

# Democratising data at the Financial Times

Matt Chadburn, Principal Engineer, [ft.com](http://ft.com)  
May 2016



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# FINANCIAL TIMES

Thursday June 6 2008 £1.50

**Panglossian approach**  
Private equity's cheap debt  
addiction JOHN GAPPER Page 15

**Dead rich or dead**  
2007 entrepreneurs and  
the 2008 crisis Page 12

**Third  
BAE man  
is targeted  
by US  
officials**

**Sulks you Sir Stuart**

## BP Russia chief in corporate tax probe

**Dear Lucy**

The duties of a secretary or  
Girl Friday, or slave Page 16

### News Briefing

**Bond markets raising  
inflation expectations**

Expectations of rises in inflation  
have led bond markets to the  
highest level since the Bank of  
England raised independence in  
1997. Page 14

**House prices to fall**

A 10 per cent fall in property  
prices by the end of 2008 will  
cost 100,000 jobs, says the  
Organisation for Economic  
Co-operation and Development.  
Page 4. Sunday's Page 42

**TeliaSonera offer**

Swedish telecom giant TeliaSonera  
has offered to buy the UK's  
mobile phone network, O2, from  
Telecom Italia. Page 20

**Tax for Terminal 5**

The government has agreed to  
pay a £1.5bn tax for the new  
terminal at Heathrow airport.  
Page 18



Interview of the year

ium

### TODAY ON FT.COM

#### Crude politics

Interactive map: how  
government policies are  
changing as the rising  
cost of oil forces leaders  
to reconsider subsidies  
and taxation



Listen



"It's about getting every part of the organisation to be more effective with what they do and **democratising data** across the organisation," he explained.

"The challenge is to move beyond a centralised data function to a **decentralised** one, where data becomes part of everyone's responsibility.

"It's much more than a technology challenge - creating reports and saying 'there you go'. It's a training challenge, how we help **everyone understand the impact of what they do.**

"Certainly there's a core of experts who sit in the middle offering expertise and rigour, but this is about having **everybody learn** about our customers and ultimately this is a decentralised capability."

**Available online** so as to accommodate the widest practical range of users and uses.

**Open-licensed** so that anyone has permission to use and reuse the data.

**Machine-readable** so that large datasets can be analysed efficiently.

**Available in bulk** so that it can be downloaded as one dataset and easily analysed by a machine.

**Free of charge** so that anyone can access it no matter their budget.

source: [opendefinition.org](http://opendefinition.org)

- Users of data at the FT
- Systems we built to support them

First Published: April 13, 2016 5:24 pm

Archive

Last 48 hours

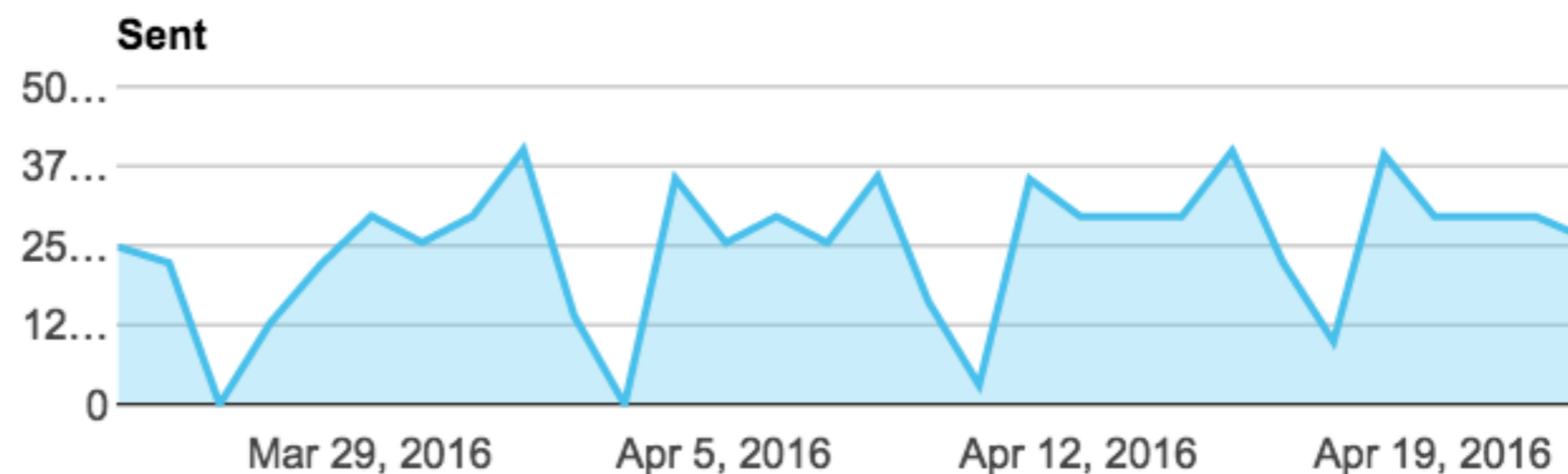
Show Chart

● **Live**



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Breaking News
Brussels Briefing
Editor's Choice
Energy Source
FirstFT Americas
FirstFT Asia
FirstFT Europe/...
Free Lunch
FT Exclusive



**54.1**

% Unique Open

**98.7**

% Delivery

**34.3**

% Unique Clicks (opened)

**18.5**

% Unique Clicks (delivered)



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# FT App Referrer

CHARTIO

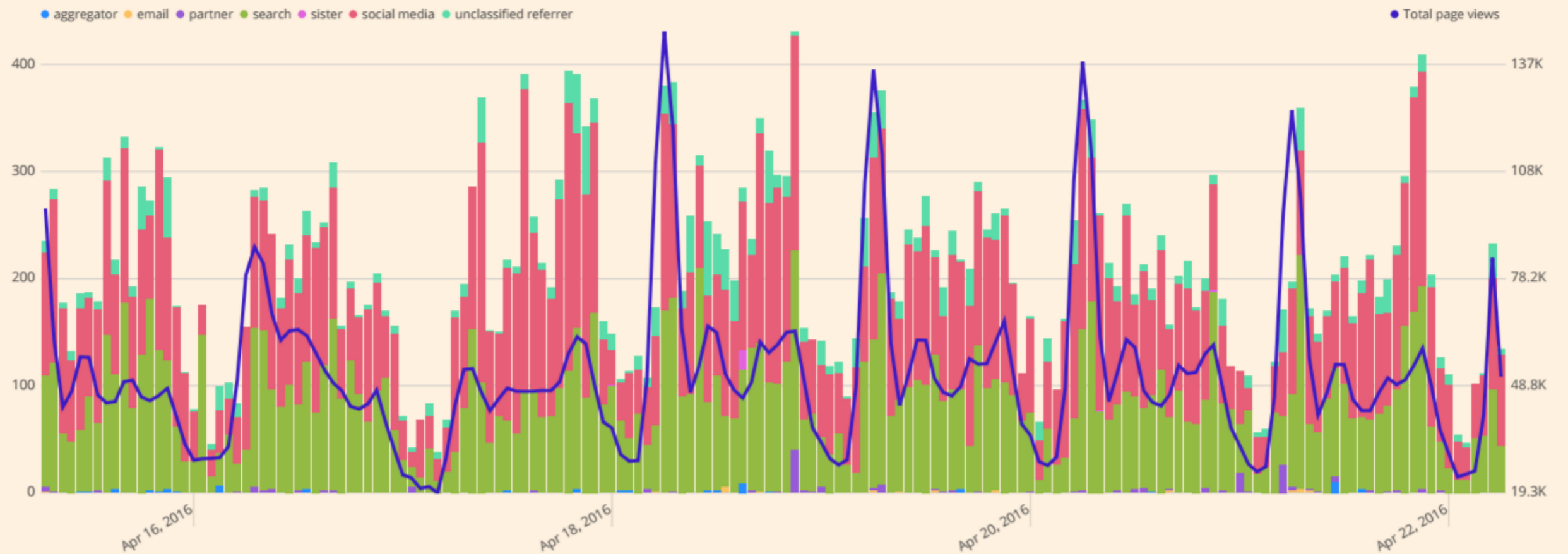
Days ago

7

Granularity

Hour

Referrer type (excluding internal)



