

This had better work!

Understanding the world of the end client
by Hash Alsaïdi

**“This had better
work!”**

It didn't....



The blame game

The data was wrong

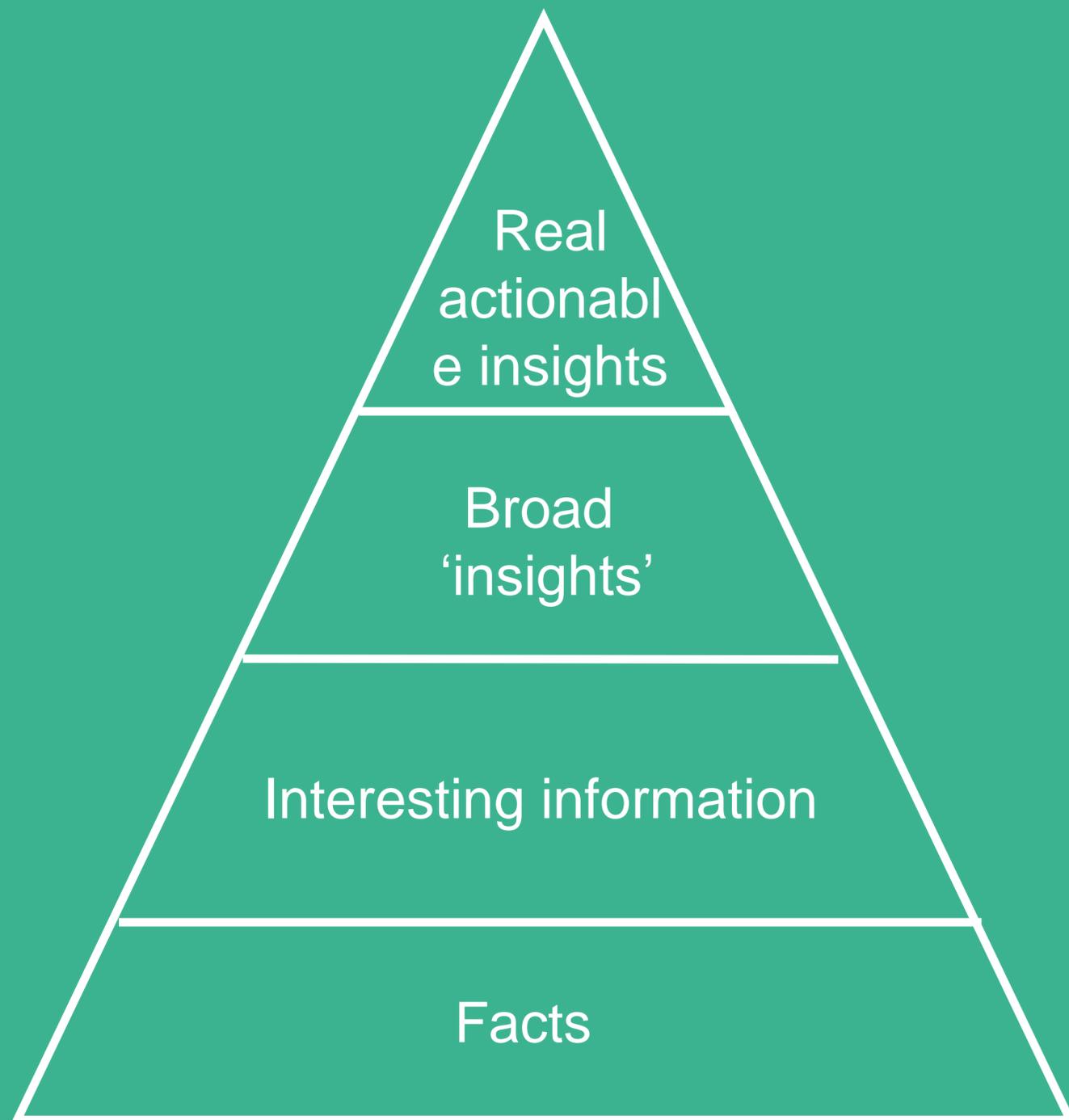
norstat

I NEED SOME DATA
FROM AN UNREACHABLE
GUY NAMED ED. WHAT
SHOULD I DO?



