



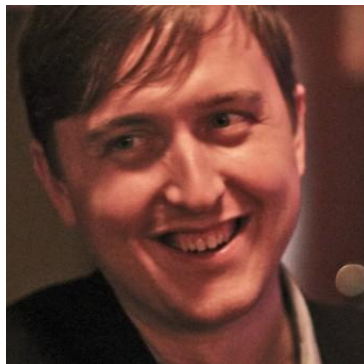
AGILE 2022 JULY 18-22
NASHVILLE



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This presentation has been formatted to fit your conference.

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“We have the data.”

This is a lie.

What they mean:

“Calm down”

What you should do:

“Freak out”



We | have | data

the

We Have The Data

We have the data.

Who is “we”?

- Your laptop?
Your team?
Your company?
A different company?
The government?
A different government?

Show me a row...

...And the schema

...And the types



Posted by u/RevolutionaryStrider 8 months ago



2.7k

Optimist: The glass is half full Pessimist: The glass is half empty



Excel: The glass is January 2nd



105 Comments



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How to handle a “we” problem:

Ask **Who is “we”?**

Ask it a *lot*.

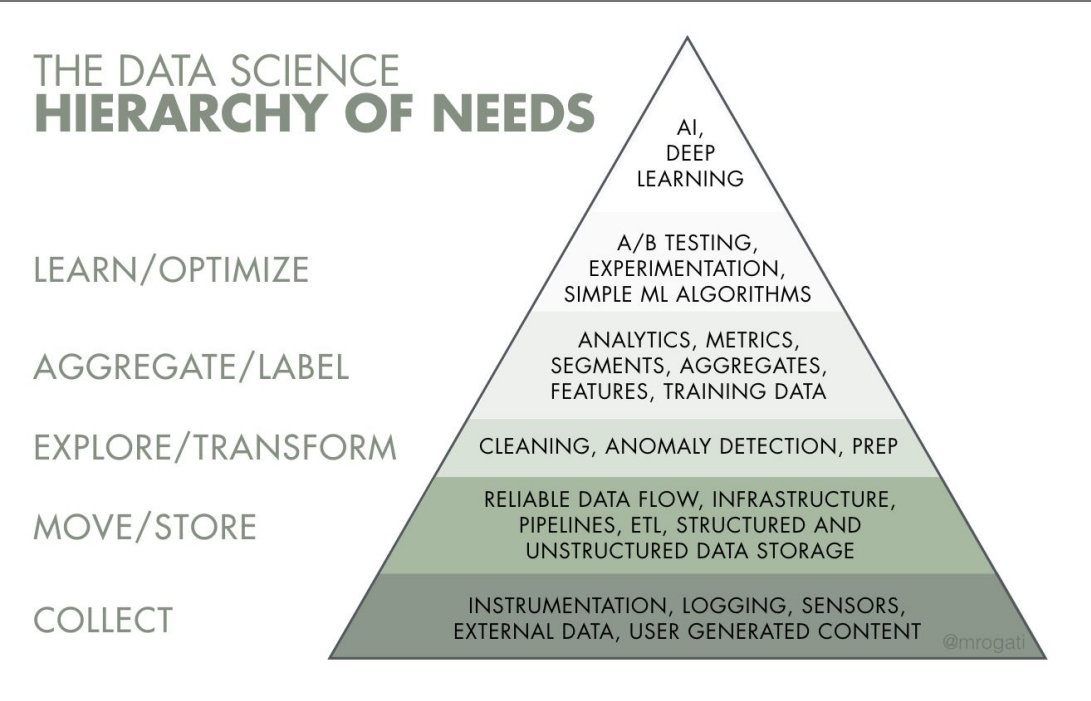
If someone claims to be a “we,” ask them to **show you a row**.

Remember: you are going on a quest.

Don’t “start” the project until YOU have the data.

We Have The Data

“Have” can mean a lot of things



Created by Monica Rogati

—

“You can’t get there from here”



Can I have it to *use* or just
to *look at*?