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## Most Read

Most read by professionals in

All sectors



### US Interest Rates

## Talk of Fed 'policy error' grows

Even fund managers who were sanguine about December rate rise are now more unnerved



### 1Malaysia Development Bhd

## Malaysia leader's \$680m donation said to come from Saudi royals

### Labour Party UK

The UK Labour party's farewell to the working class



### Asia

Equities rebound as oil prices rally



### CME Group

Cattlemen lock horns with futures exchange over market volatility

**Buy-to-let** | Buy-to-let: is Mark Carney about to take action?

**Alphabet** | Backlash builds against Google tax deal

**Zimbabwe** | Zimbabwe swaps hyperinflation for deflation with use of US dollar

**Greece Debt Crisis** | Greek debt is the key to the refugee crisis

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# Topics in the news today



## Volkswagen Emissions Scandal

### Recent articles

- › VW sets fresh record with historic car buy back
- › VW to buy back up to 480,000 US vehicles in deal with regulators
- › VW needs to go further to regain customers' trust
- › Volkswagen: stock buyback

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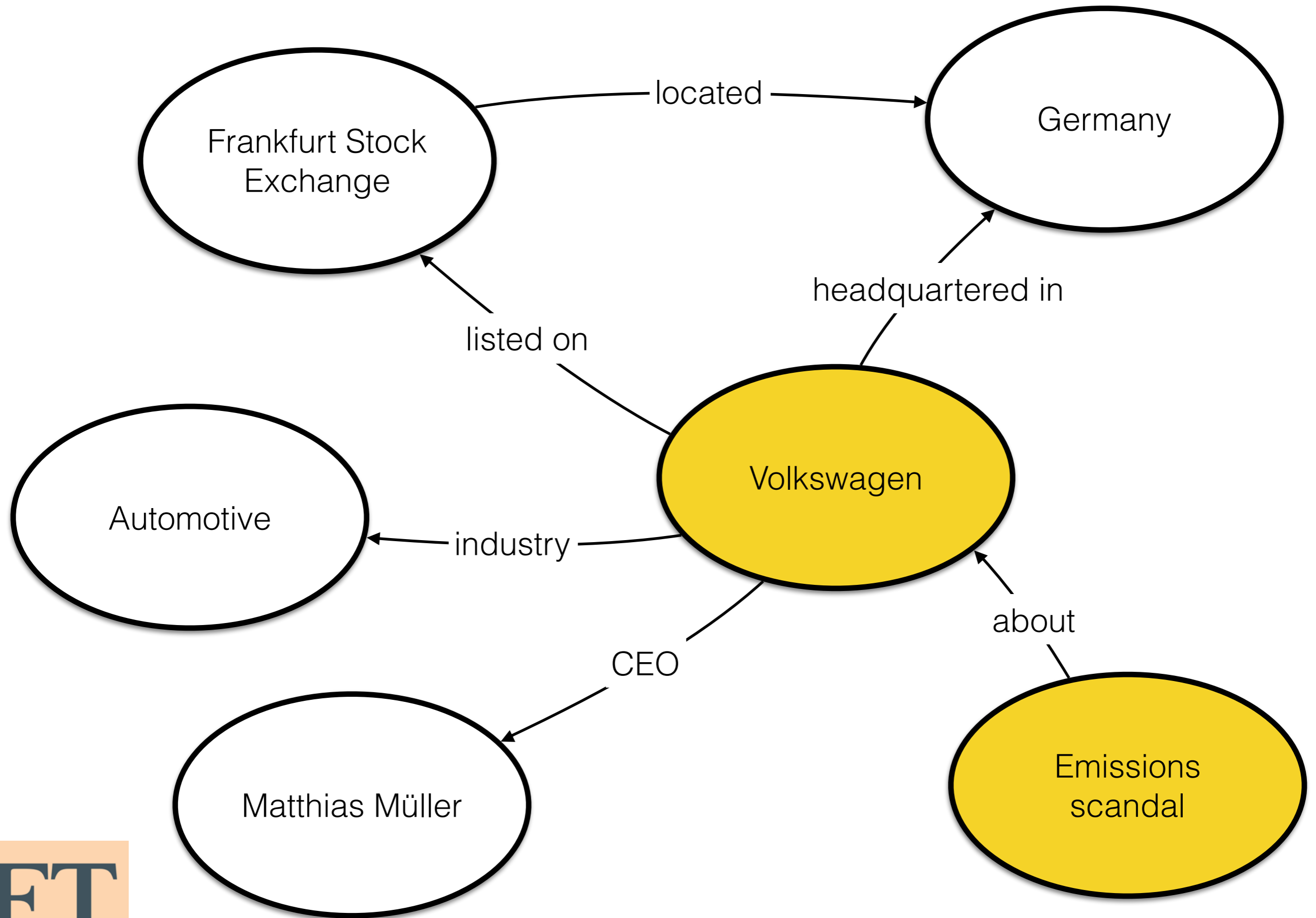


