

Democratising data at the Financial Times

Matt Chadburn, Principal Engineer, ft.com
May 2016



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FINANCIAL TIMES

Thursday June 6 2008 | £1.50

Panglossian approach
Private equity's cheap debt
addiction JOHN GAPPER Page 15

Dead rich or dead
PFI's entrepreneurs and
the welfare state Page 12



Dear Lucy

The duties of a secretary or
Girl Friday, or slave Page 16

Sults you Sir Stuart

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BAE man
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News Briefing

**Bond markets raising
inflation expectations**

Expectations of rises in inflation
lead to bond markets to raise
interest rates, says the Bank of
England's latest independence
report. Page 14

House prices to fall

A 10 per cent fall in house
prices by the end of 2008 is
likely, says the Bank of England's
latest report. Page 22

Talisman's offer

Oil giant Talisman's offer to
sell its Canadian assets to
a consortium of investors is
likely to be accepted, says
the FT. Page 20

Tax for Terminal 5

Quicker action to be
taken to speed up
completion of the
London airport's
new terminal, says
the FT. Page 23

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TODAY ON FT.COM

Crude politics

Interaction map: how
government policies are
changing as the rising
cost of oil forces leaders
to reconsider subsidies
and taxation



Listen



"It's about getting every part of the organisation to be more effective with what they do and **democratising data** across the organisation," he explained.

"The challenge is to move beyond a centralised data function to a **decentralised** one, where data becomes part of everyone's responsibility.

"It's much more than a technology challenge - creating reports and saying 'there you go'. It's a training challenge, how we help **everyone understand the impact of what they do.**

"Certainly there's a core of experts who sit in the middle offering expertise and rigour, but this is about having **everybody learn** about our customers and ultimately this is a decentralised capability."

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Available in bulk so that it can be downloaded as one dataset and easily analysed by a machine.

Free of charge so that anyone can access it no matter their budget.

source: opendefinition.org



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- Users of data at the FT
- Systems we built to support them

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By: George Parker

First Published: April 13, 2016 5:24 pm

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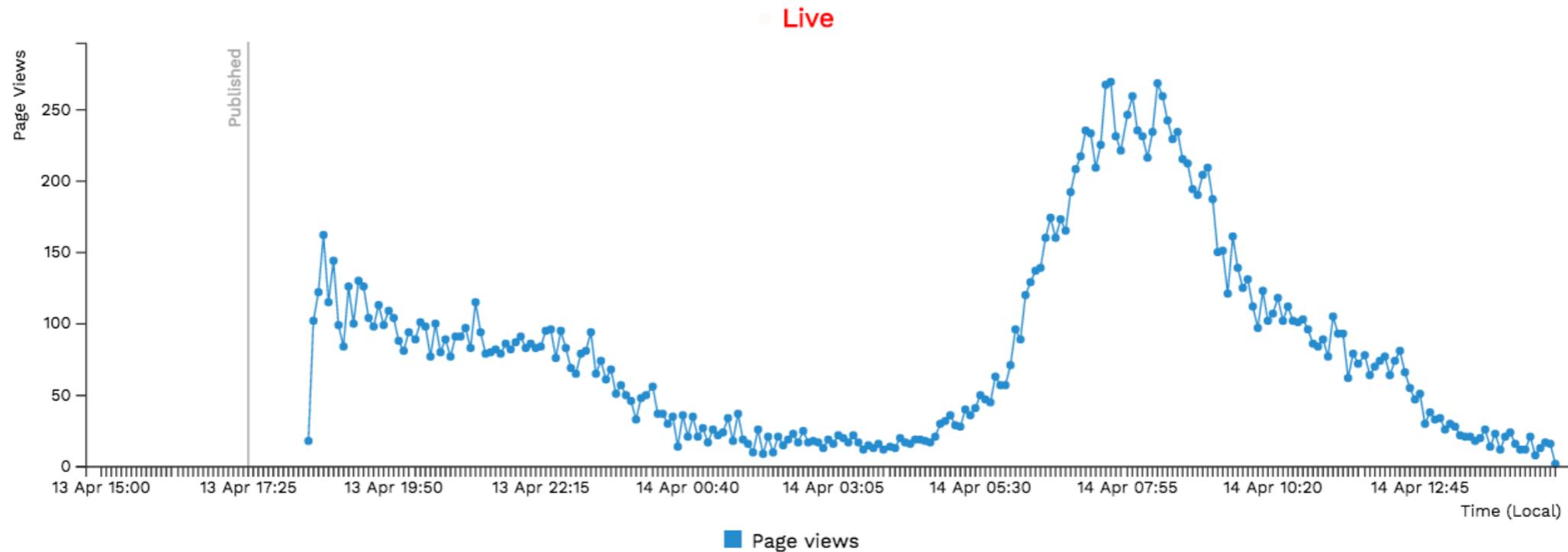
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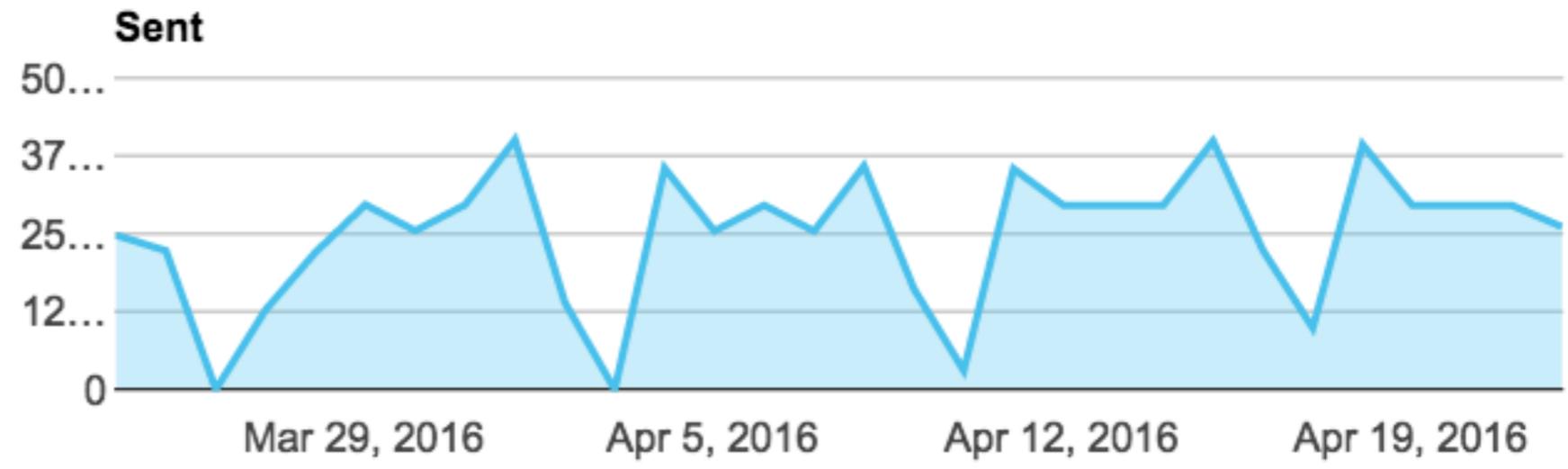
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54.1
% Unique Open

