

DATA ANALYSIS AT PÚBLICO

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ABSTRACT

The digital era brought new challenges and opportunities to newspapers. The transition from a single medium to a multimedia approach is a path that requires the perfect combination between quality journalism, technology and data.

The traditional publication frequency has been surpassed by a new digital dynamic minute by minute. The reader has access the information, in more channels, in different formats. The narrative control passed from the narrator to the reader. Media companies have large amounts of data with high investments in technology. Data Analysis gained a new protagonism inside the newsrooms, particularly at Público. New daily words like recirculation, engagement and dashboards become part of daily life. In this presentation, we aim to share the recent history of Público's digital transformation and how data analysis helped to achieve company goals.



SPEAKER

Elizabeth Fernandes started her career in a research project (in 2007), by developing advanced algorithms (in R) to find trends, patterns, and events in biochemistry data. Since then, she acquired experience in Media, Retail, and Hospitality sectors coupled with an academic background that covers biology, mathematics, statistics, data mining, business analytics and management.

Elizabeth works at Público Media & News since 2015 where she started as business analyst in the subscriptions department. Moreover, after a short job move in 2017 (Hospitality company), she was challenged to return to Público to create the analytics department and to lead the data strategy in the organization. By combining communication strategies and strong relationships with stakeholders, she started to build a more data-driven culture. Her strategy was focused on People, Technology, and Processes. Currently, the data team drives value aligned with business objectives with efficiency, effectiveness, and innovation. The team supports all departments turning data into information, information into insight and insight into business decisions. As result, the company achieved the first place in the national ranking in audiences and subscriptions sales.