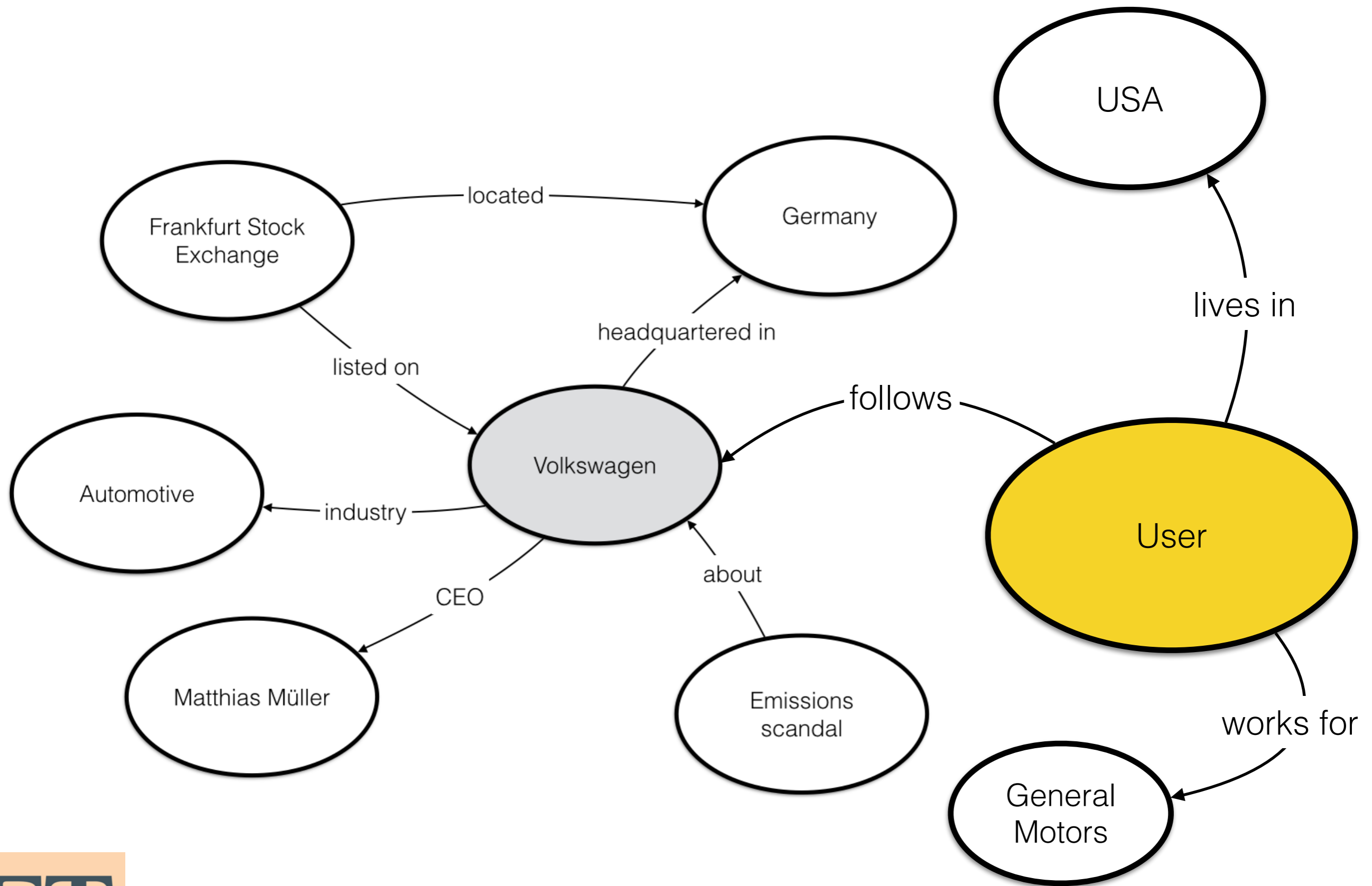
## Renewable Energy

### Recent articles

- › SunEdison's ambitions end in bankruptcy
- › SunEdison: Death of a solar star
- › Solar group SunEdison files for bankruptcy protection
- › Bill threatens Polish wind power, warns industry

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# Recommended topics based on things you follow



**John Kay**

## Recent articles

- › Transparency over tax is not the answer to evasion
- › Complexity, not size, is the real danger in banking
- › The enduring certainty of radical uncertainty
- › Do not let petty lobbying laws starve the body politic

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**Alphabet**

## Recent articles

- › Verizon dials up Yahoo to build third player for online ads
- › #techFT - Keeping killer robots in check
- › Consent rules are no way to help a teenager grow up online
- › US stocks futures dip as crude slips

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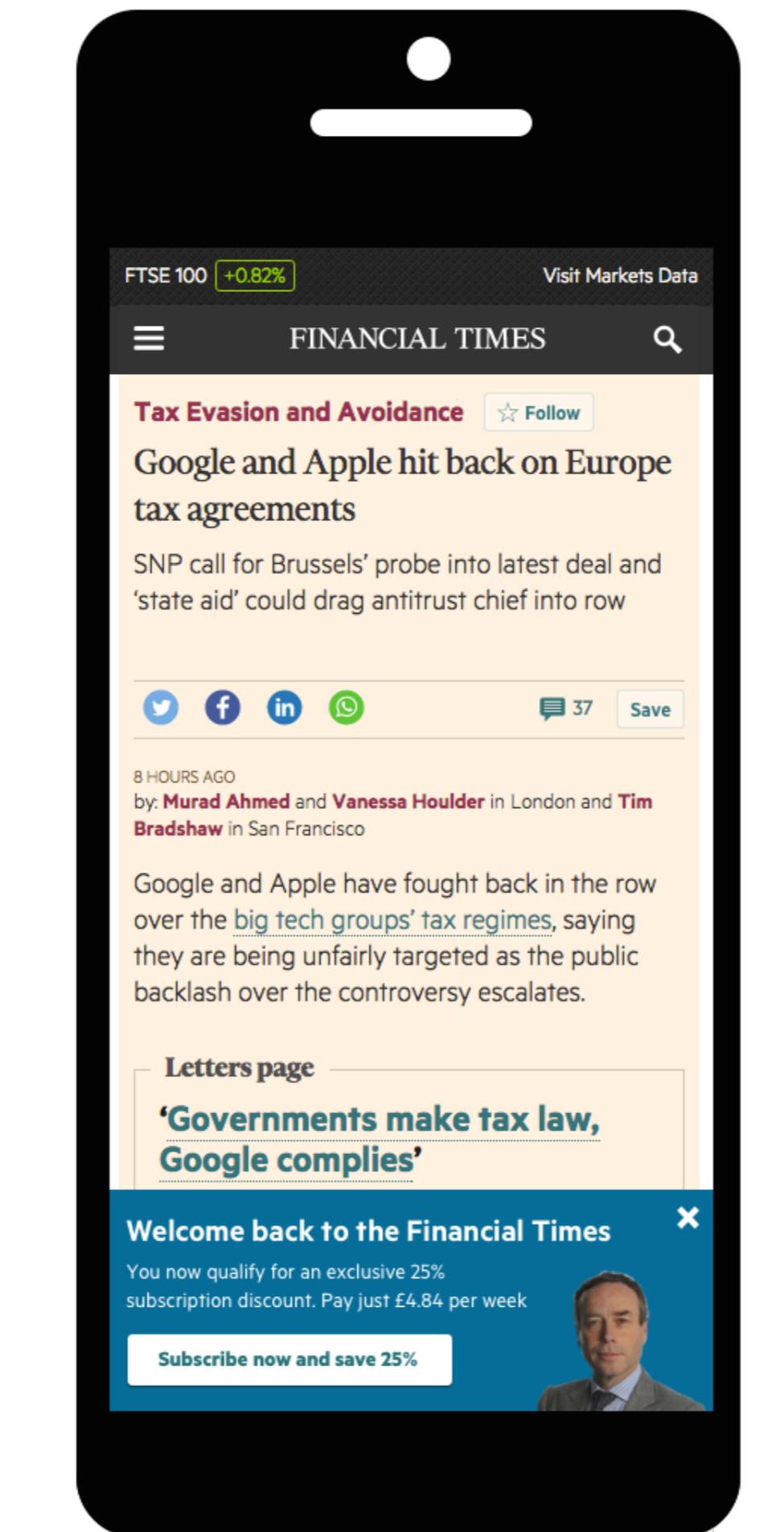
# Most read article by country, last week