98.7
% Delivery

34.3
% Unique Clicks (opened)

18.5
% Unique Clicks (delivered)

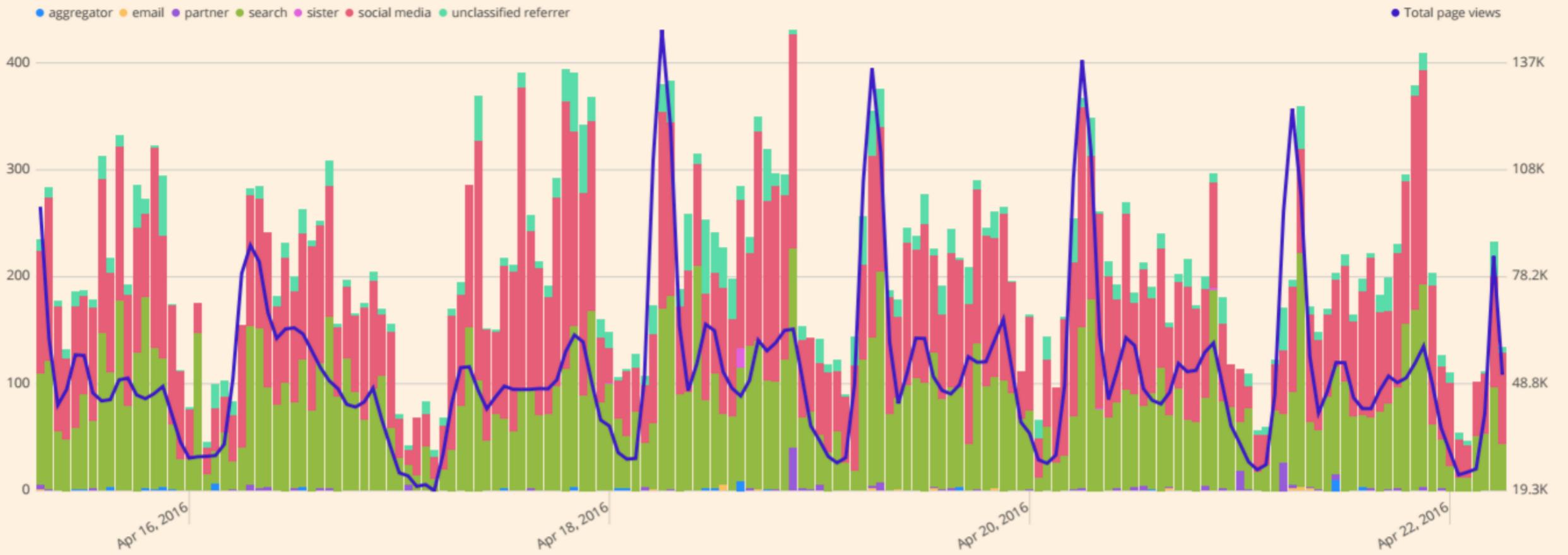


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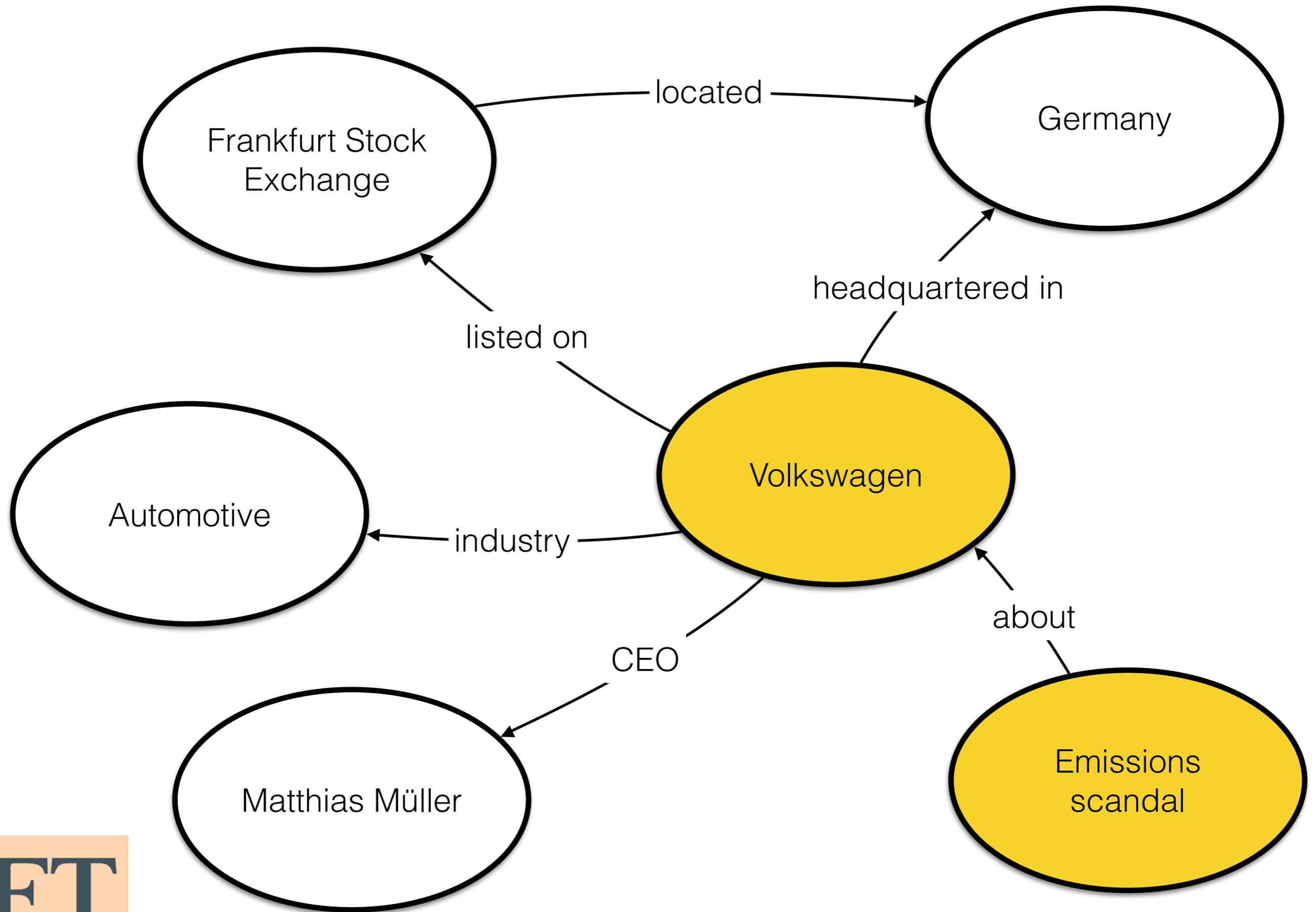


