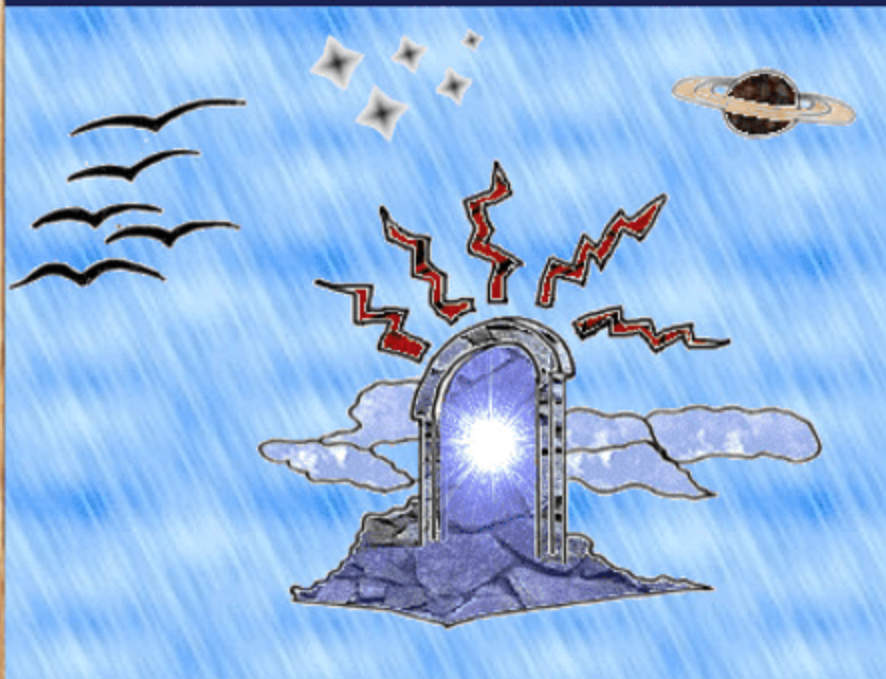


Unconventional Wisdom Series

Data Sources for Analysis - The Best One(s) for the Job



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You've been tasked to shed light on a list of business questions. You are cognizant of the fact that the quality of your insights and, as a result, your recommendations depends directly on the databases you analyze, which brings you to the following:

1. What data sources to use?
2. Which one is the best for the question at hand?
3. What are the material criteria when comparing databases for a specific question?
4. Is my question best answered by using a single database or by combining 2 or 3 or more databases? Accuracy vs. Costs?
5. How good of an answer should I expect to get at the end of the day?

If this sounds familiar, you are not alone. As a matter of fact, I've been putting a lot of thought into this and, recently, I gave a talk on the subject. It was for CBI in Philadelphia. I titled the presentation "Identify and Leverage Must-Have Data Sources to Deliver Outstanding Analysis Results" and, yes, the talk was very well received.

If you'd like to receive a copy of the talk, I'll gladly send you one. And please, share your comments in return. I would love to hear from you.

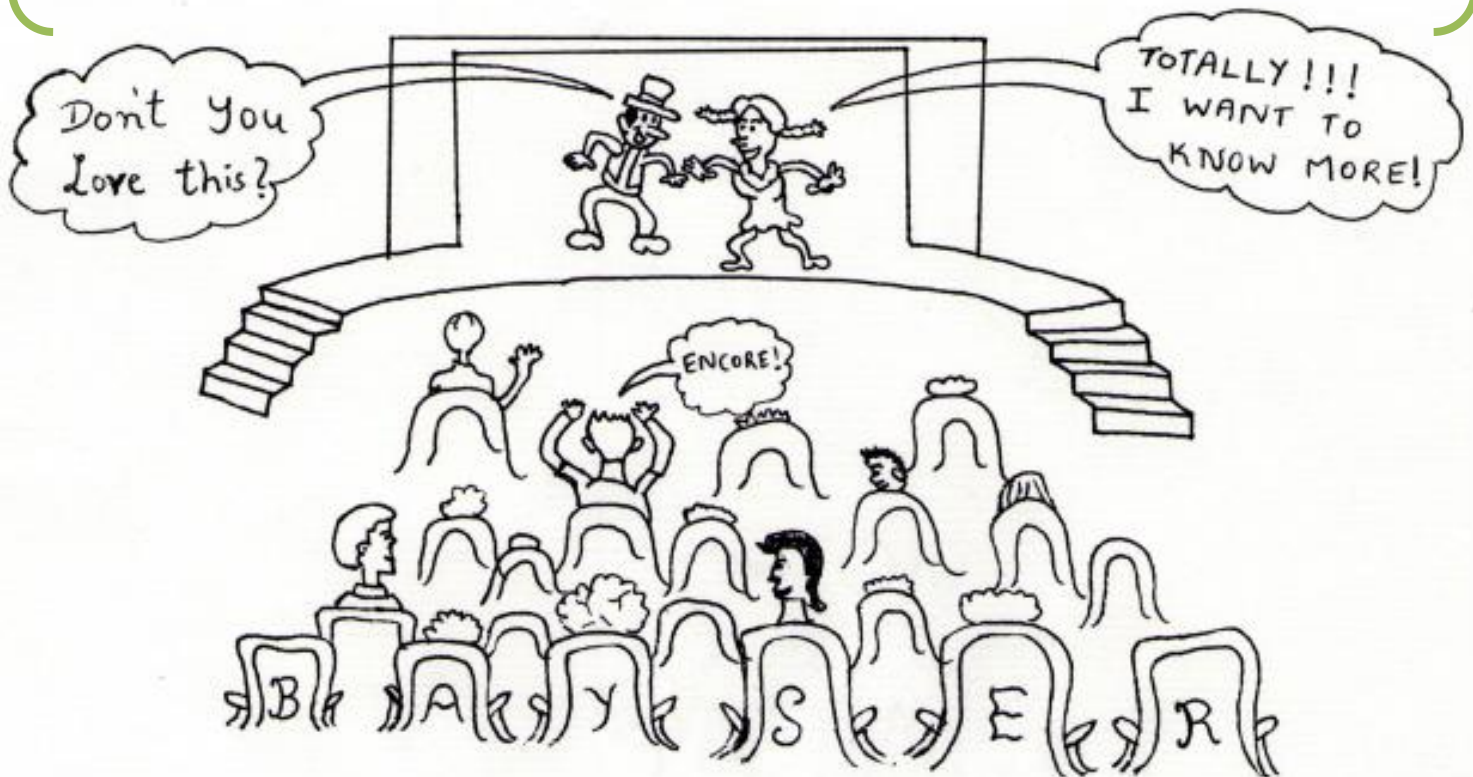


JP Tsang, PhD & MBA (INSEAD)

Founder & President

Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.

In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or bayer@bayer.com.



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