



Flux

DATA STRATEGY

Insights

DATA
INFORMATION
INTELLIGENCE
INSIGHT

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A silhouette of a person performing a handstand on a wooden structure against a sunset sky. The person is holding onto two vertical posts with their hands, and their feet are resting on a horizontal beam. The sky is a mix of orange, yellow, and blue, with some clouds. The overall scene is dramatic and evocative.

02

Data Strategy Meltdown?

WHAT IMPEDIMENTS ARE HINDERING THE EXECUTION OF YOUR DATA STRATEGY?

Data
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In a data-first economy, the emergence of a complete and accurate view of customers, and the interactions with organisations you collaborate with to bring goods and services to market.

Necessitates the development of a data-first strategy. Companies, that view data as a strategic asset, concentrate on what matters.

The collection and automation of information and intelligence, that drives their overall strategic, financial and operational goals.

However, for data to be useful.

The cleansing, collection, integration and matching of structured transactional and unstructured non-transactional data fragmented across departments, apps and third-party organisations.





Intangible Assets

DELIVER A DATA
STRATEGY THAT
WORKS

Data
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Is paramount to bring an accurate verifiable picture of consumers, new markets and product opportunities into focus.

In a world awash with data, it would be a capital offence not too!

There are 3 core areas where this matters to business,

- improving decision making,
- improving operations and
- the monetisation of data.

SO, HOW DO
YOU PLAN TO
EXPLOIT THE
DATA
DIVIDEND?





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ELEVATE YOURSELF

At FluxInsights we work with organisations to leverage open source technologies, and statistical models to analyse proprietary and non-proprietary data.

This information may potentially be combined with external data sources To enhance business decisions, operations and create new services that are monetisable.

Contact Us!

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Flux Insights

In God we trust. All others
bring data

W. EDWARDS
DEMING, STATISTICIAN,
PROFESSOR, AUTHOR, LECTURER,
AND CONSULTANT.

If I had to pick one word to
describe what a chief data
officer does. It would be
neither data nor analytics. It
would be strategy.

CDO- INDERPAL
BHANDARI CAMBIA HEALTH

**DATA IS A PRECIOUS
THING AND WILL LAST
LONGER THAN THE
SYSTEMS THEMSELVES.**

TIM BERNERS-LEE

The goal is to turn
data into
information, and
information into
insight

Carly Fiorina.

It is a capital mistake to
theorise before one has
data.

SHERLOCK HOLMES

ISSAC ASIMOV

*I don't fear computers. I
fear the lack of them.*

JOHN MAEDA

Simplicity is about
subtracting the obvious and
adding the meaningful.

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