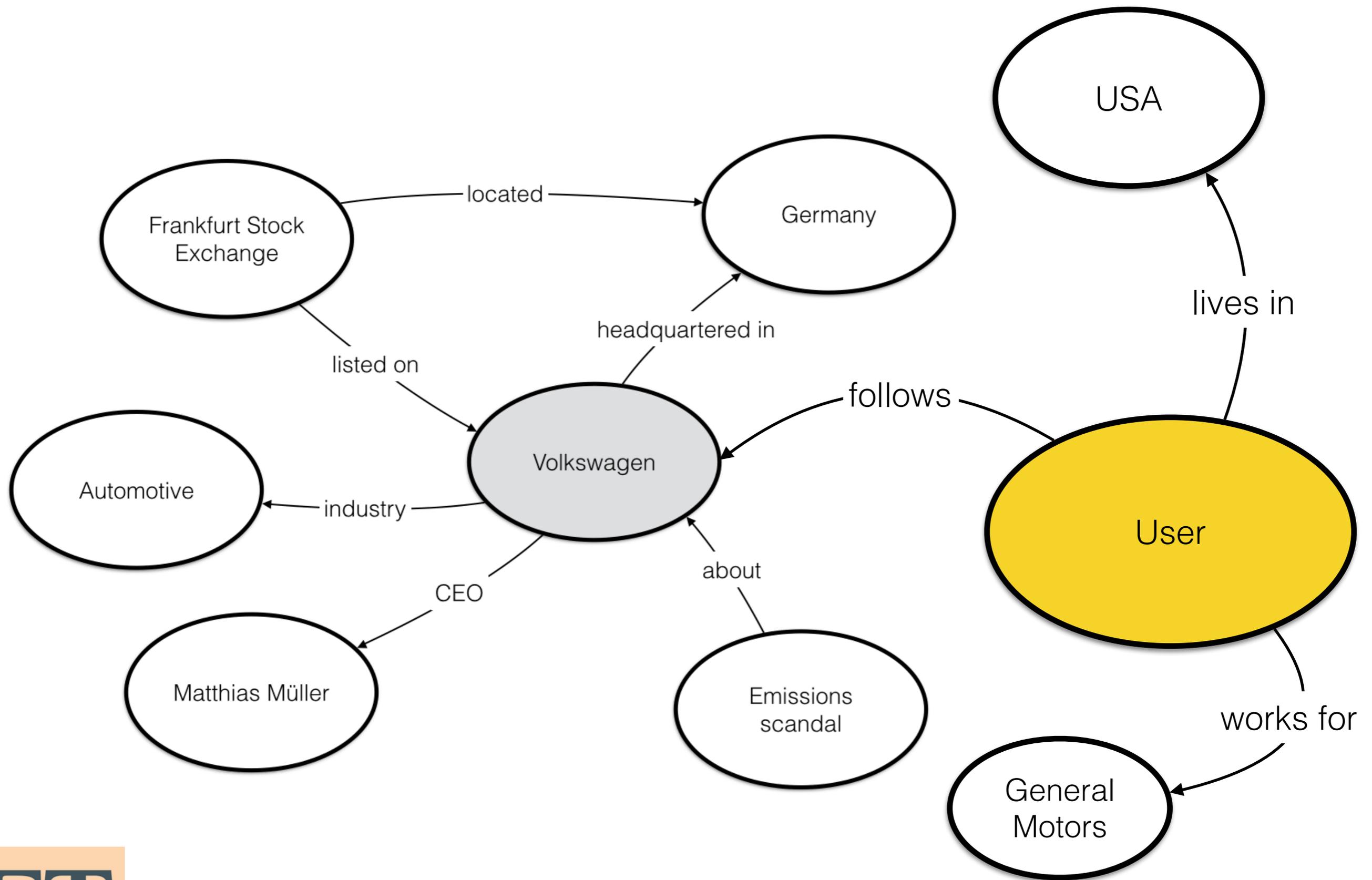
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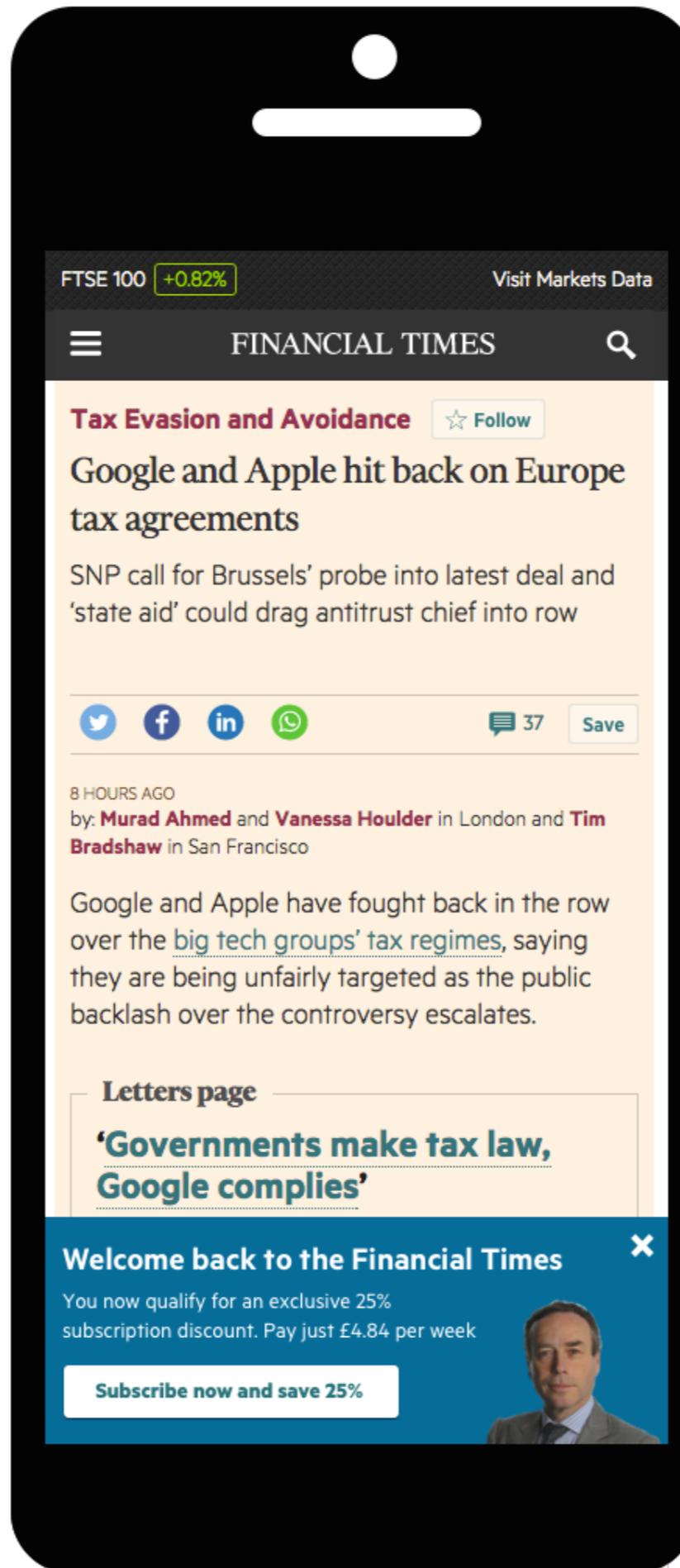
Most read article by country, last week

