

# DOES MY DATA LOOK BIG IN THIS?

Angie Judge, CEO, Dexibit  
@angie\_dexibit #musedata





Royal  
collections



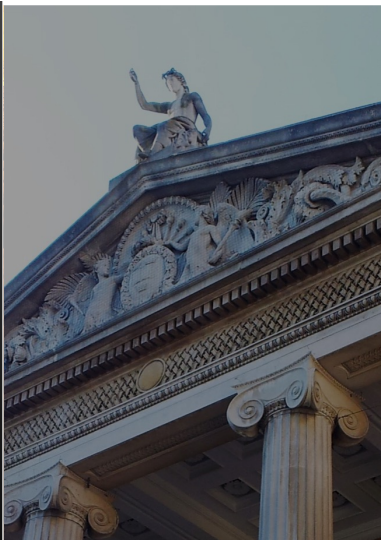
Academic  
curiosities



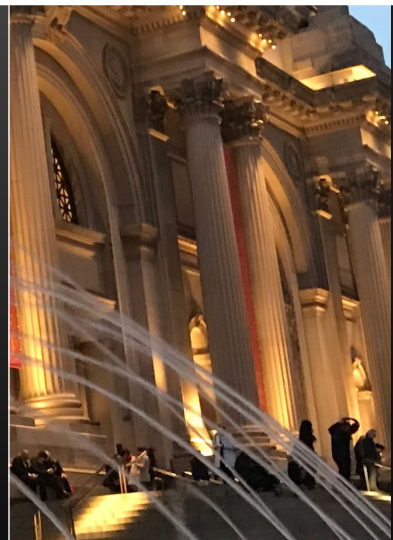
Retail  
revenues



Church  
troves



Public  
institutions







#### *COMMON CHALLENGES*

Heavy reporting administration burden

'Guess or grind' manual forecasting

Restricted visitor behaviour data

Reduced time to insight

Low industry data confidence

How do you know if you've got big data?

- Volume
- Velocity
- Variety
- Veracity
- Value

How do you know if you've got big data?

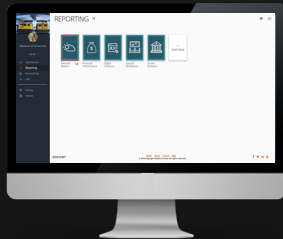
- Volume
- Variety
- Velocity
- Veracity
- [???

What is artificial intelligence, really?

- Machine learning
- Natural language processing
- Robotics
- Expert systems
- Machine vision