**Why's it's the data's
fault?**

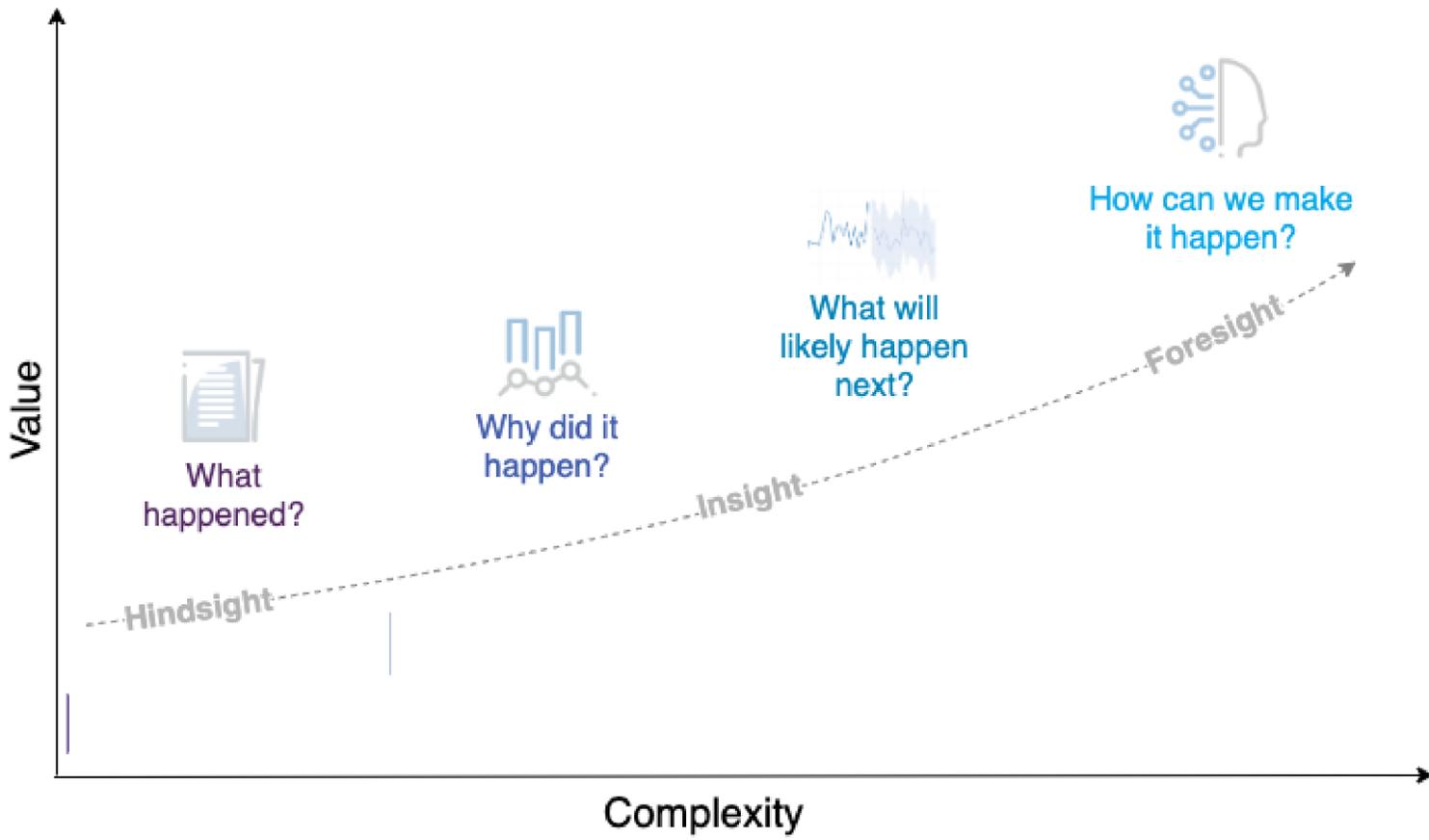
norstat



From facts to insights

*Knowing things,
means everything*

norstat



The value of data



The people to influence

- Your Boss
- Their boss
- Your agencies
- The marketing teams
- The finance team
- Your customer
- Yourself
- Your friends
- God

norstat



Know your world

norstat



It's ok to be wrong

- Hypothesize
- Test
- Fail
- Repeat

norstat



Bridging the gap

norstat

THINK
ABOUT
THINGS
DIFFERENTLY

**For decisions that
matter**

In summary

norstat



Thank You

Hash Alsaiddi

hashim.alsaiddi@norstat.co.uk

norstat