(12/04/2016 - 18/04/2016)



Don't blame millennials if you can't hang on to them

```
{
  "propensity": {
    "any": {
      "score": 0.86,
      "hasHighPropensity": false,
      "hasMidPropensity": false,
      "hasLowPropensity": true,
      "scaled": 9
    },
    "trial": {
      "score": 0.61,
      "hasHighPropensity": true,
      "scaled": 6
    }
  }
}
```



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2016 14:44:10	96cd8ccc-801e-4a93-b	No	https://next.ft.com/content/b39d9	9		
2016 14:59:09	unknown	unknown	https://next.ft.com/content/916fa	10		
2016 15:15:44	60257de4-f38d-4d79-a	No	https://next.ft.com/uk	8	Wish there was a back button when you go through different menu's on	
2016 15:18:19	e737f5ad-2576-4f3f-83	No	https://next.ft.com/uk	10	A lot newer looking	
2016 15:18:33	unknown	unknown	https://next.ft.com/content/d1fda	6		
2016 15:19:34	180d44e4-8f48-400f-93	No	https://next.ft.com/content/b4181	8		
2016 15:19:41	unknown	unknown	https://next.ft.com/content/d1fda	6		
2016 15:25:05	730dfdf2-5bac-43a2-b6	Yes	https://next.ft.com/uk	7	Test	tes
2016 15:43:27	040d0188-5ce8-4f38-a	No	https://next.ft.com/content/916fa	8		
2016 15:45:34	c04e91f7-795f-46b3-a4	No	https://next.f...-b4b6fbd04e64	6	I like the overall feel and look. Functionality is basically the same.	Th
2016 16:11:31	unknown	unknown	https://next.ft.com/products?seg	10	Add many videos about the UK royal family(especially about Kate M	I h
2016 16:48:27	f77378a8-a70a-43da-9	No	https://next.ft.com/international	6		
2016 16:57:59	ea673829-f83b-49df-94	No	https://next.ft.com/international	2	Less accessible then before,	Co
2016 17:04:56	2a13a0f7-3d44-41ca-b	No	https://next.ft.com/international	8		
2016 17:15:30	a63dfb76-ef8e-484c-b4	No	https://next.ft.com/content/f8f192	8	The new design is very nice although the font is a bit "too light" and	Wh
2016 17:38:17	unknown	unknown	https://next.ft.com/content/59c76	9	As creatures of habit, I believe we all find change challenging, includ	Th
2016 17:43:33	93367992-5ace-48dd-9	No	https://next.ft.com/international	5		
2016 18:11:46	unknown	unknown	https://next.ft.com/international	1		



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- # ft-next-flags
- # ft-next-myft
- # ft-next-nps-feedback
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- # ft-next-support
- # ft-tech-incidents
- # next-anon-user-team
- # next-beacon-helpline
- # next-chart-of-the-day
- # next-feature-announce
- # next-homepage
- # spoor
- # tech-talks
- # user-status-stream
- 3 Christian, Adam, Purvi
- 2 Ifeanyi, Laura
- 4 Lucy, tom, Ifeanyi, Purvi
- Mark Stephens

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#ft-next-nps-feedback ★

37 members | speak you're branes



Search



uuid : unknown

NPS : 2

uuid : unknown

NPS : 2

Comment : The subscription cost should be dropped, you should generate income from advertising.



Next NPS feedback fish BOT 9:15 PM ☆

uuid : 9923d6ec-1f1d-497c-aa5e-b57b3d10dadd

NPS : 8

Comment : Like Myft. Easy to follow topic i concern most. The tag# also useful.

rfv : <https://ft-next-rfv-api.herokuapp.com/9923d6ec-1f1d-497c-aa5e-b57b3d10dadd>



Next NPS feedback fish BOT 9:23 PM

uuid : unknown

Comment : the new format makes it so much more difficult to access information. there really is sanity and efficiency in a simple format with titles in a column. the website should be designed for busy people and make it easy for them to access information



Next NPS feedback fish BOT 9:39 PM

uuid : unknown

NPS : 10



Next NPS feedback fish BOT 10:15 PM

uuid : 24f6e524-27eb-40bf-8408-f2c8ac4fde54

NPS : 2

Comment : Too boxy, unappealing to the eye, something Pravda might have had back in the days of Stalin. Feel like I'm walking through a cemetery looking over gravestones--which is perhaps what they really are in the end, anyway. Prefer top to bottom columns as in previous with photos here and there.

rfv : <https://ft-next-rfv-api.herokuapp.com/24f6e524-27eb-40bf-8408-f2c8ac4fde54>



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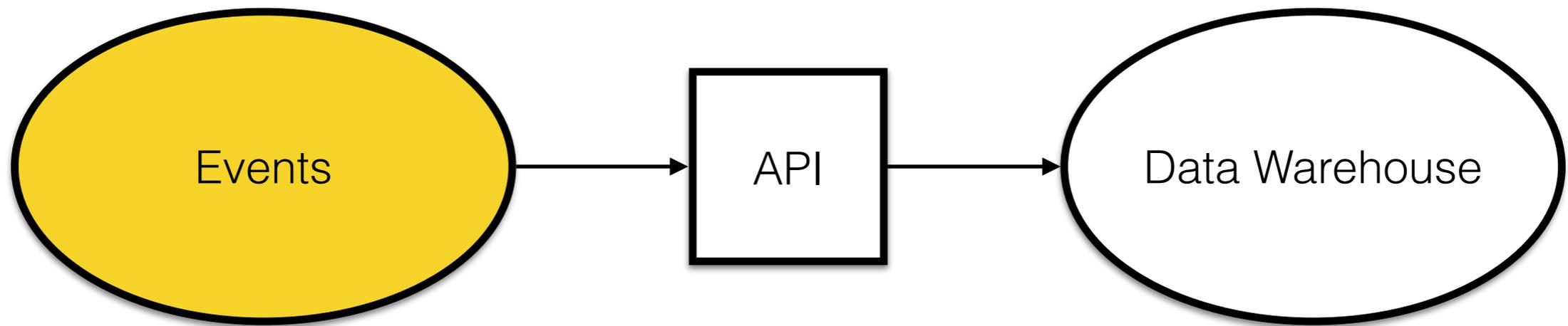
Lots of users

