

SUPPORTING YOUR STORY WITH DATA

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DATA

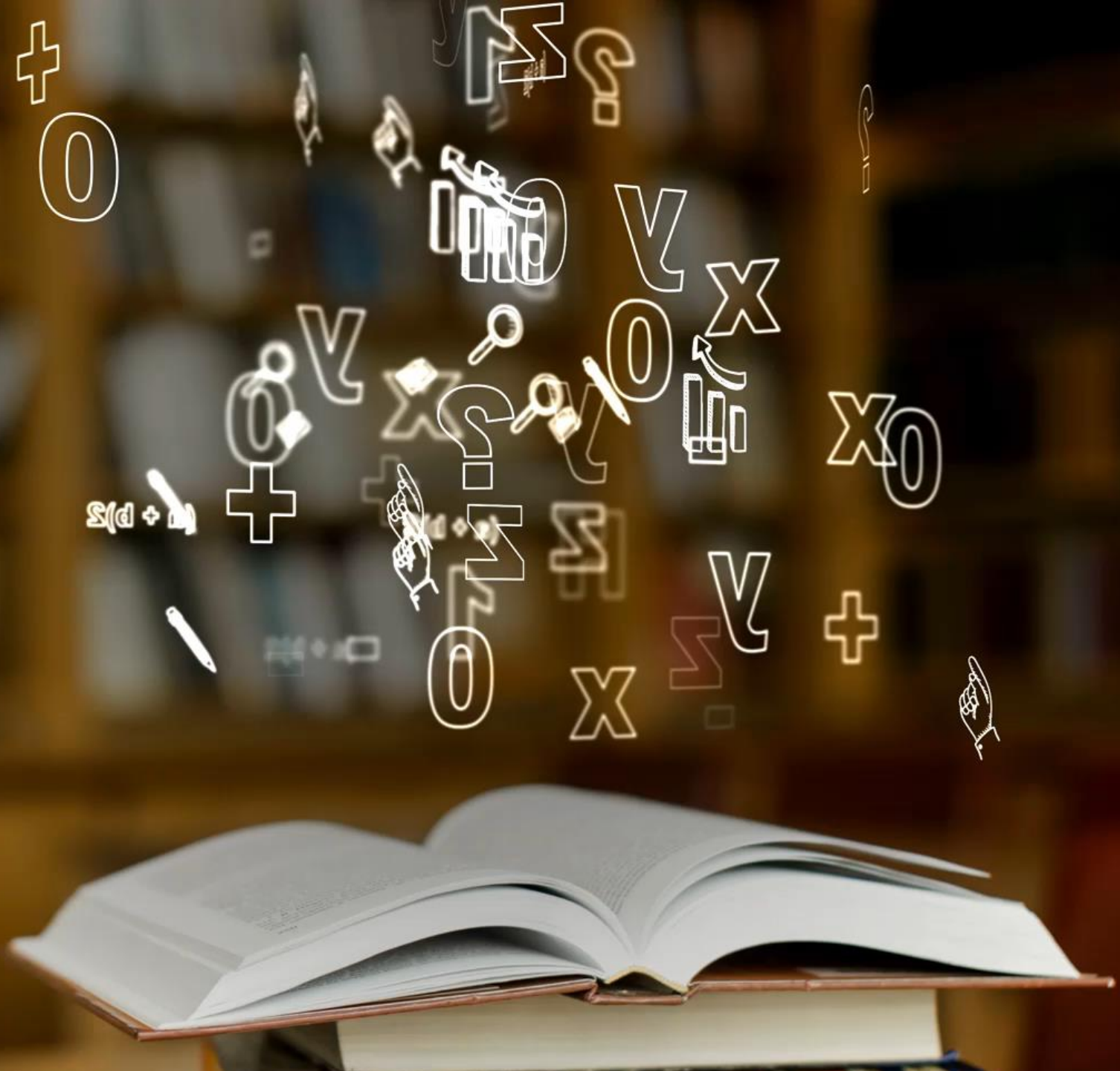
**2023: 328M TB of data
created every day**

1 TB = 1,000GB
(approx. 500 hrs of HD movies)

**2025: Internet will house
approx. 181 ZB of data**
(1 ZB = 1BN TB)

1 ZB = 1,000TB
(approx. 30BN 4K movies)

STORY TELLING



IN THE BEGINNING: YEAR 1 AT EDR



The start of a data-driven journey...

