

# TIPS & TRICKS

## Common Link-Analysis Pitfalls to Avoid

- Looking only at what is requested (Dig further to uncover hidden trends, patterns, anomalies, etc)
- Operating on a reactive request based direction (Dive into your data for rising patterns and trends)
- Dumping in too much data at once (Look into platforms and approaches that allow layering data to be more effective)
- Assuming all analytical findings to be 'final facts' (Many findings are leads to be investigated further - Remember analysis is based on "data in" from numerous sources)
- Limiting analysis only to directly involved parties (Organized crime leads are often hidden in witness, family, provider, and other entity data)
- Limiting data sources (Different data sources often have varying information that could provide a previously unknown link or lead)