
Data discovery



Inspiration for what
data can do!



**Data science can...
calculate the Consumer
Price Index by scraping data
of supermarket's websites
rather than paying people
to do mystery shopping
each week.**



**Data science can...
reveal who your most linked
up Twitter followers are so
you know how to target your
communications.**



**Data science shows...
that 'yes' voters in the
Scottish referendum are
more likely to drink Irn Bru
that 'no' voters.**



**Data science can...
use real time GPS data to
see where people travel
to and from, and plan bus
routes where and when
people need them.**



**Data science shows...
shows that men are at higher
risk than women of going
onto sickness benefits if
they have mental health,
which led to how we have
developed a new service to
support people.**

