Introduction
Arms race of data sophistication

Winner’s curse
Complexity

I.T. constraints
Marketing or sales-led

Interruptions and distractions
Usefulness Chart

67% average during period

Recruitment
Climate change

SMD – 27 April.

Event Year Profile
Normal Year Profile

April 27th, 2011
SMD – 13 May.

SMD – 18 May.
SMD – 9 June.

SMD – 16 June.
Conclusion