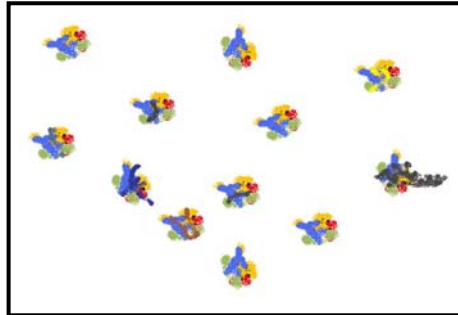


Hi. I'm Madison. I'm 5. My grandpa (I call him "Papa") was watching me paint with my watercolors. I made this picture for him.



He said he liked it. Then, I asked him if he knew what it was. He thought they were butterflies! I said: "Papa. NO! They are kitty cats!".

I painted him another picture. He liked it, too. I asked if he knew what it was. This time, silly Papa thought they were FLOWERS! I told him: "Papa. NO! They are horsies!".

One more time. This time, I think Papa decided he would guess until he got the right answer. "Are they aardvarks?" he said. Then, I think he went through the A-B-Cs, like we do in school. He guessed 'Abacuses?', 'Accountants?'... and, a LONG time later, he guessed 'Zebras?', and, 'Zulus?'. I just kept shaking my head from side to side – "NO!". FINALLY (he looked really tired), he gave up and asked me what they were.

I said "Dots, Papa. Sometimes, they're just dots."...

My Papa is a business intelligence consultant (whatever that means!), so, I'm sure he was thinking that many times, his clients analyze big junks of data "stuff", looking for insights - for the gold nuggets hidden in the data. Then, I think he realized there are times when you need to stop, or, reverse direction in the analysis process – that, sometimes, big efforts can be a waste of time – since, sometimes, all that data "stuff" is just dots.

My Papa still helps people, in all kinds of places, analyze data. Now, he helps them decide what is meaningful data, and what is just dots, first!

*Charles "Papa" Hooper is a Business Consultant with Tableau Software.
He continues to learn from Madison, now 6, every day...*