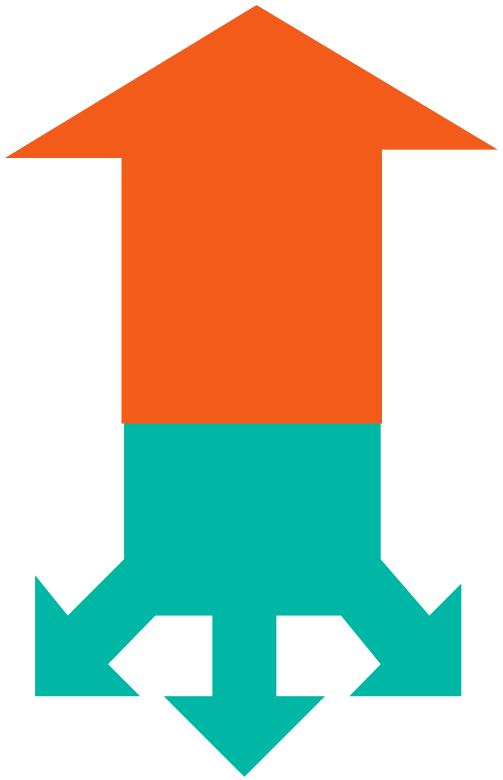
Making data relevant

- Data reduction
- Data abstraction
  - Summarization
  - Exception search
  - Level change to integrate with other data sources
- Follow User Model: hierarchical, divide-and-conquer, a common paradigm