why.

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



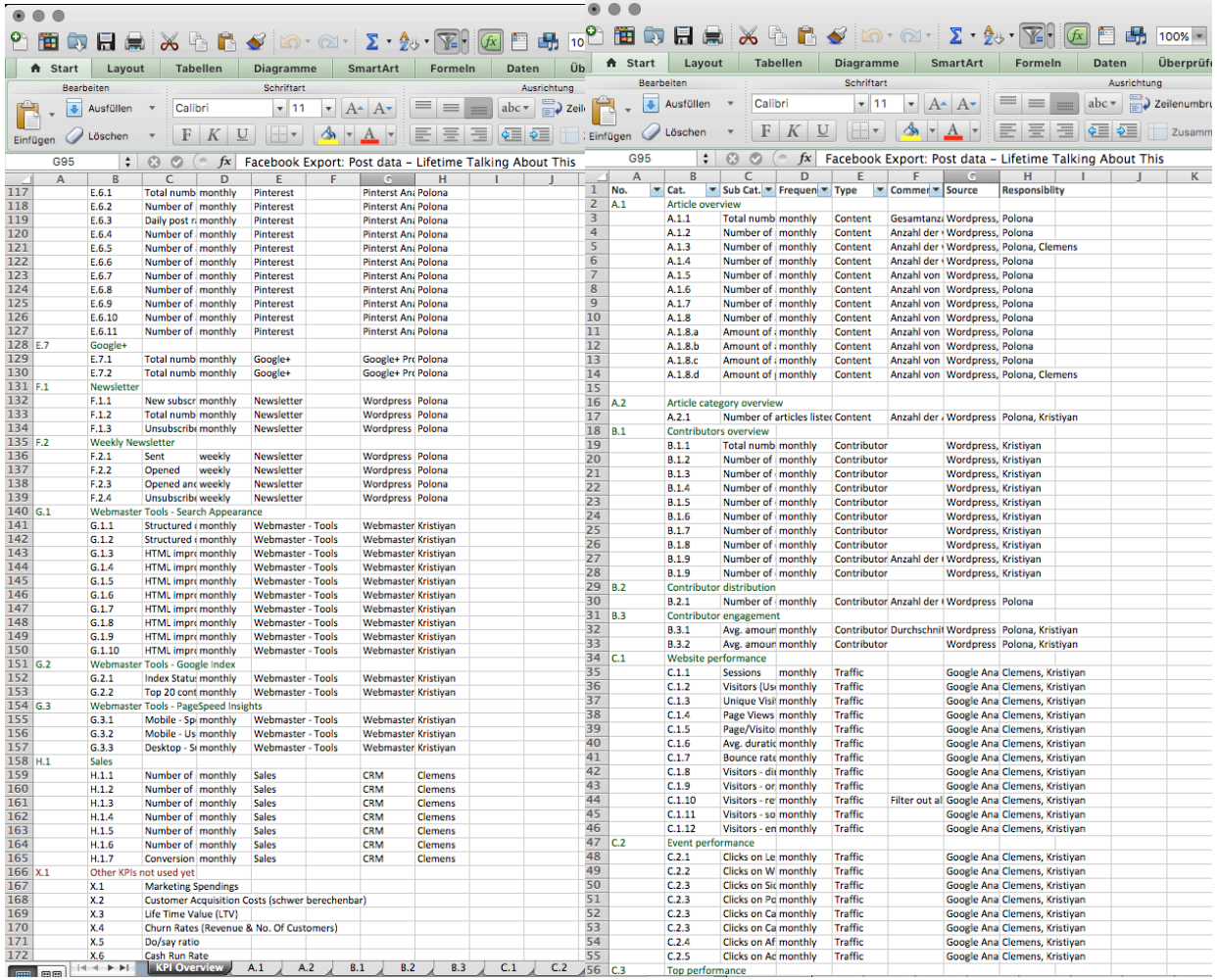
Our process in 6 steps

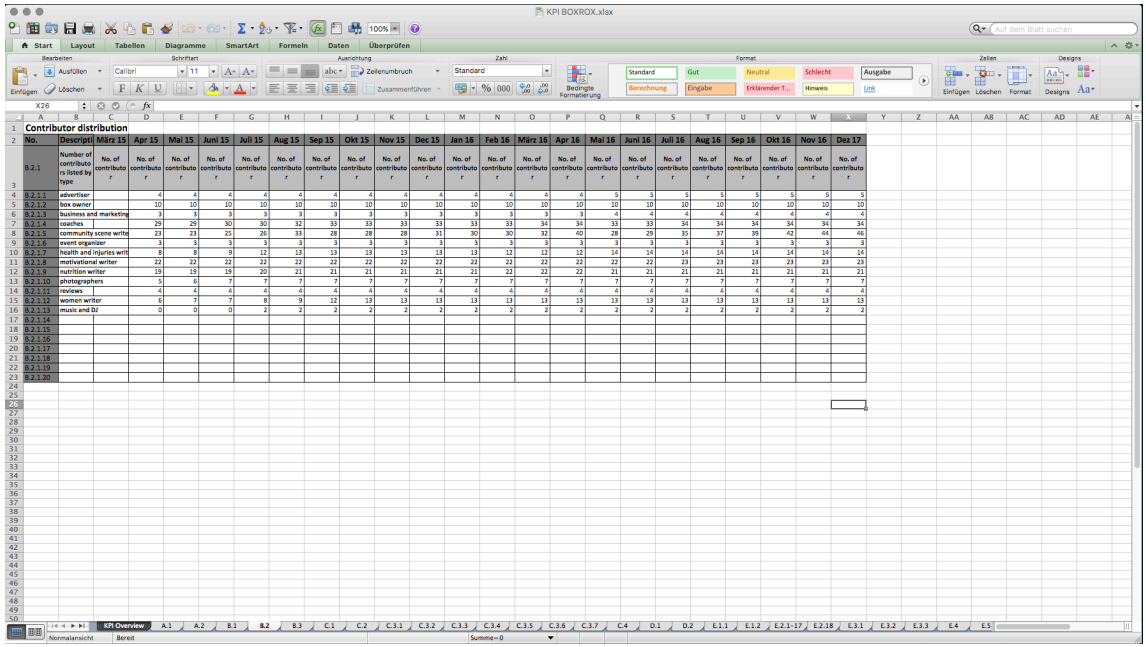
1. Brainstorm KPIs
2. Configure Google Analytics
3. Build Excel Reports
4. Organize KPI Meetings
5. Build Dashboards
6. Next Step: Predict Future

