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Would you date your data,?

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Data is to the digital world, as water is to the physical world. We can shape it, lose it, gain it, alter it, manipulate it, and we depend on it. Both our physical and digital existence depend on it. But we take water for granted, if it's not there we miss it, but otherwise we just use it as if it is always on tap. Is it not the same with data? Unless we need it and is not there, we forget about it, we take it for granted, we devalue it.

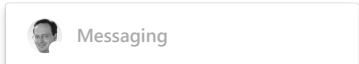
So, my question to you is, are you prepared to date your data? When you start out to date a person, there was done initial need you were trying to fill. But as you got to know each other, other facets became available. But after a while you when get used to reach other, shall we say even get comfortable with each other, perhaps even start to take each other for granted a little.

Is it not the same with data. While you got your data for a specific need, do you now take it for granted also. Some times couples and friendships need to take a fresh look at each other, and see what they have missed. When you consider your data, even though you collected it for one purpose, have you taken a step back, and examined your Data, for other uses?

One of the biggest focus on data science at the moment, is gaining a better understanding about choice/ decision / behavior of a person. Being it compliance, retail, managerial, sporting, etc. Everyone is trying to get into the mind of every one else, because of the rich gold fields, that exist when you can profile a persons choice, and apply it to a product and service.

So, when you get your data and apply game theory to it, you can see that a persons choice on how they communicate, their locations, even their name, associations, etc. While we have always considered it as description data, viewed from a different perspective, it can also

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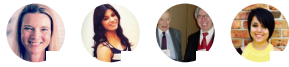
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