(12/04/2016 - 18/04/2016)



**Don't blame millennials if you can't hang on to them**

```
{  
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    "any": {  
      "score": 0.86,  
      "hasHighPropensity": false,  
      "hasMidPropensity": false,  
      "hasLowPropensity": true,  
      "scaled": 9  
    },  
    "trial": {  
      "score": 0.61,  
      "hasHighPropensity": true,  
      "scaled": 6  
    }  
  }  
}
```



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7

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8

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9

☐

10

Extremely Likely

**Would you like to...**

**Leave a comment?**

**Report something is missing or not working?**

**Submit**



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	B	C	D	E	F
	UUID	Staff	Referrer	NPS	Comment
2016 14:44:10	96cd8ccc-801e-4a93-b	No	<a href="https://next.ft.com/content/b39d9">https://next.ft.com/content/b39d9</a>	9	
2016 14:59:09	unknown	unknown	<a href="https://next.ft.com/content/916fa">https://next.ft.com/content/916fa</a>	10	
2016 15:15:44	60257de4-f38d-4d79-a	No	<a href="https://next.ft.com/uk">https://next.ft.com/uk</a>	8	Wish there was a back button when you go through different menu's on
2016 15:18:19	e737f5ad-2576-4f3f-83	No	<a href="https://next.ft.com/uk">https://next.ft.com/uk</a>	10	A lot newer looking
2016 15:18:33	unknown	unknown	<a href="https://next.ft.com/content/d1fda">https://next.ft.com/content/d1fda</a>	6	
2016 15:19:34	180d44e4-8f48-400f-93	No	<a href="https://next.ft.com/content/b4181">https://next.ft.com/content/b4181</a>	8	
2016 15:19:41	unknown	unknown	<a href="https://next.ft.com/content/d1fda">https://next.ft.com/content/d1fda</a>	6	
2016 15:25:05	730dfdf2-5bac-43a2-b6	Yes	<a href="https://next.ft.com/uk">https://next.ft.com/uk</a>	7	Test
2016 15:43:27	040d0188-5ce8-4f38-a	No	<a href="https://next.ft.com/content/916fa">https://next.ft.com/content/916fa</a>	8	
2016 15:45:34	c04e91f7-795f-46b3-a4	No	<a href="https://next.f...-b4b6fbd04e64">https://next.f...-b4b6fbd04e64</a>	6	I like the overall feel and look. Functionality is basically the same.
2016 16:11:31	unknown	unknown	<a href="https://next.ft.com/products?seg1">https://next.ft.com/products?seg1</a>	10	Add many videos about the UK royal family(especially about Kate M
2016 16:48:27	f77378a8-a70a-43da-9	No	<a href="https://next.ft.com/international">https://next.ft.com/international</a>	6	
2016 16:57:59	ea673829-f83b-49df-94	No	<a href="https://next.ft.com/international">https://next.ft.com/international</a>	2	Less accessible then before,
2016 17:04:56	2a13a0f7-3d44-41ca-b	No	<a href="https://next.ft.com/international">https://next.ft.com/international</a>	8	
2016 17:15:30	a63dfb76-ef8e-484c-b4	No	<a href="https://next.ft.com/content/f8f192">https://next.ft.com/content/f8f192</a>	8	The new design is very nice although the font is a bit "too light" and
2016 17:38:17	unknown	unknown	<a href="https://next.ft.com/content/59c76">https://next.ft.com/content/59c76</a>	9	As creatures of habit, I believe we all find change challenging, includ
2016 17:43:33	93367992-5ace-48dd-9	No	<a href="https://next.ft.com/international">https://next.ft.com/international</a>	5	
2016 18:11:46	unknown	unknown	<a href="https://next.ft.com/international">https://next.ft.com/international</a>	1	

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Financial Times

Matt Chadburn

MORE UNREADS

# ft-next-data

# ft-next-dev

# ft-next-flags

# ft-next-myft

# ft-next-nps-feedback

# ft-next-performance

# ft-next-stream-stream

# ft-next-support

# ft-tech-incidents

# next-anon-user-team

# next-beacon-helpline

# next-chart-of-the-day

# next-feature-announce

# next-homepage

# spoor

# tech-talks

# user-status-stream

Christian, Adam, Purvi

Ifeanyi, Laura

Lucy, tom, Ifeanyi, Purvi

Mark Stephens

MORE UNREADS

FT

#ft-next-nps-feedback

37 members | speak you're branes

Search

uuid : unknown

NPS : 2

uuid : unknown

NPS : 2

Comment : The subscription cost should be dropped, you should generate income from advertising.

Next NPS feedback fish

BOT 9:15 PM

☆

uuid : 9923d6ec-1f1d-497c-aa5e-b57b3d10dadd

NPS : 8

Comment : Like Myft. Easy to follow topic i concern most. The tag# also useful.

rfv : <https://ft-next-rfv-api.herokuapp.com/9923d6ec-1f1d-497c-aa5e-b57b3d10dadd>

Next NPS feedback fish

BOT 9:23 PM

uuid : unknown

Comment : the new format makes it so much more difficult to access information. there really is sanity and efficiency in a simple format with titles in a column. the website should be designed for busy people and make it easy for them to access information

Next NPS feedback fish

BOT 9:39 PM

uuid : unknown

NPS : 10

Next NPS feedback fish

BOT 10:15 PM

uuid : 24f6e524-27eb-40bf-8408-f2c8ac4fde54

NPS : 2

Comment : Too boxy, unappealing to the eye, something Pravda might have had back in the days of Stalin. Feel like I'm walking through a cemetery looking over gravestones--which is perhaps what they really are in the end, anyway. Prefer top to bottom columns as in previous with photos here and there.

rfv : <https://ft-next-rfv-api.herokuapp.com/24f6e524-27eb-40bf-8408-f2c8ac4fde54>