—

**PII, GDPR, HIPAA:
Three acronyms in
increasing order of
length and also peril**

—

**Good News:
Less data can mean
MORE money**

When to mash the lawyer button

How to talk to lawyers

They work for you

You don't have to do
everything they
suggest

Sometimes if you
don't you will go to
jail tho

That's why you talk
to the lawyers

How to handle a “have” problem:

Prototype as you go – build vertical slices to find problems

Talk to the experts – technical, legal, business – and share what they tell you

Turn “I can’t do X” into “I found a bug/blocker”

We Have The Data

What data isn't



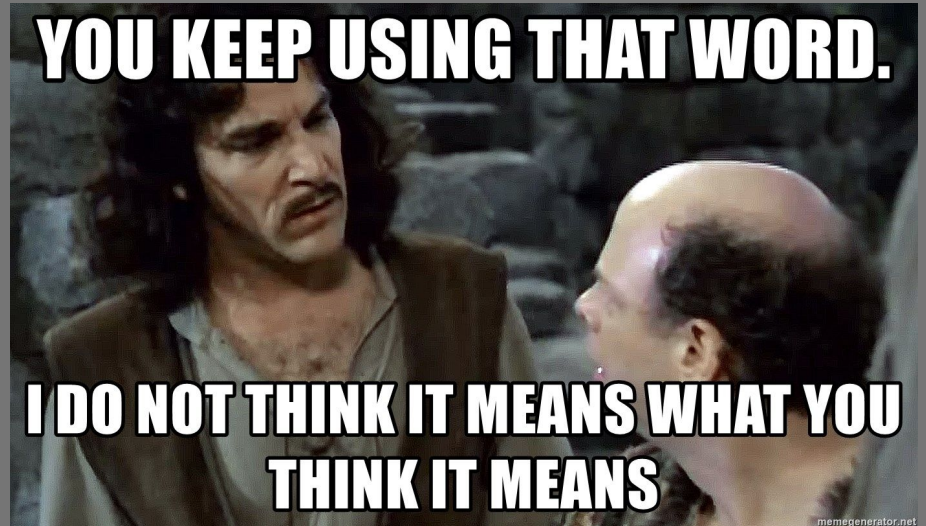
This is not data. This is a bus.

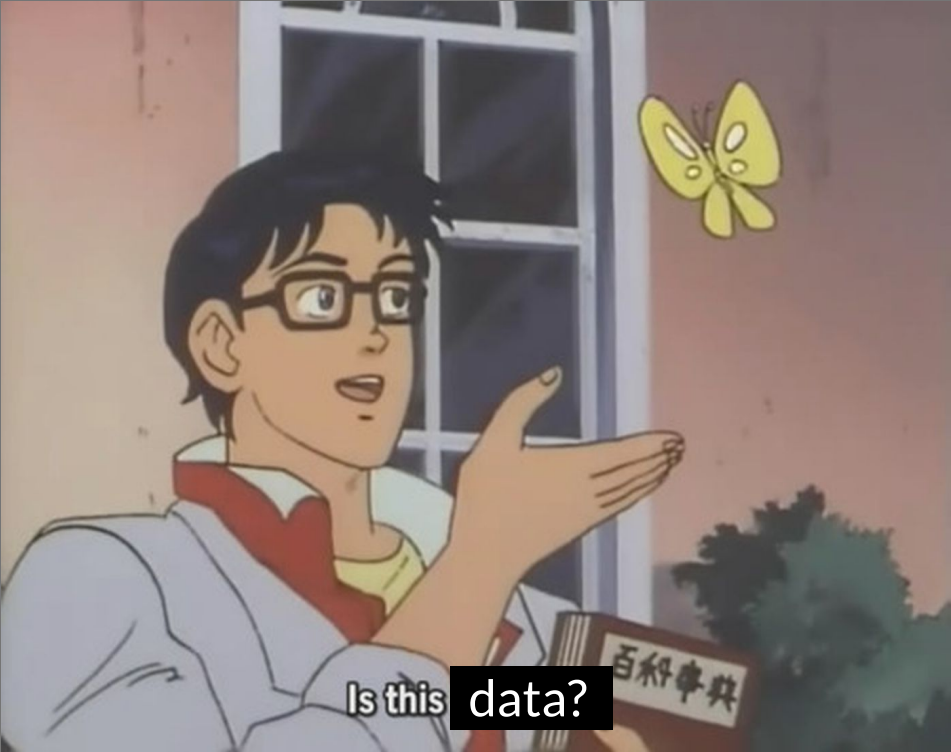
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“Just Put Some Charts & Graphs In”



Data-Adjacent Decision Making





That's not data, that's...

- ...window dressing for your slide deck.
- ...qualitative user research.
- ...a statistic.
- ...test cases.
- ...that graph that's been going around.
- ...a pile of pdfs. Maybe with 1,000 hours of work it will grow up to be data.

Should that be data?

