n=ALL
CORRELATION

100% of people who breathe, die

CAUSATION

100% of people who don't breathe, die
FRANKL
MAN'S SEARCH FOR MEANING
Purpose of big data

- Google
- Twitter
- HR database
- IT database
- Phone providers
- Health visits
- Sick days
Employee's Report of Injury

(To be completed by the employee only.)

Employee's name: ___________________________ Male__ Female__

Last First Middle

Date of birth: ____/____/____ Home telephone # (______ ) ______________________________________

Home address: ____________________________________________________________

City: __________________________________________ State: ______ Zip Code: _________________

Present classification: __________________________________ How long employed here: ______

Social Security No.: _______ -_______ -________ Weekly salary: ______________________

Location of accident: __________________________ Address __________________________ Area (loading dock, bathroom, etc.)

Date of accident: __________________________ Time of accident: ______________

Describe fully how accident occurred: (including events that occurred immediately before the accident):

__________________________________________________________

__________________________________________________________
Poor Facility Design
Can we stop harassment

- Sexual harassment predictions and training
- Employment issues
- What are your employees searching for
- When are they searching
Can you predict the flu?
Explore flu trends - United States

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. Learn more »

United States > California

States | Cities (Experimental)
Can you predict health issues using birthdays?
Overview

FICO® Medication Adherence Score

The FICO® Medication Adherence Score helps health care organizations improve the effectiveness of their care, case and utilization management programs, and helps pharmaceutical manufacturers strengthen their programs for education and outreach. By identifying each patient’s propensity toward medication adherence over the next 12 months, this fully HIPAA-compliant solution helps direct activities to patients at highest risk of noncompliance, improving program efficiency and maximizing results.
How do I write a good subject line?

Subject Line Researcher A Labs Project

Discover how the terms in your subject line will impact your open rate. More stars means a better open rate.

Subject line terms

- anti-harassment
- sexual
- harassment
- training

One term/phrase per line, 3 terms per phrase. Tip: search with fewer terms to get broader results.

First, enable Salesforce or Highrise in Account > Integrations.
For Best Results:

- Don’t capitalize keywords (except proper nouns)
- Use the singular version of your keyword
- Revise the result to create your own fantastic (grammatically correct) headline

Did the Content Idea Generator fail English? That’s impossible!
See below for tips on how to make it work better.
October is National Cyber Safety Awareness Month and that means that the hackers are out in full force testing your systems before you secure them. In 2013, Google put together a collection of great cyber safety tips you should implement today. Not only are these great tips for you, but they are wonderful tips to "extend your reach."
### Reporting

**Overview**

**Campaigns (25)**

**Engagements**

- Email Opens: 3920
- Registrants: 72
- Facebook Downloads: 12
- Facebook Claims (Coupons): 18

**Revenue**

- Local Deals: $210
- Donations: $310
- Registrations: $100

**Total Contacts**

- New - Last 30 days: 78
- New - Last 60 days: 112
- New - Last 90 days: 214

---

**Campaign Name**

- Card/Announcement  Sent Mar 25, 2014
  - Opens: 50
  - Clicks: 12

- Campaign Name
  - Opens: 1350
  - Donors: 143
### Readability Statistics

<table>
<thead>
<tr>
<th>Counts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Words</td>
<td>204</td>
</tr>
<tr>
<td>Characters</td>
<td>1149</td>
</tr>
<tr>
<td>Paragraphs</td>
<td>71</td>
</tr>
<tr>
<td>Sentences</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Averages</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sentences per Paragraph</td>
<td>1.0</td>
</tr>
<tr>
<td>Words per Sentence</td>
<td>16.0</td>
</tr>
<tr>
<td>Characters per Word</td>
<td>5.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Readability</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive Sentences</td>
<td>0%</td>
</tr>
<tr>
<td>Flesch Reading Ease</td>
<td>37.2</td>
</tr>
<tr>
<td>Flesch-Kincaid Grade Level</td>
<td>12.0</td>
</tr>
</tbody>
</table>
To update this page analysis, save as draft or update and check this tab again.

- No images appear in this page, consider adding some as appropriate.
- You have not used your keyword/keyphrase in any subheading (such as an H2) in your copy.
- The keyword density is 0.12%, which is a bit low, the keyword was found 7 times.
- The copy scores 31.5 in the Flesch Reading Ease test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to read.
- The meta description is under 120 characters, however up to 156 characters are available. The available space is shorter than the usual 155 characters.
- The page title contains keyword/phrase, but it does not appear at the beginning; try and move it to the beginning.
- The page title contains 27 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or context.
- The keyword/phrase does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new URL.
- This page has 10 outbound link(s).
- The keyword appears in the first paragraph of the copy.
- The meta description contains the primary keyword/phrase.
- There are 5954 words contained in the body copy, this is more than the 300 word recommended minimum.
- You've never used this focus keyword before, very good.
CHATEAU LAFITE ROTHSCHILD
2008
PAUILLAC
Dark side of data

• Minority
• Predictive policing
• Algorithmic criminology
• Doesn't stop on location data
• Goes down to individual data
• Held accountable prior to acting