The different departments

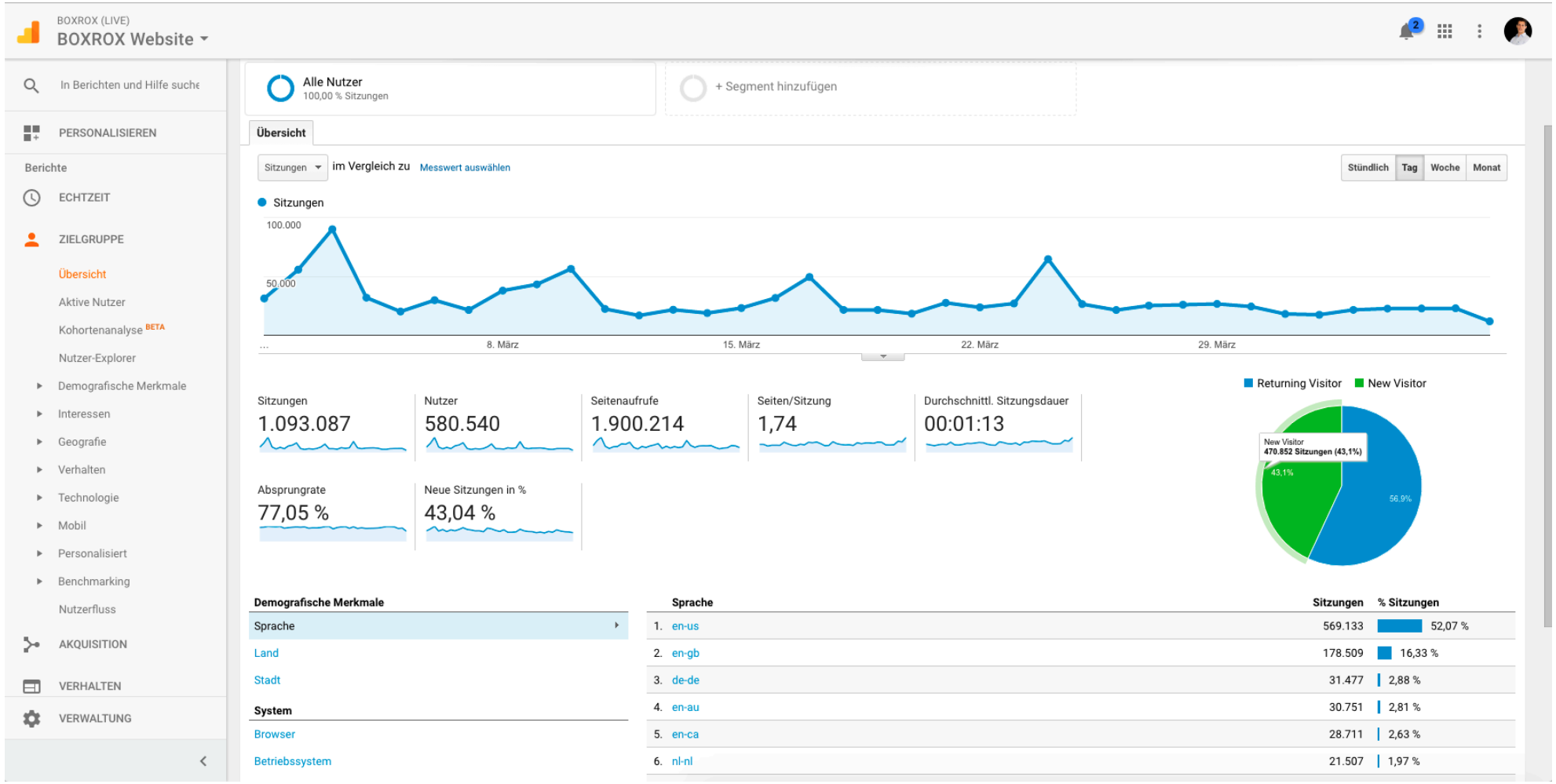
- Editorial
- Sales
- Marketing
- Development
- UI/UX
- Management