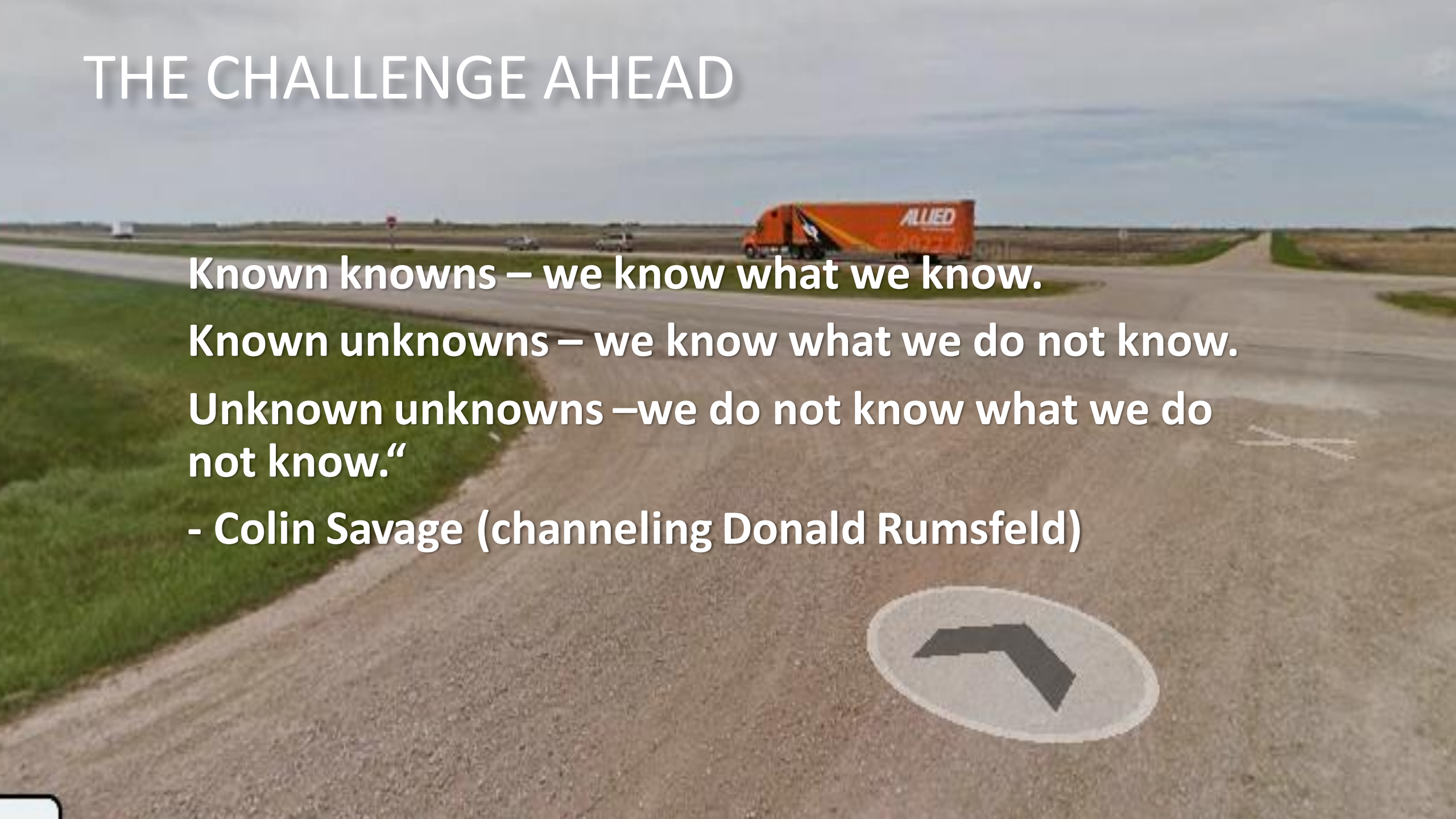
THE CHALLENGE AHEAD

Known knowns – we know what we know.

Known unknowns – we know what we do not know.

Unknown unknowns – we do not know what we do not know.”

