

Glossary of terms

Term	Definition
Data point	A discrete unit of information, a single fact
Small data	Data in format and volume that allows for it to be processed inside a single computer using basic tools such as spreadsheets
Big data	Data in format and volume that is so complex that advanced technologies are required to comprehend it
Data Analyst	An expert on data query and processing
Data Scientist	An expert on applying analytics tools and techniques to solve a problem
Data warehouse	A central repository for integrated data used for data analysis and reporting
Open data	data that is freely available and accessible to anyone, anywhere, regardless of intended purpose
CRM system	Customer Relationship Management system A system to manage a company's relationship and interaction with current and potential customers.
Database	Structured data held in a computer that can be accessed and queried as required
Internal data	Data retrieved from inside the company, usually from sales, finance, marketing, and human resources
External data	Any data retrieved from outside the company
Macro data	Aggregated data that is derived from the individual level and usually composed about populations and countries
dataset	A collection of related sets of information
spreadsheet	A document in which data is arranged in rows and columns and can be manipulated and used in calculations
Dashboard	An information management tool with customisable instruments and controls that track and visually display metrics to monitor activity related to any business process

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Pivot table	A statistics tool particularly useful to summarise large amounts of data in selected rows and columns in a spreadsheet
Data integration	The process of combining and linking up data residing in different sources
data-drivenness	the cultural mindset of using data to make evidence-based decisions
GDPR	General Data Protection Regulations A legal framework with guidelines on how to collect and process personal information on European Union individuals
Customer journey	The cycle a customer goes through which usually involves stages of researching, booking and sharing
Digital economy	An economy that is based on digital computing technologies, but also conducting business through web-based markets
Conversion	The desirable outcome of marketing communications that occurs when customers perform a desired action such as buying your product
Head of Data	A corporate officer responsible for the governance and utilisation of information as an asset within a company
Data democratisation	The ability for digital information to be accessible to the average non-specialist end user
Data literacy	The competency of being able to read, analyse and argue with data
Data silo	A repository of data that remains in one department isolated from the rest of the company
API	Application Programming Interface A code that facilitates data access and communication between two or more software applications
Data visualisation	The art of making sense of, and communicating data using images
Structured data	Data that is organised in a tabular row-column format
Unstructured data	Data in a state that is either not cleaned up and processed or not in a tabular format e.g. text or a social network