Brainstorm & measure KPIs

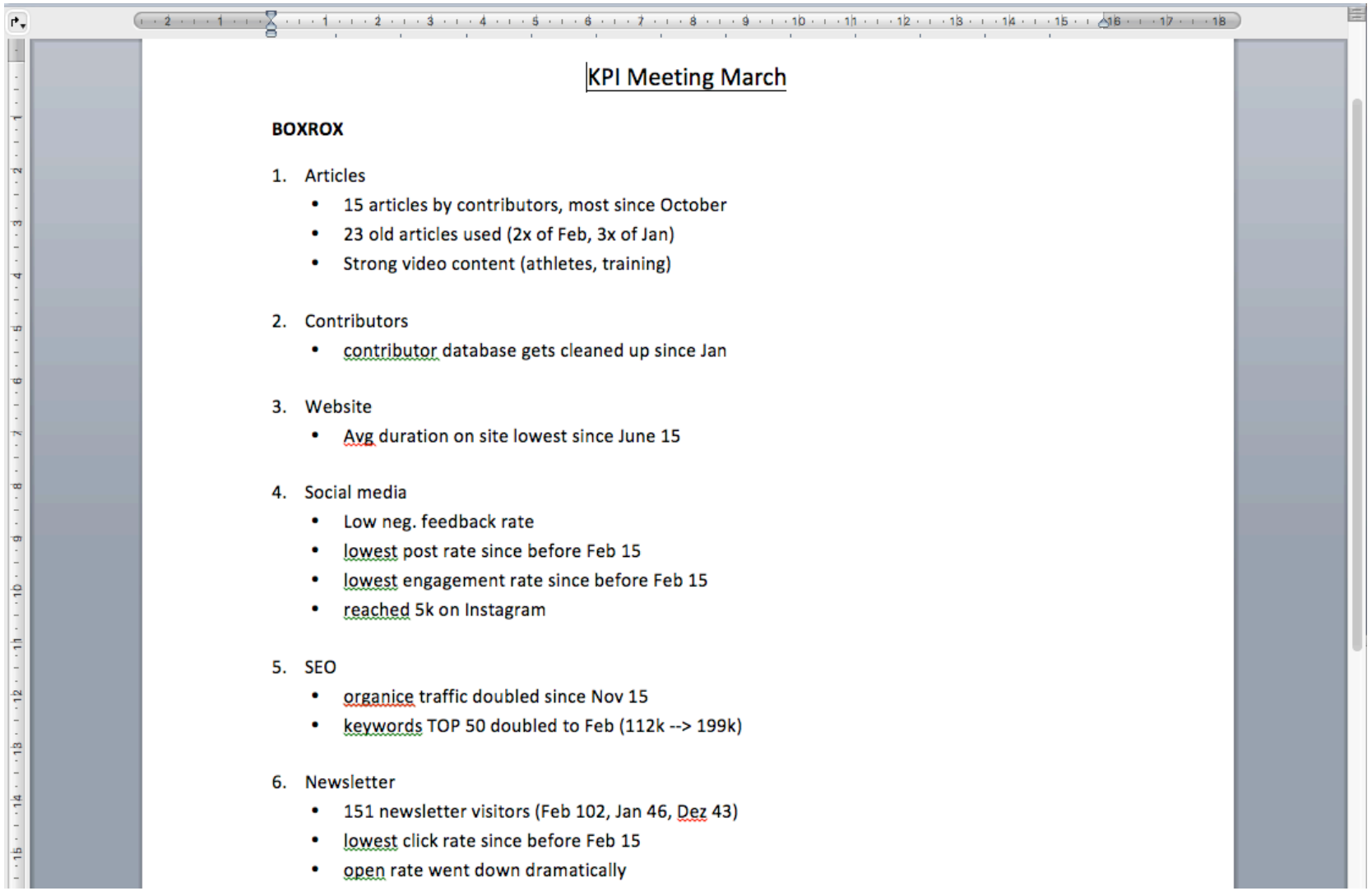




Set up some data analytics tool



Have KPI meetings & reports



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

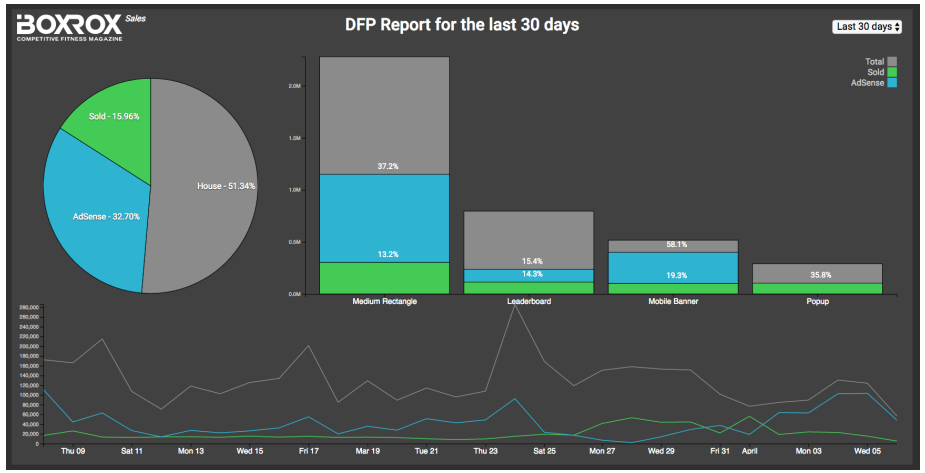
3. Website
   - Avg duration on site lowest since June 15