- Colin Savage (channeling Donald Rumsfeld)



KEY TOOLS AND TREASURES

- **Statistics Canada**
- **Innovation, Science and Economic Development Canada**
- **Community Information Database (CID)**
- **Regional Economic Development Entities (PrairiesCan)**
- **Local Chambers of Commerce**
- **Academic Institutions and Think Tanks**
(e.g. University of Waterloo)

DATA DOES AND DOESN'T



Does:

- Assist with policy making
- Attract investment with transparency and support
- Highlight key trends

Does not:

- Replace real connections
- Reflect all sectors, mainly the informal
- Predict rare events

DATA CAN AND CANNOT



Can:

- Predict up- and downturns
- Identify sectors of growth or needing revitalization
- Analyze and understand competitiveness

Cannot:

- Qualify the intangible (community spirit, resilience or innovation)
- Ensure or implore action
- Replace rich context

GUIDING LEADERS ON DATA



Pitfalls to help avoid:

- Siloed analysis = limited / skewed perception
- Ignoring culture removes values that influence data
- Choose quantitative AND qualitative

Advice to offer:

- Encourage holistic analysis with multiple datasets
- Collaborate locally to add grounded context
- Scenario planning is better with data building many scenarios

FUTURE TOOLS TODAY: AI

A magnifying glass is positioned over a document containing a colorful bar chart and a table of financial data. The chart has several bars in red, yellow, green, and blue. The table below it lists various numerical values, some of which are highlighted in blue. The background is slightly blurred, showing more of the document and a pen.


“All the tools, techniques and technology in the world are nothing without the head, heart and hands to use them wisely, kindly and mindfully.” - Rasheed Ogunlaru

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- **Artificial Intelligence (AI):** a learning robot brain
- **Machine Learning (ML):** how AI learns from data
- **Prediction Models:** crystal ball(s) AI uses to predict
- **Neural Network:** a web AI uses to think / decide
- **Natural Language Processing (NLP):** how AI understands and speaks language
- **Chatbots:** computer chat buddies
- **Algorithm:** steps AI follows to work
- **Training Data:** what AI uses to learn



source: news reports, LifeArchitect.ai



“Stories are
just data
with a soul.”

Brene Brown

A TAILORED PATH: WHAT EDR DID



From market research...

That uncovered what is unique...

That helped us find our voice...

To create our powerful story...

BE SPECIFIC, BE FOCUSED

Identifying our challenge:

- Talk with key sector / industry partners
- Desktop research (vacancies, reports)

Understanding our audience:

- Engage focus groups to learn (Why Regina?)
- Build personas (shared beliefs, needs, more)

Aligning with Marketing:

- What is our UVP? Is it data-supported?
- What about different audiences? Channels?



The image is a vertical mockup of a landing page for Regina, Saskatchewan. The background is a high-angle, wide shot of the city, showing a mix of urban buildings and green spaces. In the foreground, a family (a man, a woman, and a young boy) is sitting on a grassy area, looking at a smartphone together. The page layout includes a header with a navigation bar, a main content area with several sections, and a footer with contact information.

WANT TO OWN A HOUSE?
Welcome home.
With an average price of \$312,000, Regina's housing market is among the most accessible of any major Canadian city.

CAUGHT THE TRAVEL BUG?
We can help with that.
You name it! Sun destinations, mountains, forest, sand dunes, or maybe one of Saskatchewan's 100,000 lakes – you can get there from Regina.

LIKE ARTS AND CULTURE?
We do too.
Regina is home to Canada's longest running symphony orchestra, multi-cultural and music festivals, museums and art galleries.

SEEKING AN OPPORTUNITY?
Find it here.
Regina has thousands of quality job openings, and with one of Canada's fastest-growing economies future prospects look bright.

SPORTS ENTHUSIAST?
We've got you covered.
Regina is home to the most passionate sports fans in the country and a premiere host city for national and regional sporting events.

LOOKING TO GET AHEAD?
This is the place.
• 5-song commute
• A home you can afford
• More money left at the end of the month

REGINA

CANADA'S BEST KEPT SECRET

Regina offers a rare combination of opportunity, quality time, and affordability that other cities can't match.