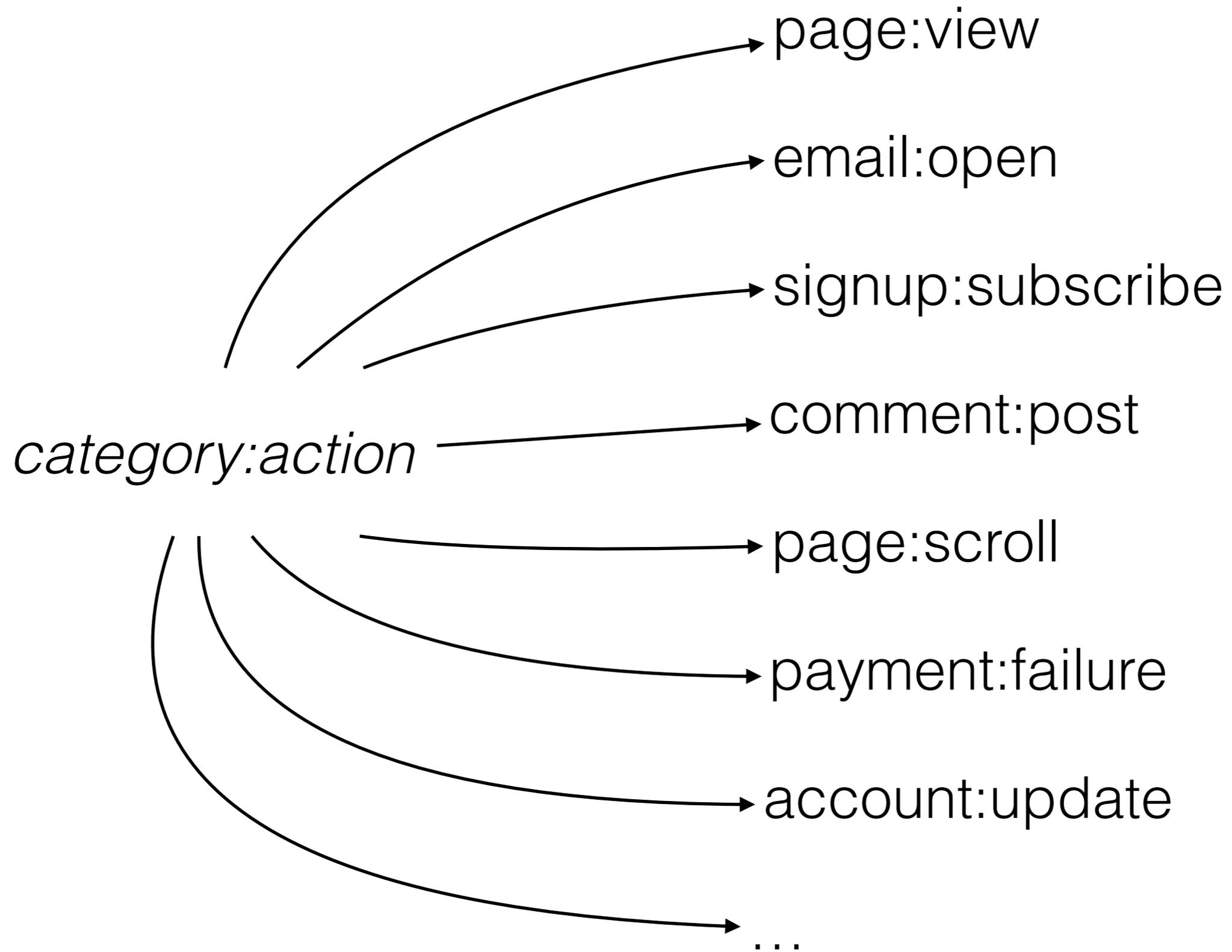
Diverse use cases

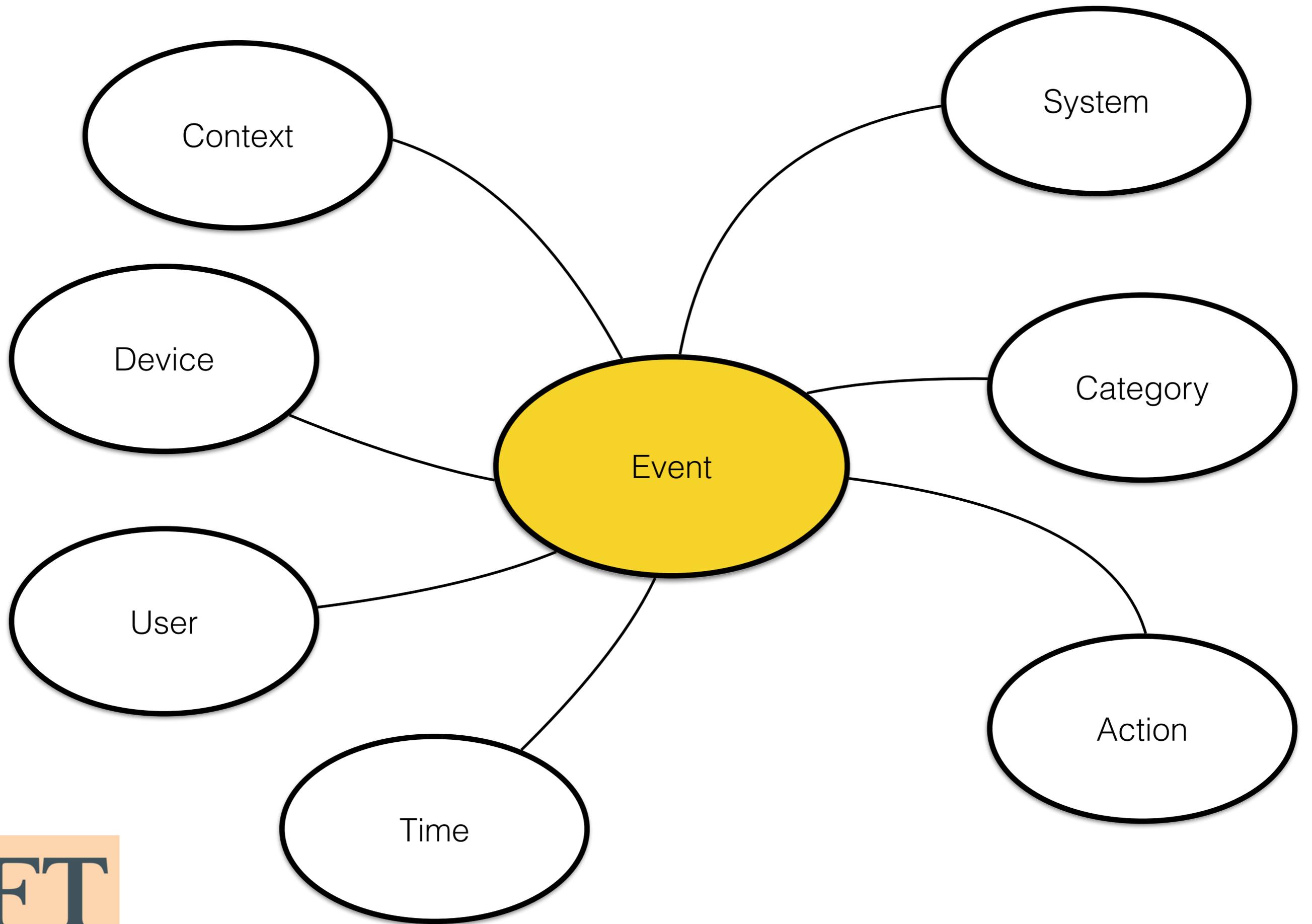
Single version of the truth

No analytics system can do all this :(

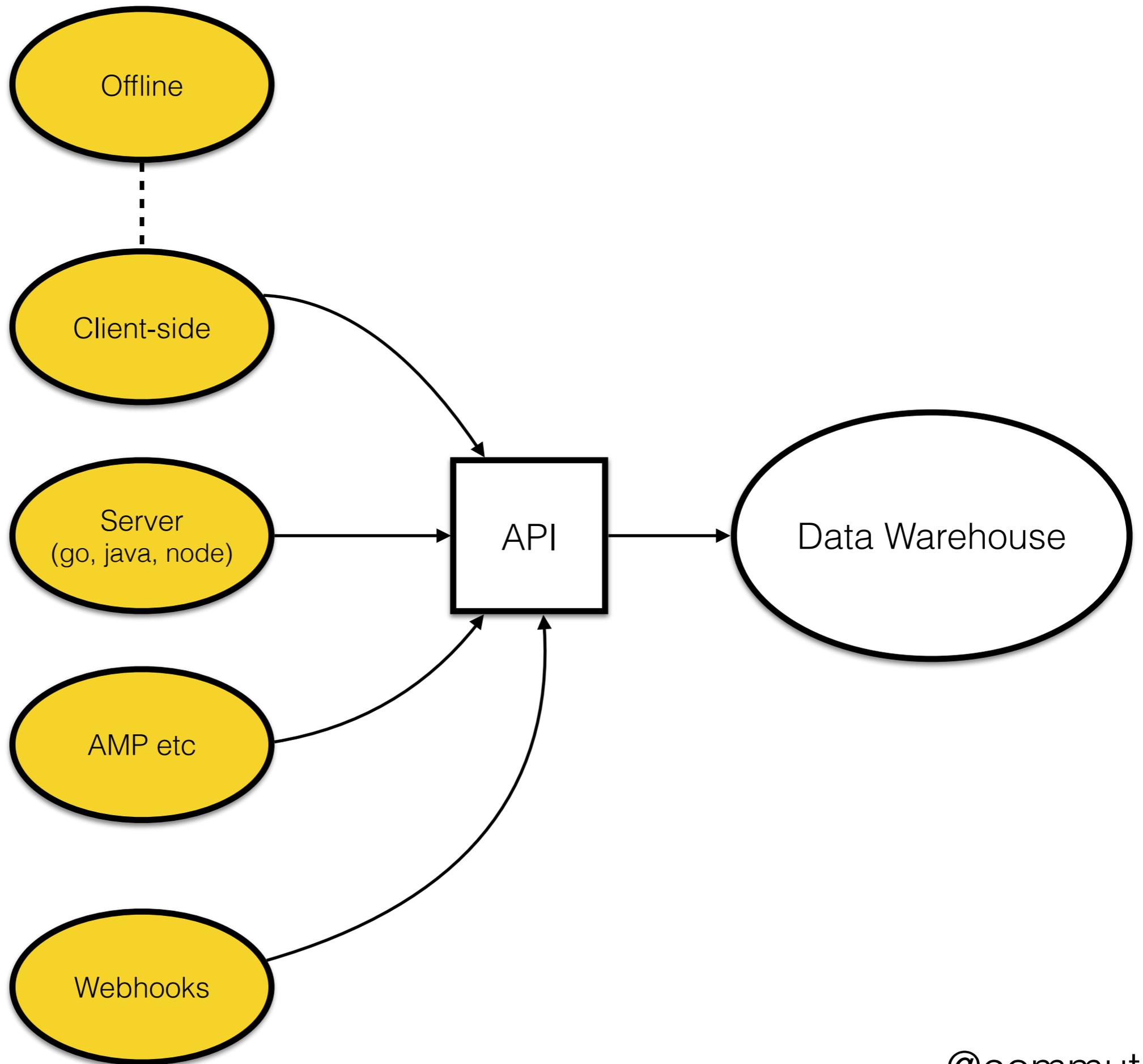


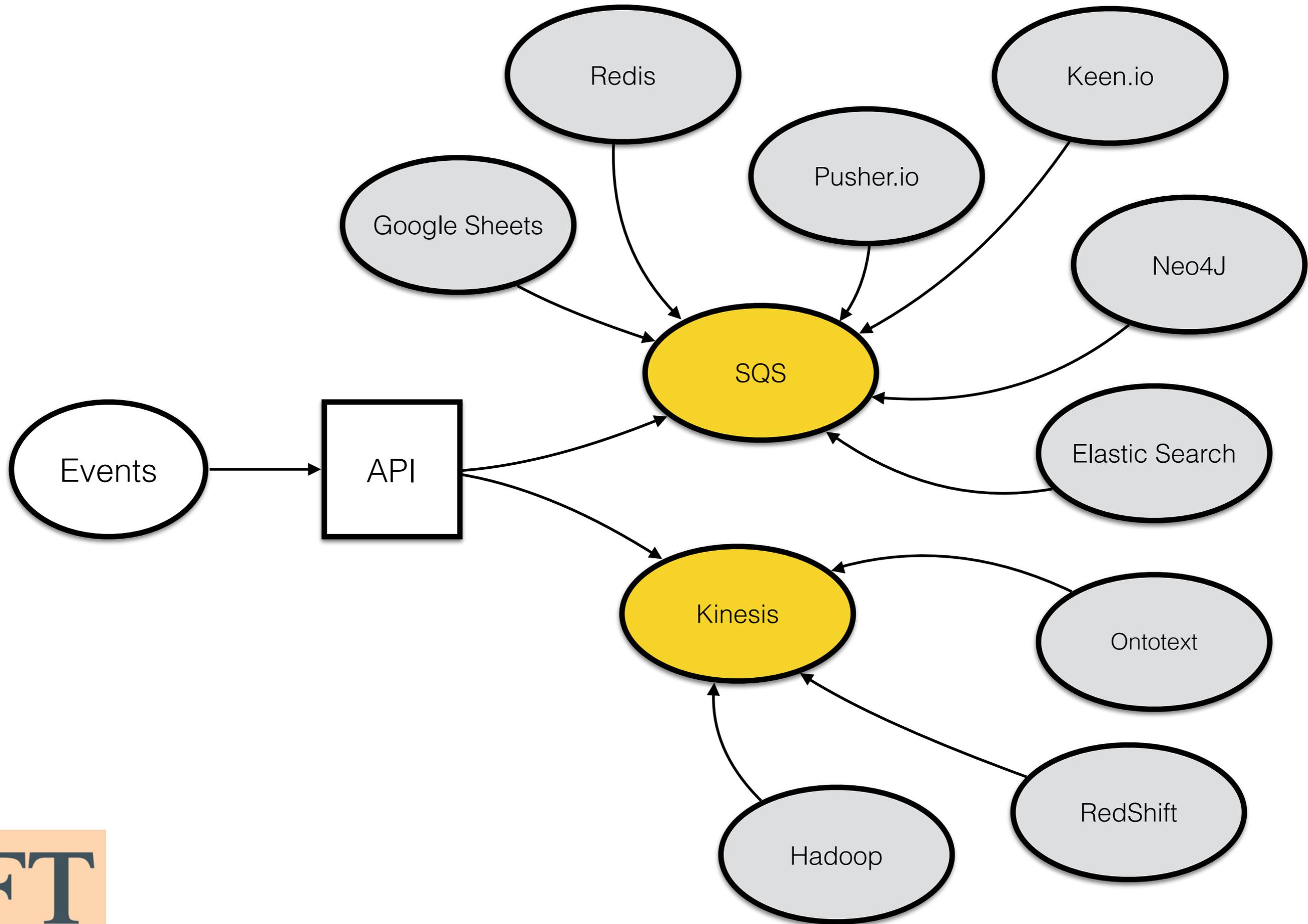


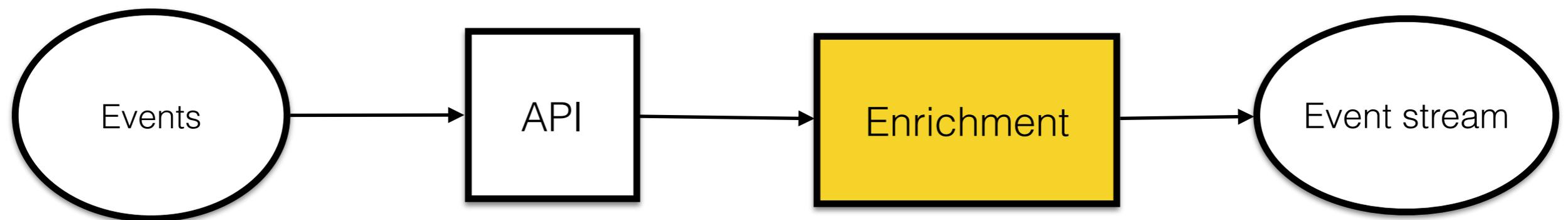




```
{
- system: {
  api_key: "qUb9maKfKbtpRsdp0p2J7uWxRPGJEP",
  version: "1.1.8",
  source: "o-tracking"
},
- context: {
  id: "ciniqsc9q00013i5mjzkomzph",
  root_id: "ciniqsc9o00003i5m8bhqi7sk",
  product: "next",
  app: "front-page",
  appVersion: "38d5a692847d1d348ff9a465e22c3d0ec60eca4a",
  url: "https://next.ft.com/",
  referrer: "https://www.facebook.com/"
},
- user: {
  ft_session: "z3MN_fJbrEOi07YfudMM2TrlzwAAAVRXWOvwww..."
},
- device: {
