

Data Value Creation

Workshop by Rob McLean – MatrixLinks/CPA Canada

Recent research activity by national and international agencies (e.g., BEA, IMF, Stats Canada, and World Bank) shows that data is not priced properly in our economy. Thus, although there is general recognition of the importance and value of data and the analytics that it can support, we do not have effective measures of data's value either at the micro or macro levels which are needed for effective investments and policies.

This 3-hour workshop aims to help us move this issue forward among both practitioners and academics, by asking the following questions:

- How does data create value?
- Do we see it now? If so, where should you look to see it? If not, what should be our approach to measuring and reporting on the value of data?