# REPORTS



# DASHBOARDS

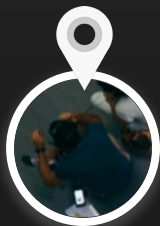


# FORECASTS









=



**USER  
EXPERIENCE**

**DASHBOARDS**

**REPORTING**

**FORECASTING**

**MODELS (INSIGHT, FORECAST)**

**DATA  
WAREHOUSE**

**AUTOMATED  
INGESTION**

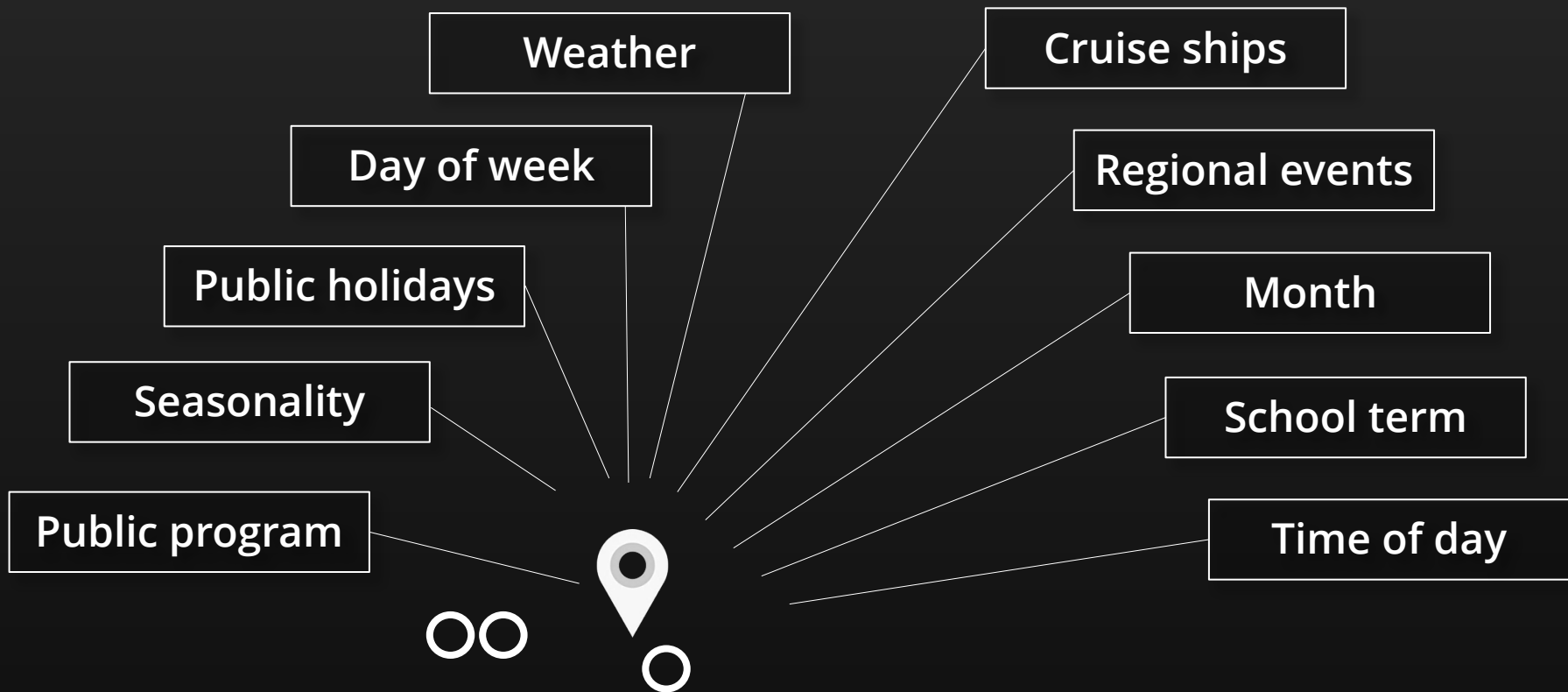
**INTEGRATION A**

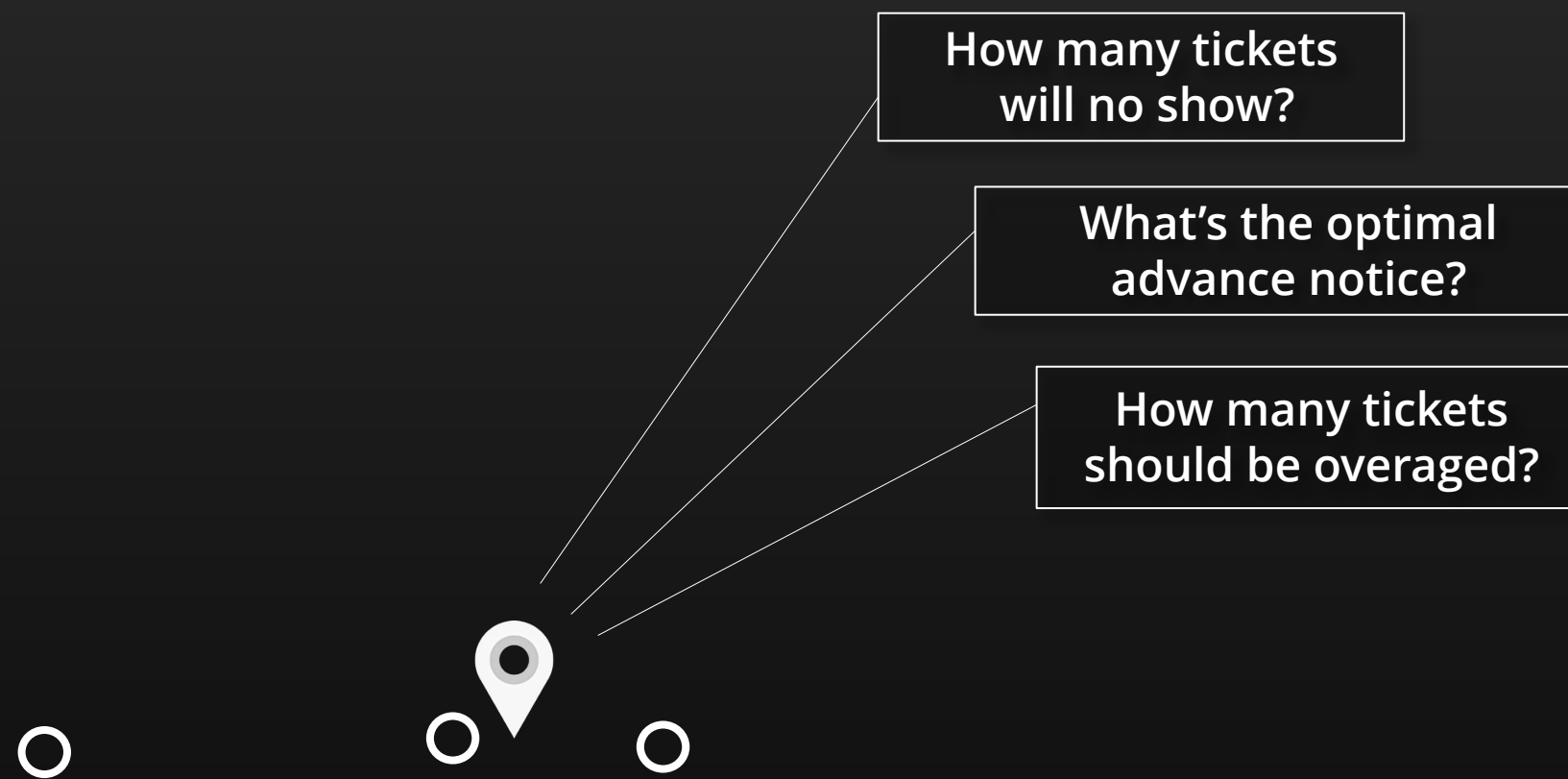
**INTEGRATION B**

**INTEGRATION C**

**SELF SERVICE**

**ENABLEMENT**

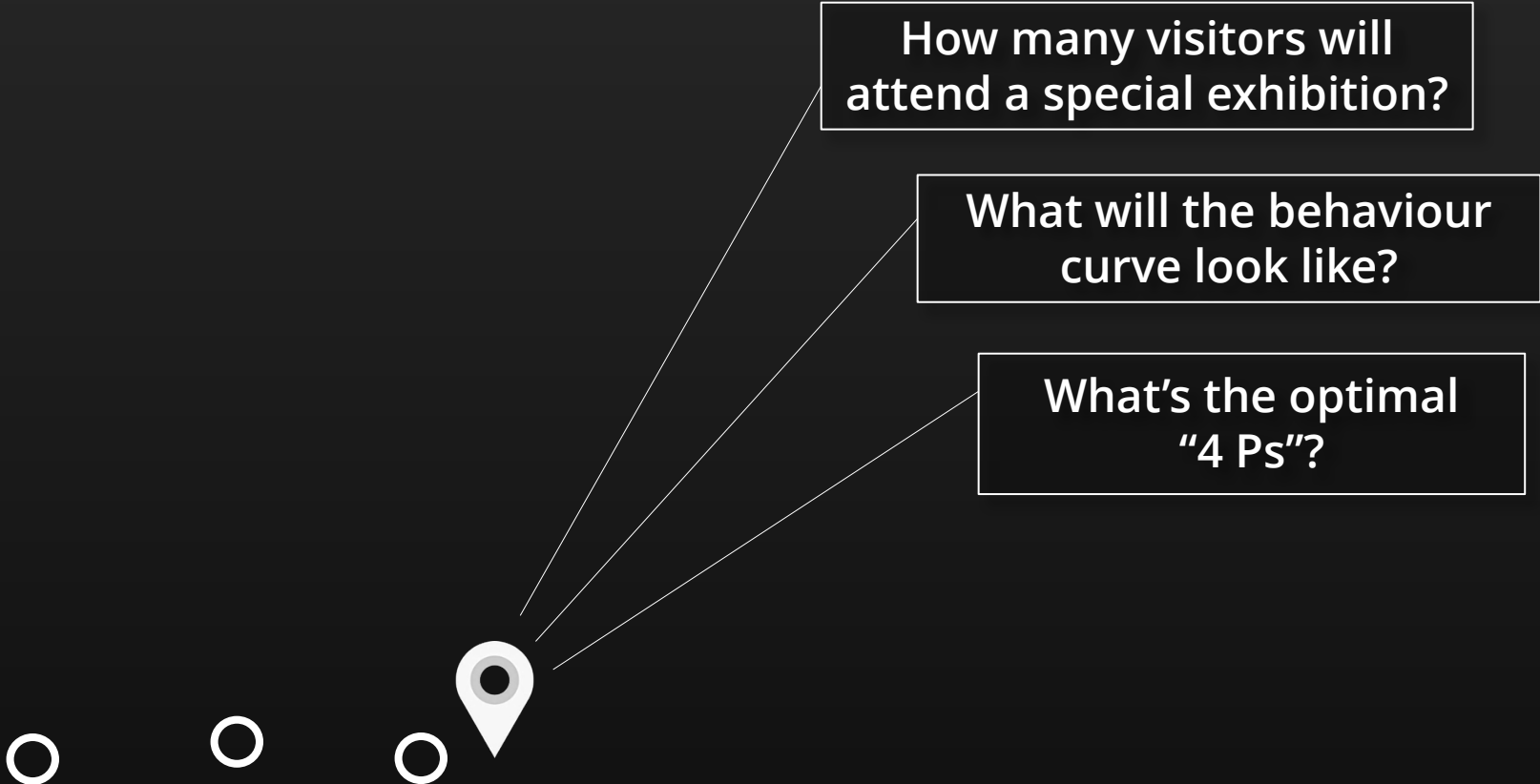




How many tickets  
will no show?