+

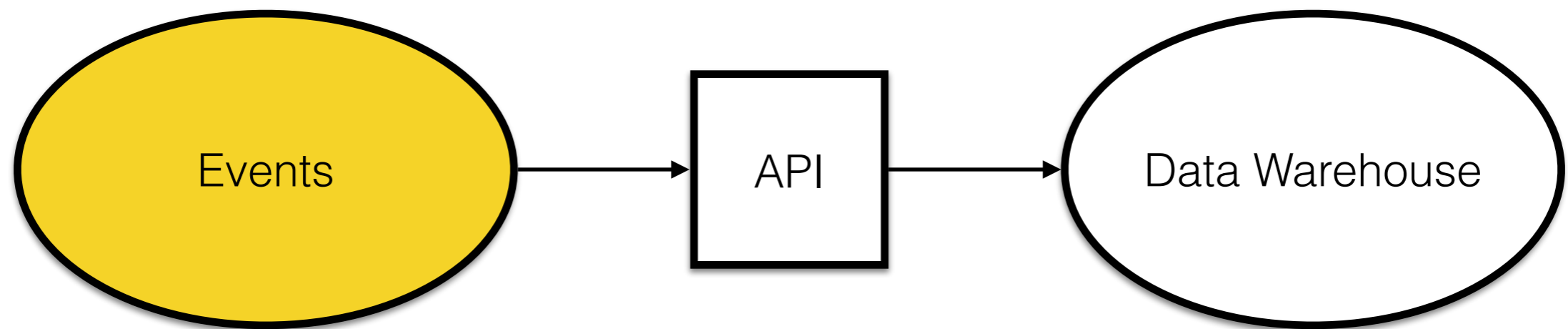
Lots of users

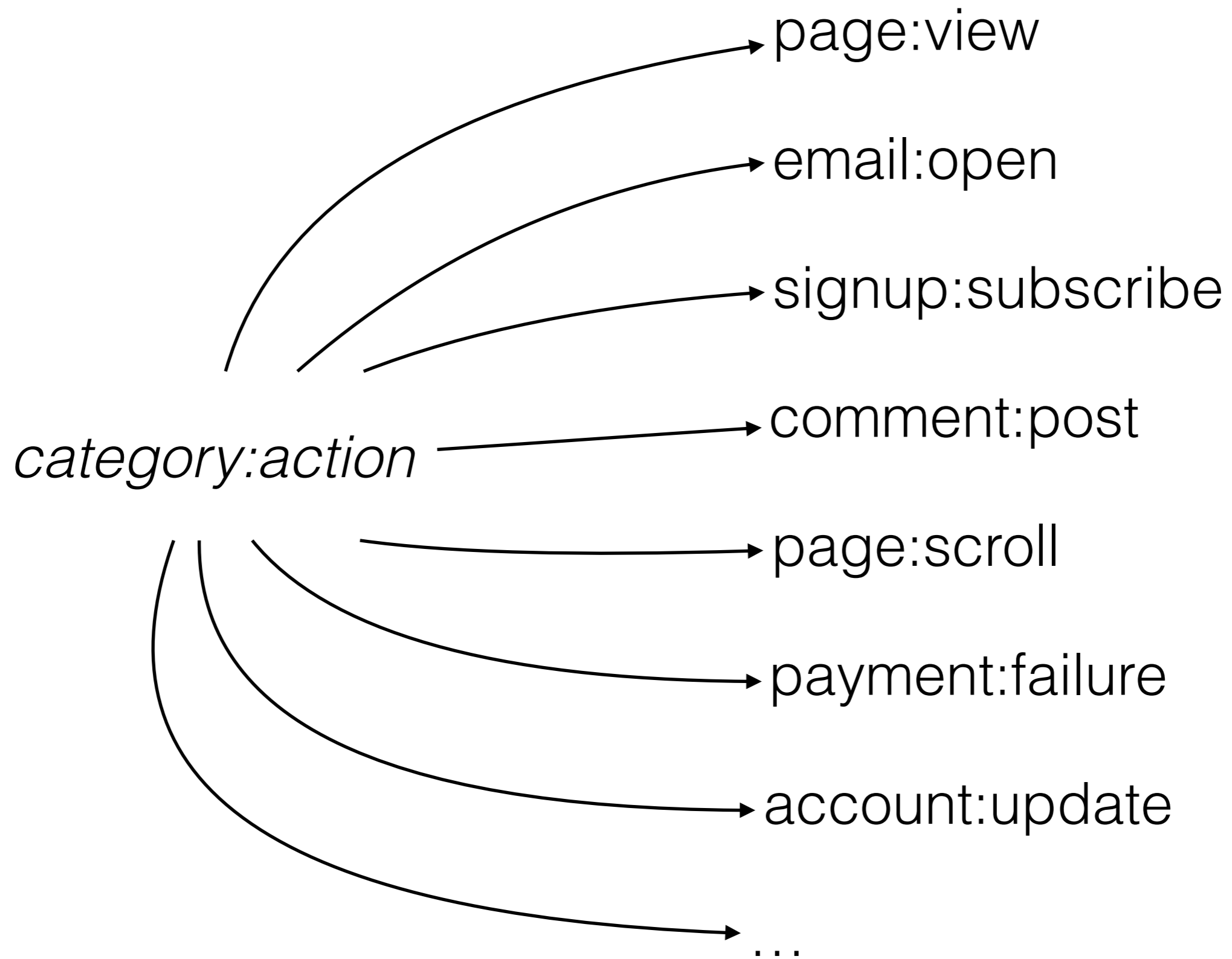
Diverse use cases

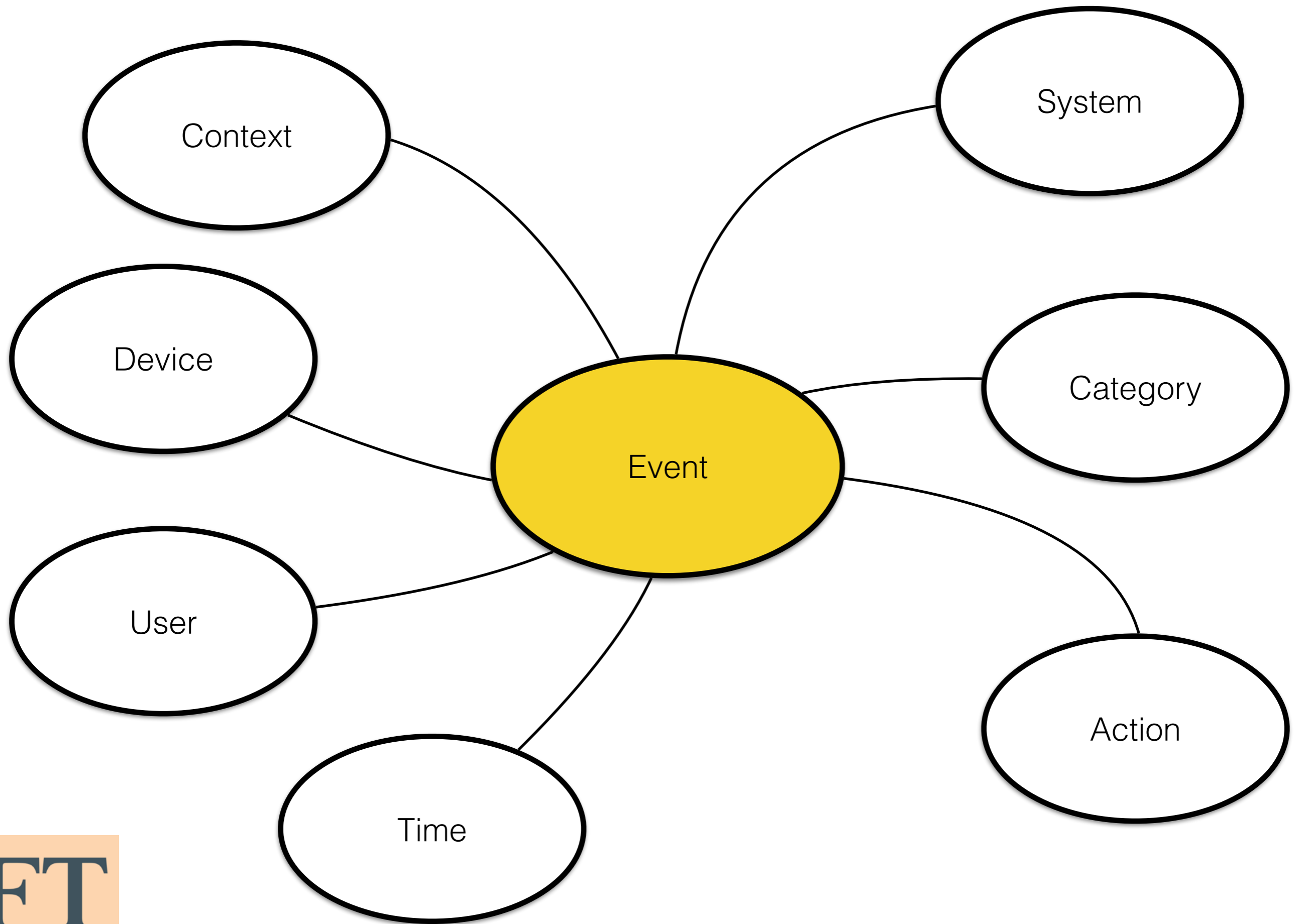
Single version of the truth

No analytics system can do all this :(

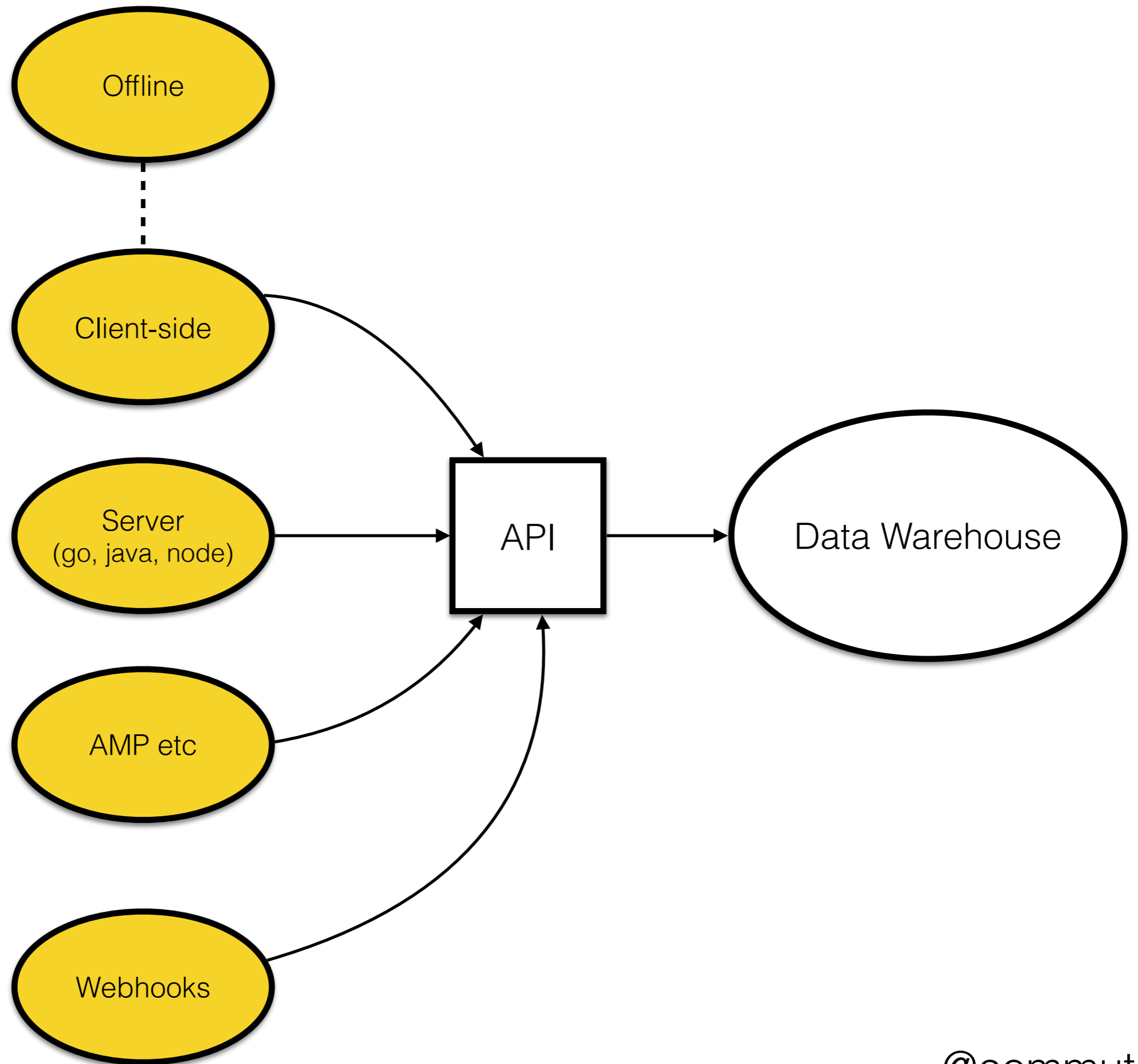


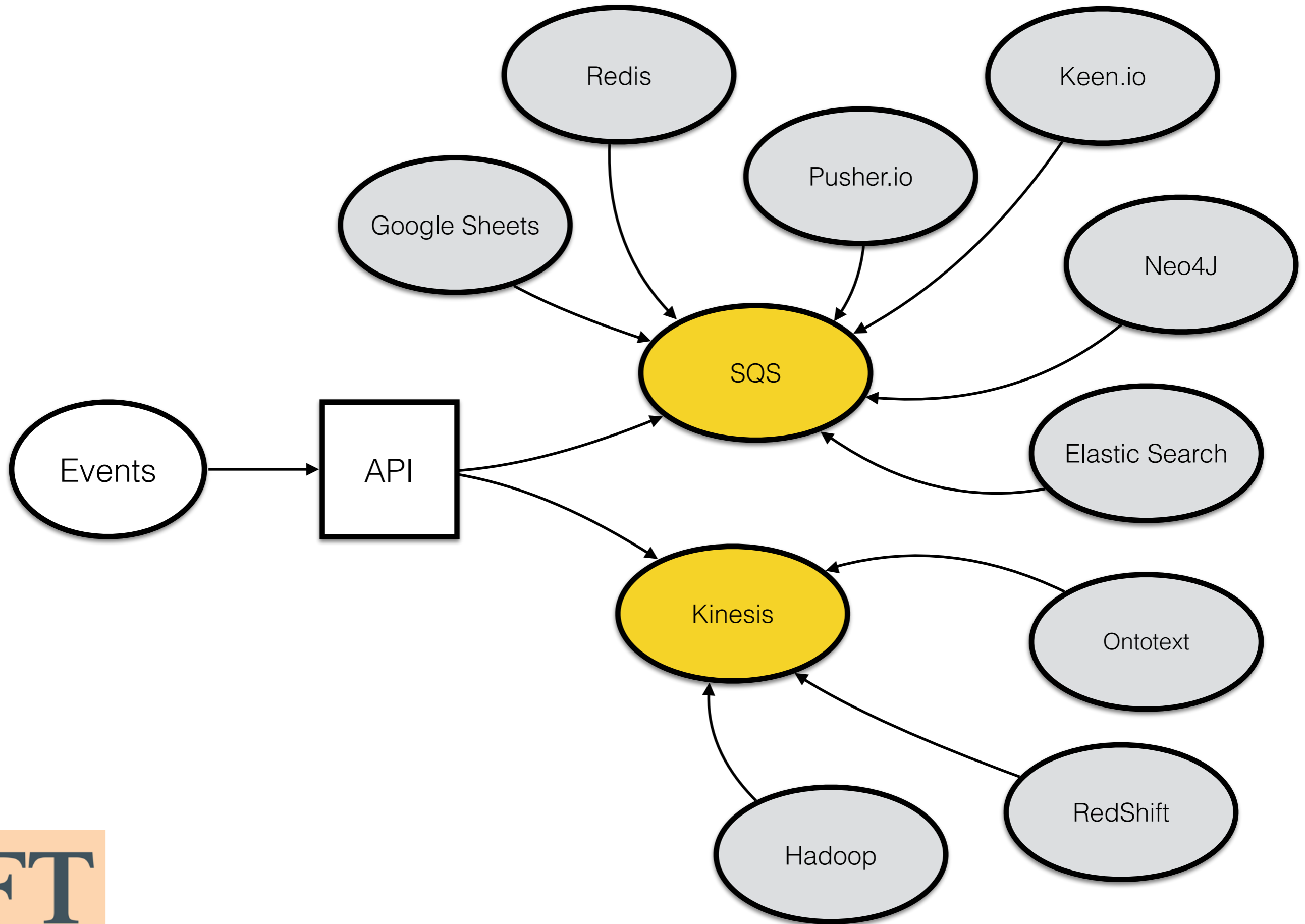


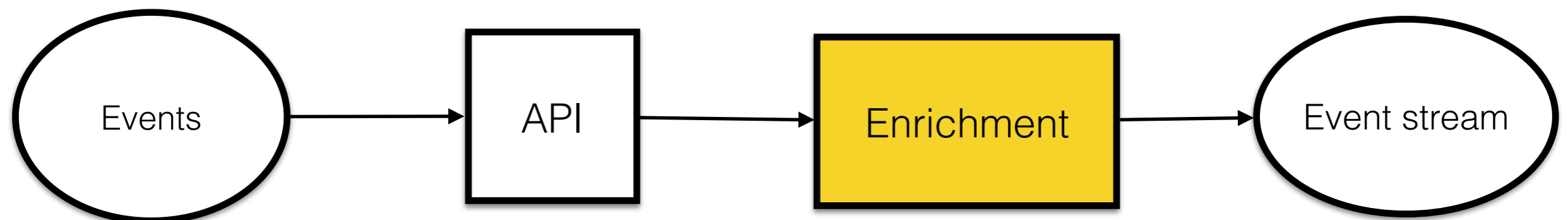




```
{
  - system: {
    api_key: "qUb9maKfKbtpRsdp0p2J7uWxRPGJEP",
    version: "1.1.8",
    source: "o-tracking"
  },
  - context: {
    id: "ciniqsc9q00013i5mjzkomzph",
    root_id: "ciniqsc9o00003i5m8bhqi7sk",
    product: "next",
    app: "front-page",
    appVersion: "38d5a692847d1d348ff9a465e22c3d0ec60eca4a",
