Data is too hard today.
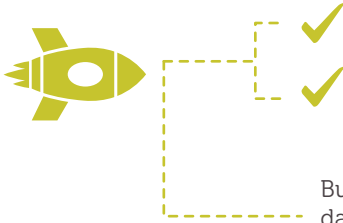# It's time to shake things up.

DataShaka

We believe that data is a **force for good.**

We believe data can help people make **better decisions.**

We believe data needs **to be easier**

✓ **Our vision** is to unlock the power of data for everyone.

✓ **Our mission** is to make data easy to work with.

But there's a problem. Data is hard. Having to spend up to 80% of your time just preparing data (NYT 'Data Janitor' article, Aug 2014) before even getting to the 'real' work is rubbish. We call BS on this. It's time for a change. It's time to help people do more with data.

We make data *our* problem, so you can get on with what *you're* great at.

Utilising our patented IP, we excel at DataOps to provide fully managed Data-as-a-Service to agencies, companies and organisations around the world. Delivering trusted, timely data to power your dashboards, applications and businesses.

Going to work...

Powering Data Science for the

BBC

DataShaka helped the BBC to understand the audience dynamics of one of their highest profile programmes. Using DataShaka technology and expert input, it was possible to unify BARB TV ratings data with 'Pulse', the BBC's internal survey data and weather data.

Working with the BBC Data Scientists, we were able to breakdown the data to reveal, for the first time, a series of opposing trends linked to the different viewer segments and adopt appropriately targeted strategies as a result.

We'd love to solve your data challenges, drop us a line and we'll get right back to you.

Or feel free to just drop in and say hi, you can find us here:

✉ Email: hello@datashaka.com · 🐦 Twitter: @datashaka

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