  spoor_session: "cinipoqpg00003i5mwyrvi56r",
  spoor_session_is_new: false,
  spoor_id: "638c9d52-3430-4e28-abb7-fd75680b2a7b",
  layout: "M",
  orientation: "landscape"
},
category: "page",
action: "view"
}
```







```
{
  - url: {
    protocol: "http:",
    slashes: true,
    auth: null,
    host: "markets.ft.com",
    port: null,
    hostname: "markets.ft.com",
    hash: null,
    search: "?s=FFBL:KAR&currency=GBP",
    query: "s=FFBL:KAR&currency=GBP",
    pathname: "/research/Markets/Tearsheets/Forecasts",
    path: "/research/Markets/Tearsheets/Forecasts?s=FFBL:KAR",
    href: "http://markets.ft.com/research/Markets...",
  - querystring: {
    s: "FFBL:KAR",
    currency: "GBP"
  },
  - domains: [
    "markets",
    "ft",
    "com"
  ]
}
}
```

```
{
  - time: {
    day: "2016-03-20T00:00:00Z",
    hour: "2016-03-20T19:00:00Z",
    thirtyMinuteInterval: "2016-03-20T19:30:00.000Z",
    now: "2016-03-20T19:34:52.542Z",
    dayOfWeek: 0,
    dayInWords: "Sunday",
    dayOfYear: 80,
    date: 20,
    month: 3,
    monthInWords: "March",
    year: 2016,
    isWeekday: false,
    week: "201613",
    offset: 6240
  }
}
```



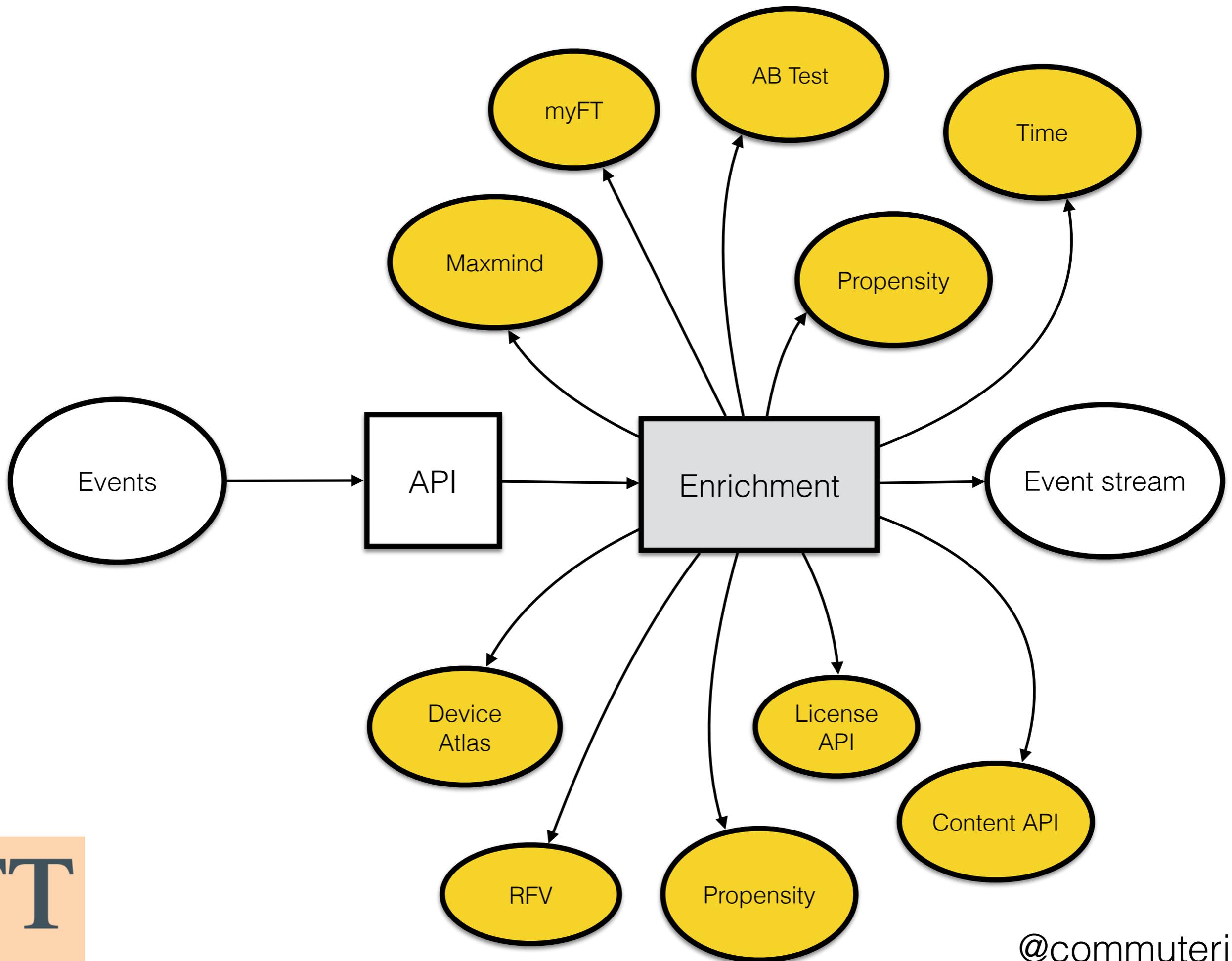
```
{
  - maxmind: {
    countryCode: "PK",
    countryName: "Pakistan",
    regionName: "Sindh",
    city: "Karachi",
    postalCode: "75500",
    latitude: 24.9056,
    longitude: 67.0822,
    continentCode: "AS",
    organisation: "Worldcall Telecom Limited",
    id: 1174872,
    ip: "115.186.116.█",
    isFinancialTimesOffice: false,
    ftRegion: "Asia"
  }
}
```