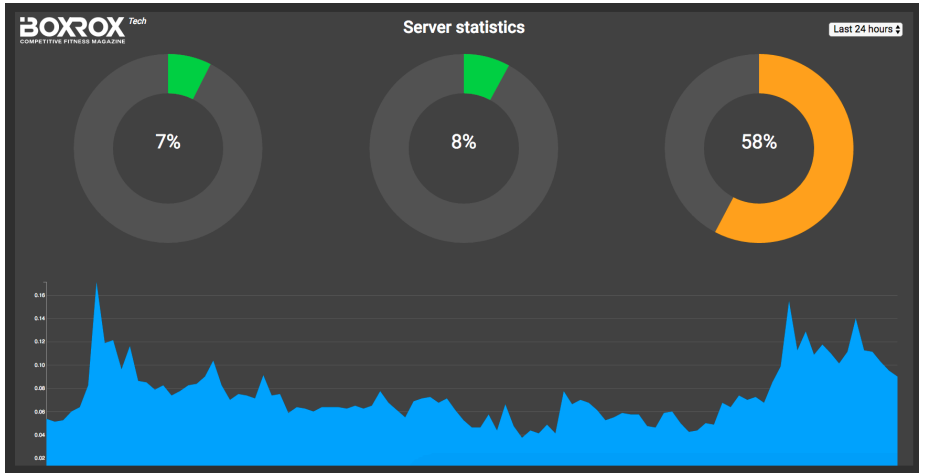
4. Social media
   - Low neg. feedback rate
   - lowest post rate since before Feb 15
   - lowest engagement rate since before Feb 15
   - reached 5k on Instagram

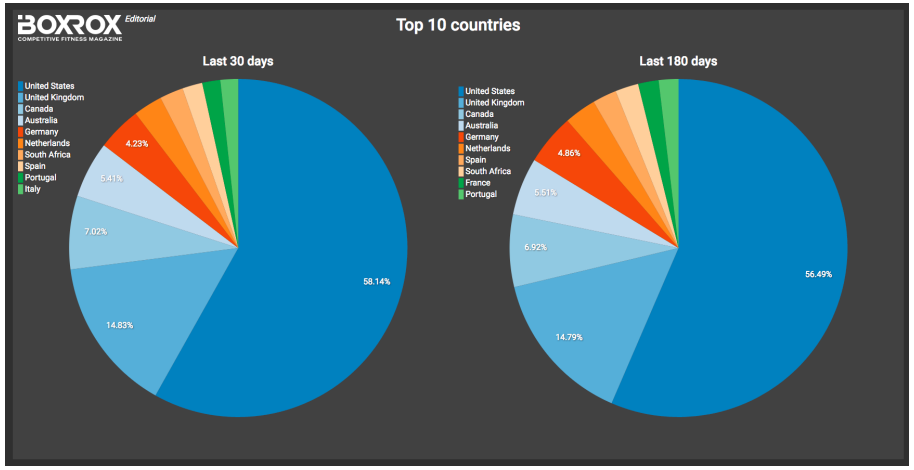
5. SEO
   - organice traffic doubled since Nov 15
   - keywords TOP 50 doubled to Feb (112k --> 199k)

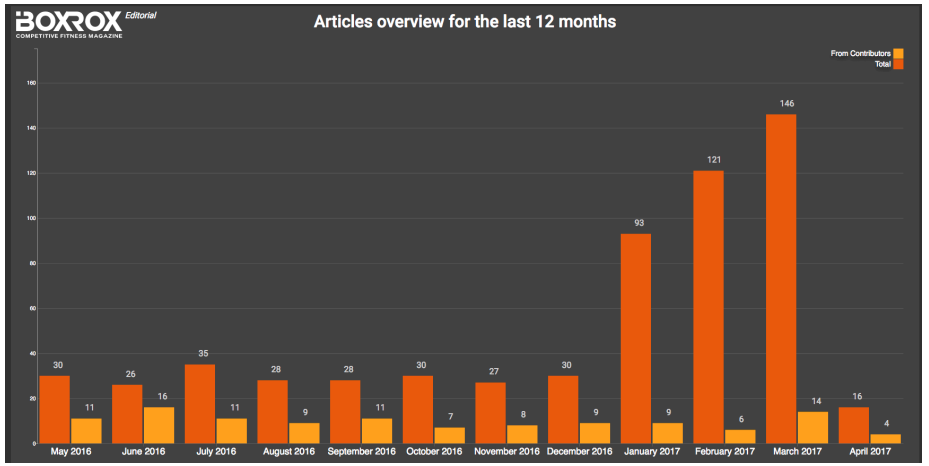
6. Newsletter
   - 151 newsletter visitors (Feb 102, Jan 46, Dez 43)
   - lowest click rate since before Feb 15
   - open rate went down dramatically

