



**ZARTICON**

Tampa, Florida | May 2023

# **Situational Awareness:**

What Brought Us Here  
and What We've  
Learned So Far




**“If you want to build a ship, don't drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea.”**

*Antoine de Saint Exupery*

**Jay + Josh**



A close-up shot of actor Will Ferrell with his signature curly hair, wearing a light blue button-down shirt. He has a surprised or questioning expression on his face, looking slightly to the left. The background is a blurred indoor setting with shelves. At the bottom of the image, there is a white text overlay with a black outline.

***Did we just become best friends?***

**Jay + Josh**

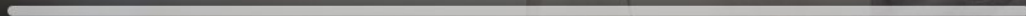




Right here.

And Darren Dunn  
with Dave Bahlman

# Amanda Palmer



00:00 / 13:31





# What Have We Learned

1. Transformation is HARD!
2. We didn't know what we thought we knew about location data.
3. BIG Data is messy, volatile, and takes a lot refinement to produce insights.
4. We need real Data Scientists!
5. We're just getting started!





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*Antoine de Saint Exupery*

A city skyline at sunset with various white line-art icons overlaid on the right side. The icons include a sun, a location pin, a lightning bolt, a swan, a skull, a DNA helix, a ship, a palm tree, and a bar chart. The text "Let's keep going together!" is centered in white.

**Let's keep going  
together!**