GROW YOUR WORLD REGINA
BE PART OF REGINA'S HOMEGROWN STORY.
GrowYourWorldRegina.com

A UNIQUE VALUE PROPOSITION (UVP)

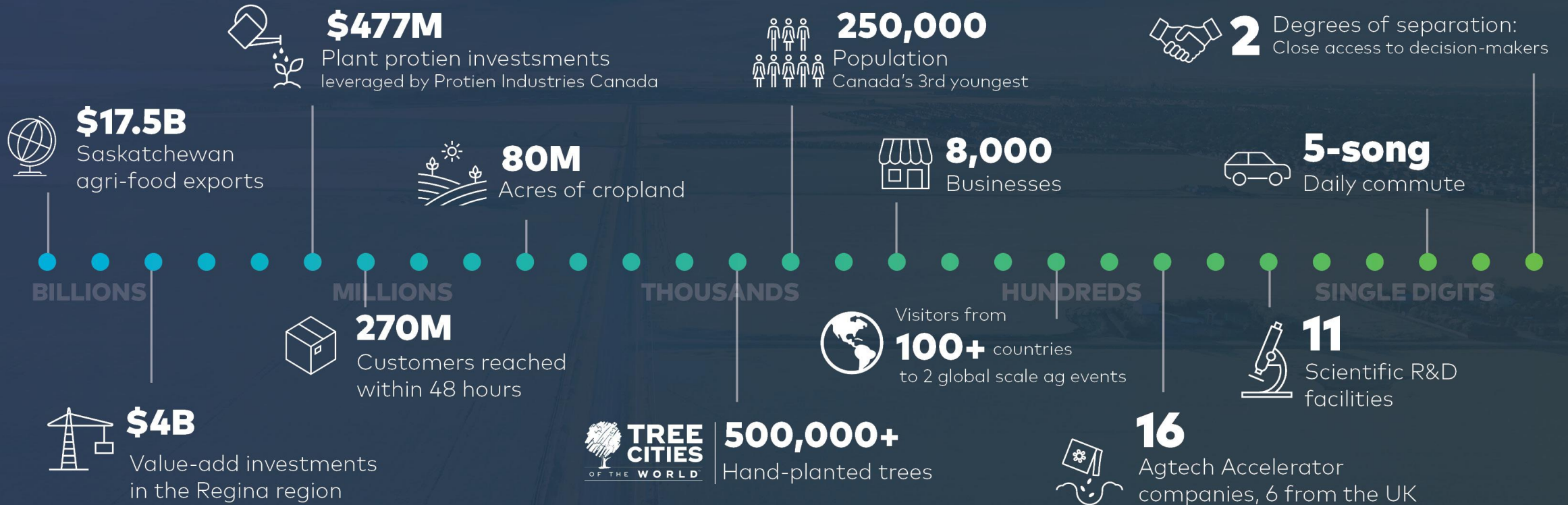
Why a Data-Driven UVP?

- Provides **insight** that highlights prospects – and needs
- Has an **Edge** others cannot compete with
- Helps **Target** the right audience

Building Your UVP with Data:

- **Gather** data to **Analyze** for patterns, gaps and unique insights
- **Draft** a few initial UVPs to **Refine** with stakeholders and others
- **Deliver** the UVP with visuals, stories or case studies

REGINA'S OPPORTUNITY



SMALL COMMUNITIES, BIG DREAMS



BORROWING AND BENEFIT

“I’d rather get 50% than 100% of nothing.”
- Colin Savage (channeling Suze Orman)



GET CREATIVE WITH CONSTRAINTS



LOCALIZED INSIGHTS: WHAT WORKS?

Tailor what you know, or can find and use, to what you need...



CHAMPIONING COLLABORATION

Unified effort,
diversified strength



ENGAGE YOUR COMMUNITY

The power of community involvement



DREAM BIG, THEN FOCUS

Every data-driven step counts.



FUTURE FORWARD

Now is the time to chart your community's path ahead with data that supports your story and will underpin your success



POINTS OF REFLECTION

How can you add to or adapt data to better tell your story?

Can you find the data you need? Or do you need to get creative?

How can we help each other?

What is the first or next step?



An aerial photograph of a city, likely Montreal, showing a dense urban area with numerous skyscrapers and buildings. The city is surrounded by lush green trees and parks. In the foreground, a large body of water (Lake St. Lawrence) is visible, with a small island in the middle. The sky is clear and blue. The text "Thank you. Merci bien." is overlaid in white, centered on the image.

Thank you.
Merci bien.