    url: "https://next.ft.com/",
    referrer: "https://www.facebook.com/"
  },
  - user: {
    ft_session: "z3MN_fJbrEOi07YfudMM2TrlzwAAAVRXWOvwww..."
  },
  - device: {
    spoor_session: "cinipoqpg00003i5mwyrvi56r",
    spoor_session_is_new: false,
    spoor_id: "638c9d52-3430-4e28-abb7-fd75680b2a7b",
    layout: "M",
    orientation: "landscape"
  },
  category: "page",
  action: "view"
}
```







```
{
  - url: {
    protocol: "http:",
    slashes: true,
    auth: null,
    host: "markets.ft.com",
    port: null,
    hostname: "markets.ft.com",
    hash: null,
    search: "?s=FFBL:KAR&currency=GBP",
    query: "s=FFBL:KAR&currency=GBP",
    pathname: "/research/Markets/Tearsheets/Forecasts",
    path: "/research/Markets/Tearsheets/Forecasts?s=FFBL:KAR",
    href: "http://markets.ft.com/research/Markets...",
    - querystring: {
      s: "FFBL:KAR",
      currency: "GBP"
    },
    - domains: [
      "markets",
      "ft",
      "com"
    ]
  }
}
```



```
{  
  - time: {  
    day: "2016-03-20T00:00:00Z",  
    hour: "2016-03-20T19:00:00Z",  
    thirtyMinuteInterval: "2016-03-20T19:30:00.000Z",  
    now: "2016-03-20T19:34:52.542Z",  
    dayOfWeek: 0,  
    dayInWords: "Sunday",  
    dayOfYear: 80,  
    date: 20,  
    month: 3,  
    monthInWords: "March",  
    year: 2016,  
    isWeekday: false,  
    week: "201613",  
    offset: 6240  
  }  
}
```