Build Dashboards to visualize your data

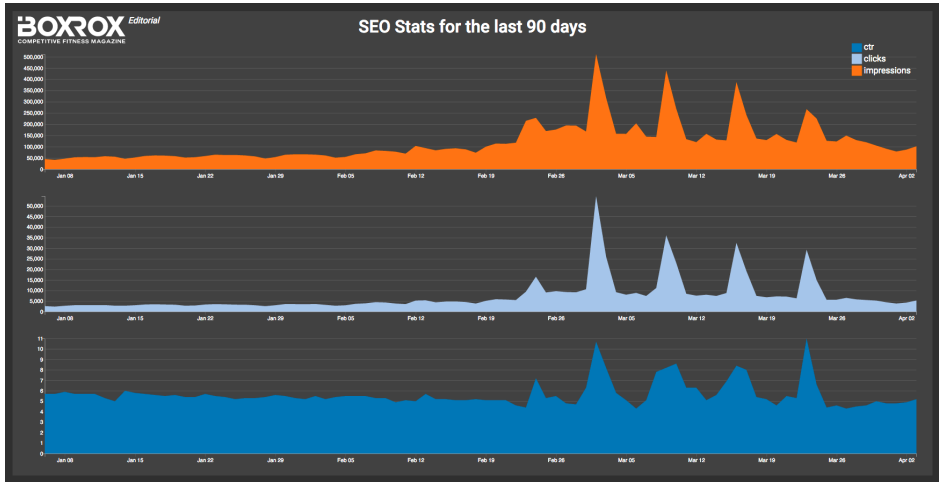


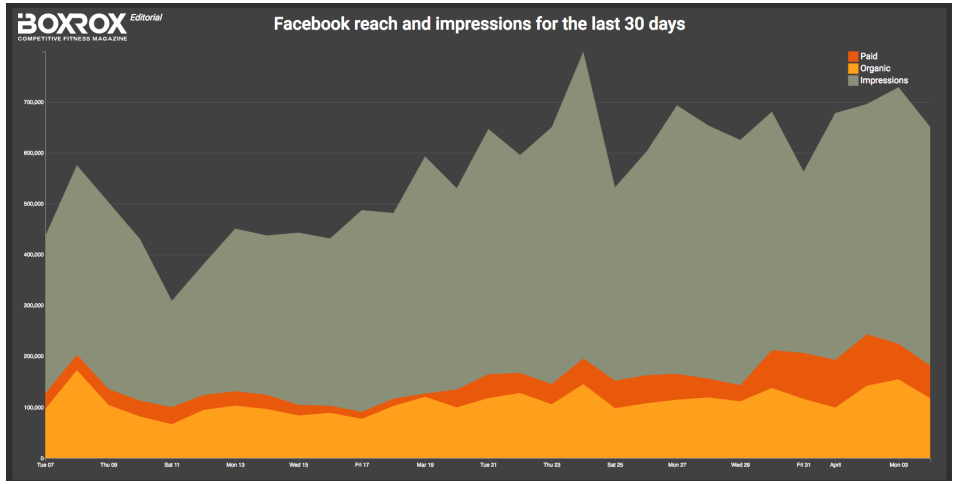


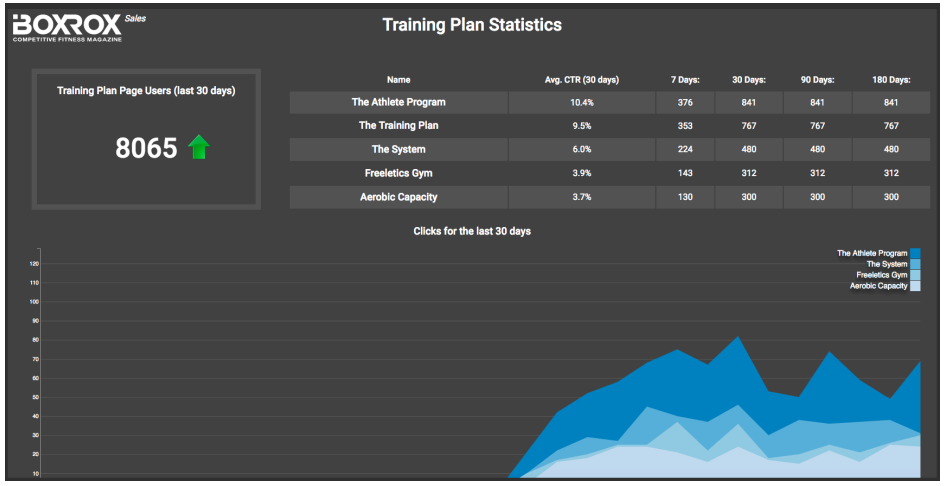




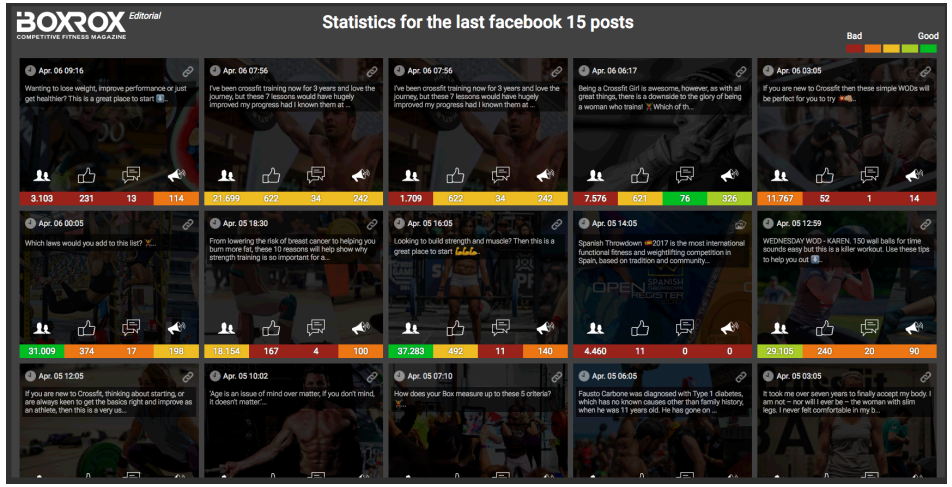
Build Dashboards to visualize your data







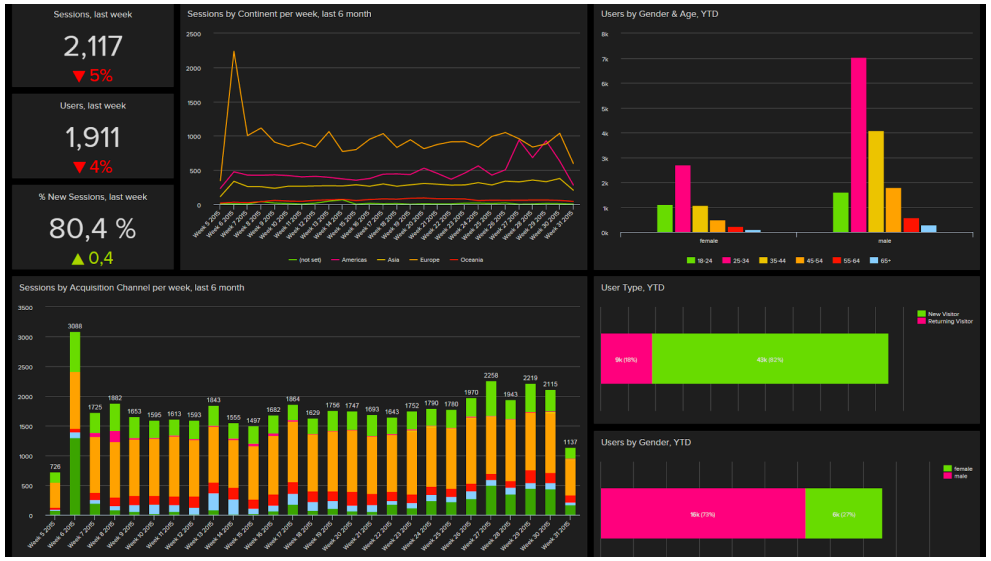
Name	Avg. CTR (30 days)	7 Days:	30 Days:	90 Days:	180 Days:
The Athlete Program	10.4%	376	841	841	841
