

## Turn Dark Data into a Competitive Advantage

Dark data. Every organization has it. It's the information collected throughout the process of doing business that is never used for other purposes like analysis. I'd like you to consider all of the information embedded in your company's emails, LinkedIn and Facebook posts, Instagram photos, PDFs and even voice notes that is produced but never used again. It's [estimated](#) to be 73% of your data. You wouldn't drive a car with only a quarter of your vision, so why would you manage a company that way?

Most business leaders I've seen are not aware that they have the power to remove their blinders to dark data. Those that take the initiative to pursue exploring their dark data will find they know more about their customers wants and needs and better understand how to make their business more efficient, all leading to a significant advantage over their competitors who don't.

We are working with a few clients who are interested in how we can help them access their dark data and learn things about their business they never could before. As CEO of Qrvey, I am fortunate to get to meet with these clients to learn about business challenges they didn't think they could solve.

As an example, a large real estate firm contacted us about how we might help them better analyze their data in near real time from MLS listing feeds. As you might imagine, this data includes not just typical, structured text data, but some semi-structured data and lots of unstructured data like photos. All of the information included in the MLS feed can help them analyze and get a complete picture of how the market is changing so that they can respond faster and more effectively than their competitors.

Another client, a software provider for law firms and other legal entities, has come to us to see how we can help them leverage their dark data to analyze hundreds of thousands of legal documents, like contracts, wills, etc. Currently, the only way to understand the information included in them is to manually open them and view them. Again, the data included is "dark" as its not able to be easily analyzed. Fortunately, with our help, they would be able to extract insights from these documents by creating visualizations from the data and setting up actionable alerts, like notifications of things like expired contracts making their business more efficient and freeing up employees to more important tasks.

If your company, like most others, is working off only 25% of its available data today, consider what you could learn if you could access the other 75%. It would be like someone just turned on the house lights. Illuminating your dark data is one of the quickest things you can do today to leap ahead of your competitors and Qrvey can help you do that.