<p>Form 990</p> <p>Department of the Treasury Internal Revenue Service</p>	<p align="center">Return of Organization Exempt From Income Tax</p> <p align="center">Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)</p> <p align="center">▶ Do not enter social security numbers on this form as it may be made public. ▶ Information about Form 990 and its instructions is at www.irs.gov/form990.</p>				
<p>A For the 2015 calendar year, or tax year beginning _____, 2015, and ending _____</p>					
<p>B Check if applicable:</p> <p><input type="checkbox"/> Address change</p> <p><input type="checkbox"/> Name change</p> <p><input type="checkbox"/> Initial return</p> <p><input type="checkbox"/> Final return/term ended</p> <p><input type="checkbox"/> Amended return</p>	<p>C Name of organization AGILEALLIANCE</p> <p>Doing business as _____</p> <table border="1"><tr><td data-bbox="394 746 1508 831">Number and street (or P.O. box if mail is not delivered to street address) 6525 IDUMEA RD</td><td data-bbox="1508 746 1779 831">Room/suite</td></tr><tr><td colspan="2" data-bbox="394 831 1779 931">City or town, state or province, country, and ZIP or foreign postal code Corryton, TN 37721</td></tr></table>	Number and street (or P.O. box if mail is not delivered to street address) 6525 IDUMEA RD	Room/suite	City or town, state or province, country, and ZIP or foreign postal code Corryton, TN 37721	
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City or town, state or province, country, and ZIP or foreign postal code Corryton, TN 37721					

Remember “Show
me a row”?

How to recognize data from a long way away:

- It has rows
- It might have columns
- It might have values
- It is stored in a format
- Hope to god it's machine readable

It is probably really awkward in:

- Size
 - Access method
 - Type/Encoding
-

How to handle a “data” problem

When people don't want data, don't give them data.

Check if you actually need that data at all!

Show me a row is magic!

If they can't do it, they probably don't have any data.

Plan for friction

We Have The Data

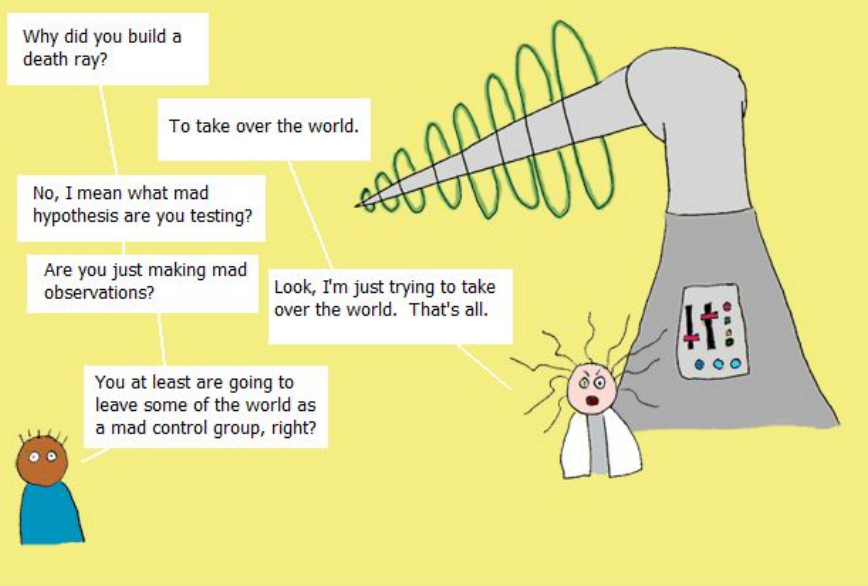
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Maybe more than
one row:
The importance of
scrolling down

**Users lie to you
(and only sometimes
on purpose)**

Be kind to your anthropomorphized search algorithm

Observation Hypothesis Experiment



Sad truth: Most "mad scientists" are actually just mad engineers

Cowbirds in Love #46 by Sanjay Kulkaček

Jess's A/B Testing Rant™

1. Didn't log
2. Didn't plan
3. Didn't wait
4. Changed your mind

Unpopular Opinion: Don't Always A/B Test

How to handle a “the” problem

Use your spidey sense.
Something seems off? Trend doesn't make sense? Dig in.

Let's try **SCIENCE!**
Science takes time. Science is uncertain.
Log your hypotheses before you start!

Write down the ideal data you wish you had before you take stock
of what exists.

Plug everything in before you turn it on.

We Have The Data

—
We

Who has it?

Have

What can I do with it?

The

What does it show?

Data

Is it actually data?

Contact info and obligatory we're hiring slide



Obligatory cow image

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Thank you!

This is *not* a lie.