What's the optimal  
advance notice?

How many tickets  
should be overaged?



How many visitors will  
attend a special exhibition?

What will the behaviour  
curve look like?

What's the optimal  
"4 Ps"?

## TOTAL VENUE VISITORS



35,175 TOTAL

628 DAILY

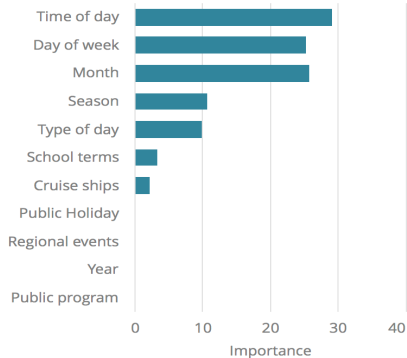
▼ -16% ▲ 1%

vs. 41,832  
OCT 27 - DEC 31vs. 34,746  
THIS TIME LAST YEAR

71%

GOAL ACHIEVED OF 48,973  
JAN 01 - MAR 06 GOAL

## FACTOR ANALYSIS



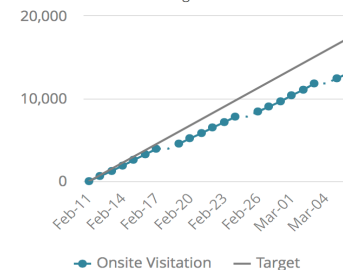
## GOAL BURN UP



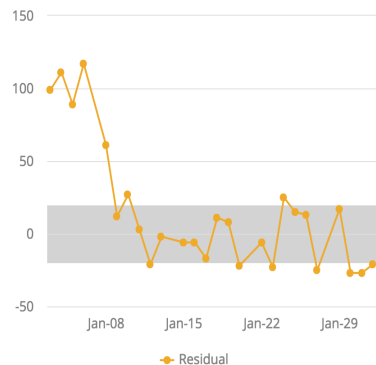
Measure Onsite Visitation

Target Attendance

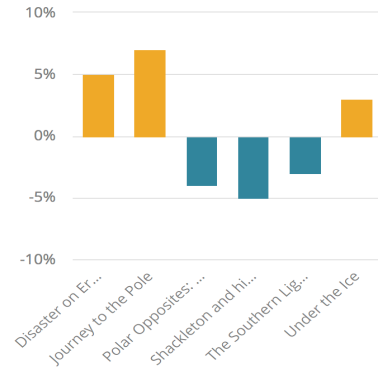
Found one target.



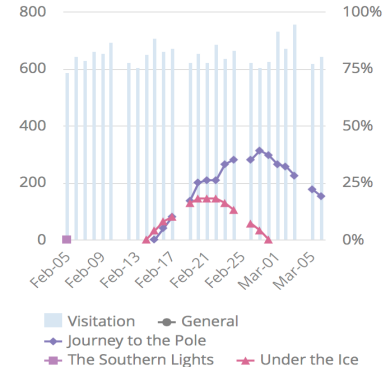
## FORECAST RESIDUAL AGAINST PLAN



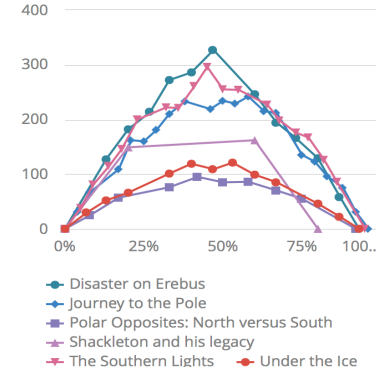
## SPECIAL EXHIBITION UPLIFT WIDGET



## EXHIBITION CONVERSION RATES



## EXHIBITION VISITATION OVER LIFETIME





TAKEAWAY #1

OWN THE  
WHOLE  
PICTURE

TAKEAWAY #2

DEMOCRATIZE  
DATA FOR  
YOUR MUSEUM

TAKEAWAY #3

BE THE  
CHANGE YOU  
WANT TO SEE

# TOP TIPS

1. Ensure big data analytics is in your strategy
2. Expose your leadership to technology innovation
3. Don't get lost in organisation design
4. Start with a few meaty questions
5. Write a list of what you've got and want

# TOP TIPS

6. Start with non personal data (CRM can come later)
7. Make sure the process is automated end to end
8. Keep it simple – point and click not self service
9. Get insight into the hands of the museum, fast
10. Don't just think analytics, think forward to AI

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#musedata

**TEDx**



American  
Alliance of  
Museums

Global Innovation Forum



 **CULTURECOM**

**CIO**

**idealog**

**techday**

 **Entertainment Designer**