The Training Plan	9.5%	353	767	767	767
The System	6.0%	224	480	480	480
Freeletics Gym	3.9%	143	312	312	312
Aerobic Capacity	3.7%	130	300	300	300



Hang up dashboards (Hardware)

RaspberryPi

Or just use a standard Dashboard supplier



GECKOBOARD

datapine

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)

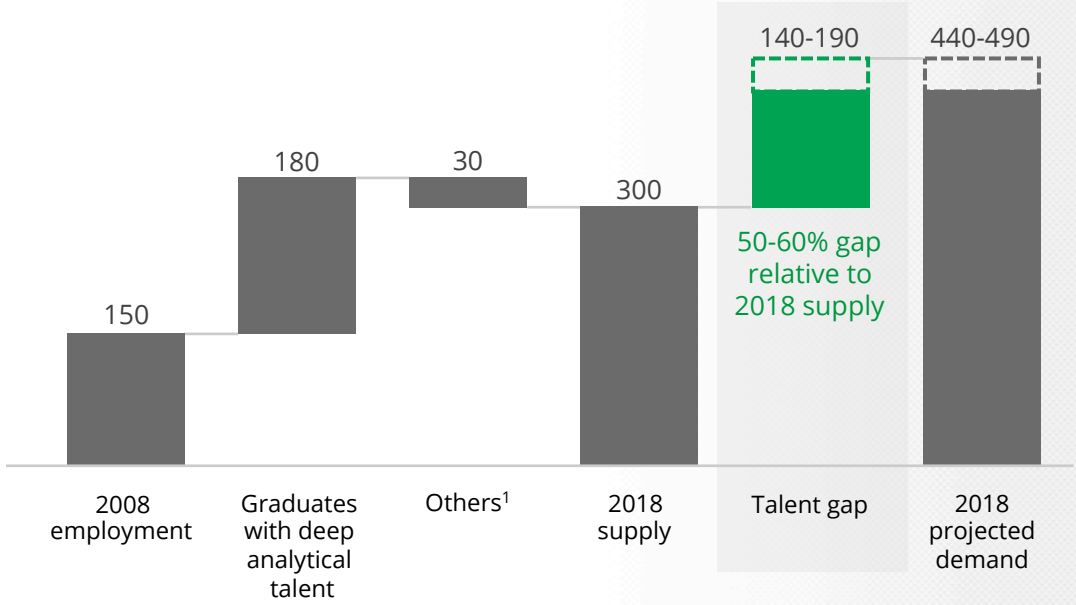
Data-Driven Talent is in ultra-high demand

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!*

dataX Academy

Some companies understood the value early on

Google

TESLA

Palantir

UBER

Data Scientist | Data Engineer | DevOps Engineer | **AdOps Egineer** | Online Growth Marketing Manager | Aritficial 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

dataX

Thank you

Leo Marose
Founder & CEO

+49 163 7788742
leo@datax.academy
Alte Schönhauser Str. 38, 10119 Berlin