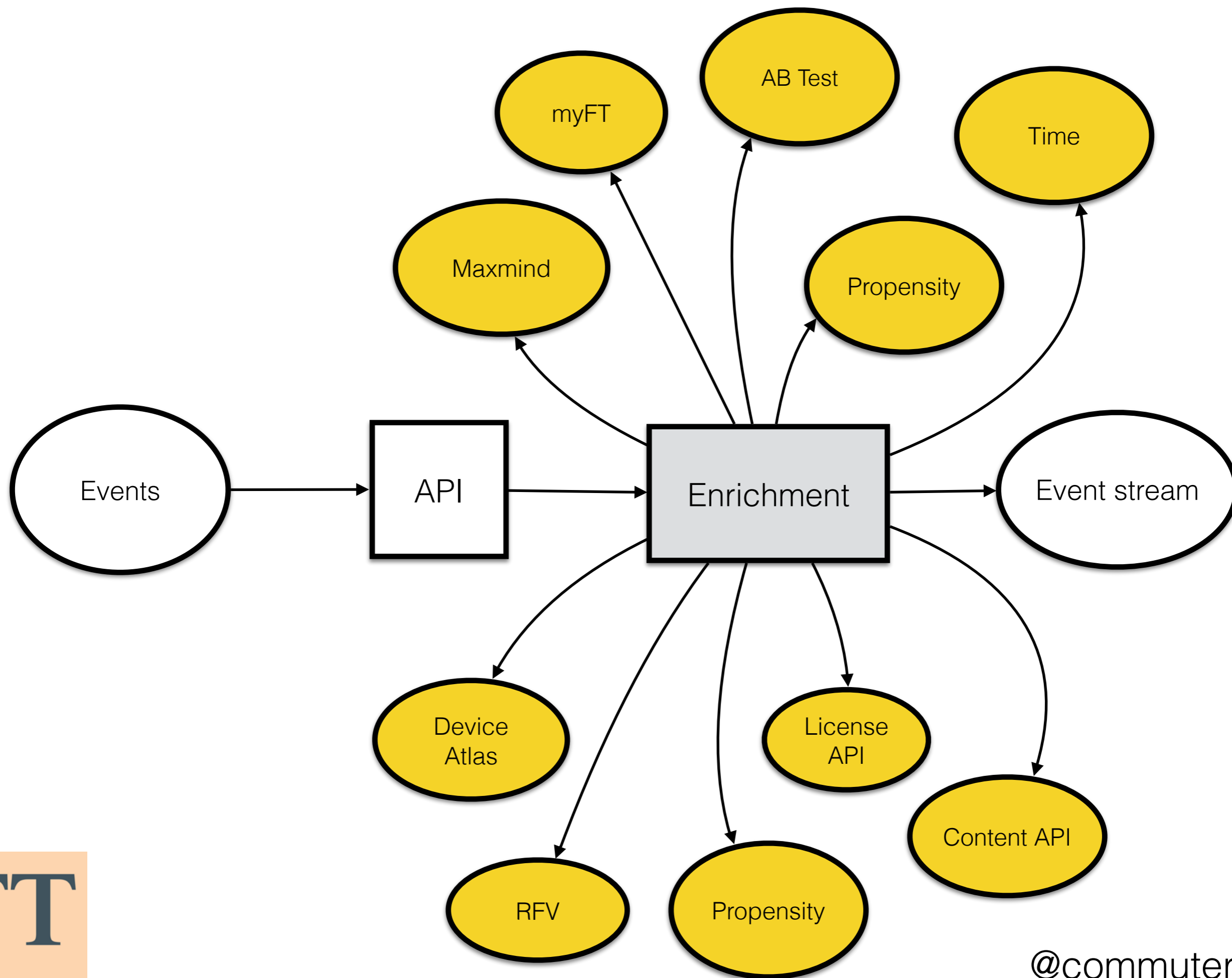
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    countryName: "Pakistan",  
    regionName: "Sindh",  
    city: "Karachi",  
    postalCode: "75500",  
    latitude: 24.9056,  
    longitude: 67.0822,  
    continentCode: "AS",  
    organisation: "Worldcall Telecom Limited",  
    id: 1174872,  
    ip: "115.186.116.█",  
    isFinancialTimesOffice: false,  
    ftRegion: "Asia"  
  }  
}
```

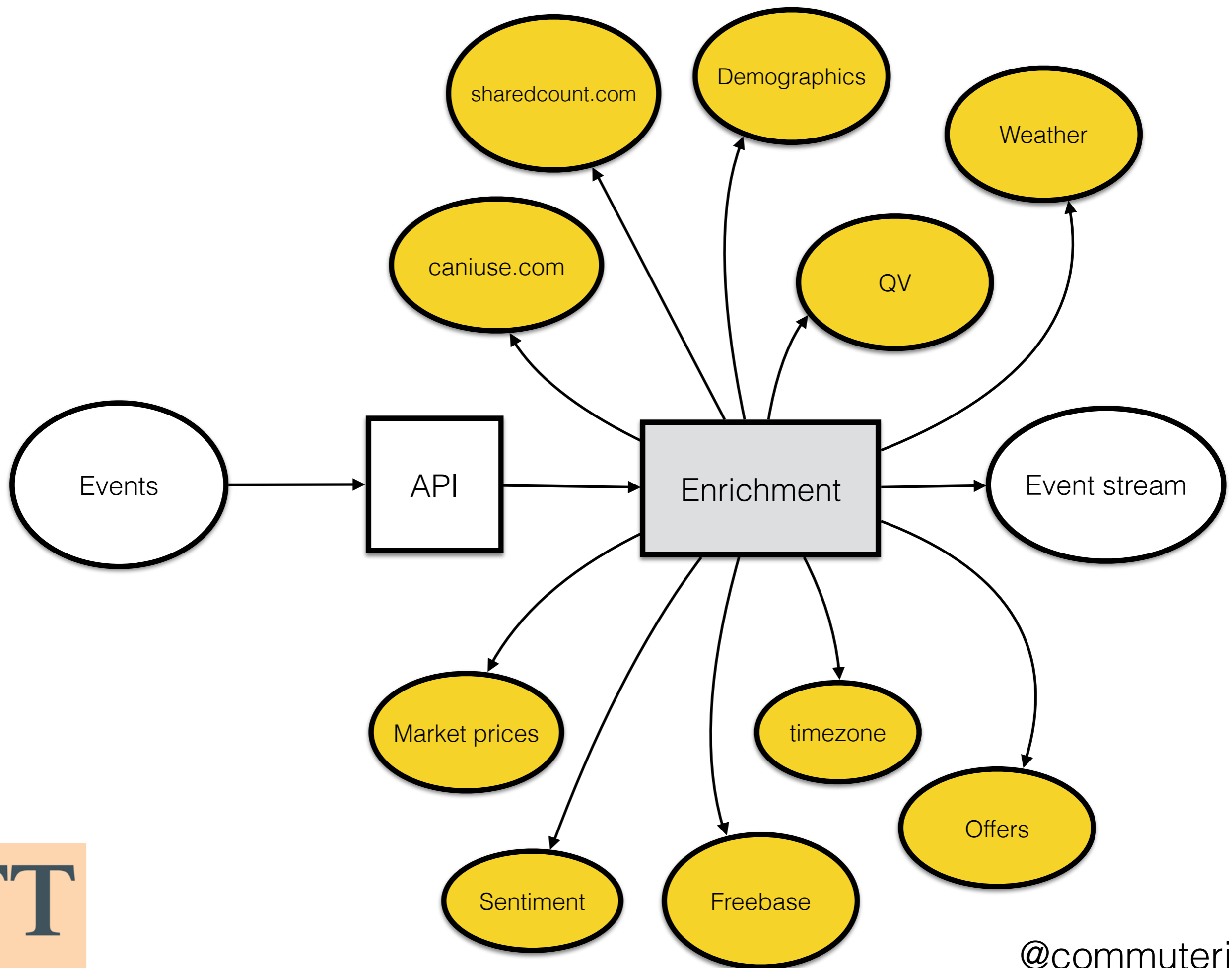


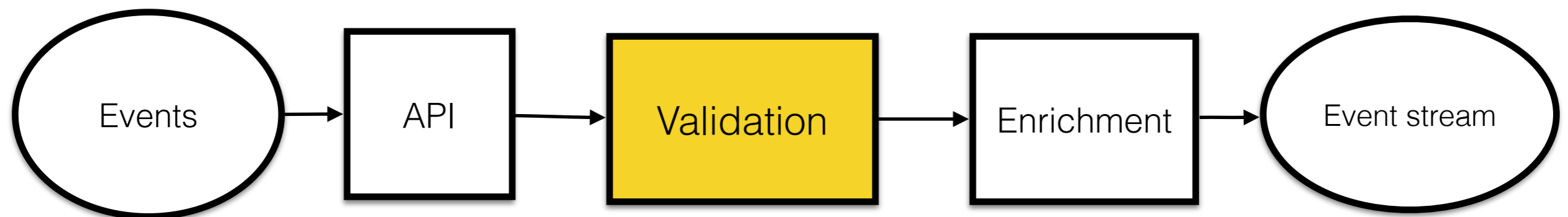
```
{  
  match: { },  
  matchstring: "^(.+\\.)?facebook\\.com$",  
  websiteType: "social media",  
  name: "Facebook"  
}
```

FT

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(in progress!)

# Democracy?

- Focus on the users need
- Learnable (standards)
- Ease of use (APIs to get stuff *in* and *out*)
- Iterative (700+ production releases)
- Open for contribution

<https://bit.ly/ft-csv-job>