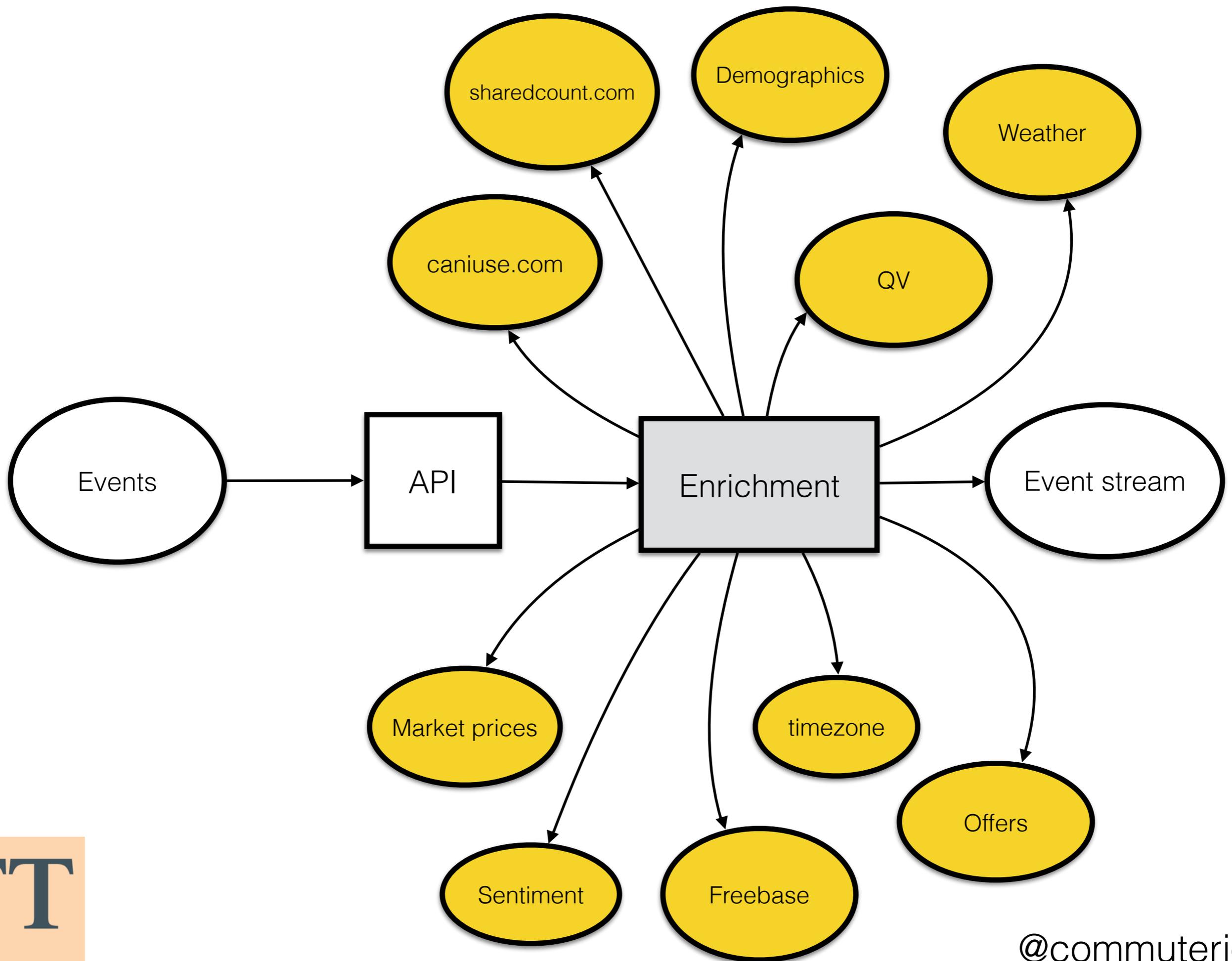
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{  
  match: { },  
  matchstring: "^(.+\\.)?facebook\\.com$",  
  websiteType: "social media",  
  name: "Facebook"  
}
```

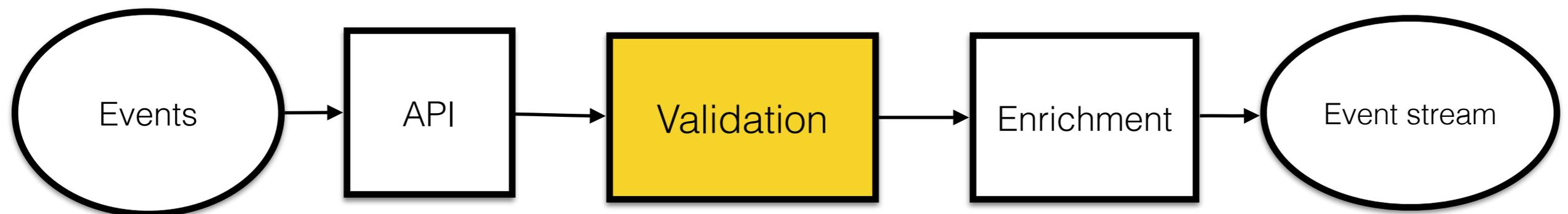
FT



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(in progress!)

Democracy?

- Focus on the users need
- Learnable (standards)
- Ease of use (APIs to get stuff *in* and *out*)
- Iterative (700+ production releases)
- Open for contribution

<https://bit.ly/ft-csv-job>



