

# A TECH GUY'S TAKE ON BIG DATA BUSINESS CASES





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# WHAT IS BIG DATA *NOT*?



A MEASURE OF SIZE

# WHAT IS BIG DATA *NOT*?



A TOOL

# WHAT IS BIG DATA *NOT*?



## THE NEW OIL

# WHAT IS BIG DATA *NOT*?



A MAGIC TRICK

# WHAT IS BIG DATA *NOT*?



# AN EXPERIMENTAL PROJECT

# WHAT IS BIG DATA *NOT*?



A SECRET STRATEGY



# WHAT *IS* BIG DATA?



A NONSENSE TERM

# WHAT *IS* BIG DATA?



A HYPE

# WHAT *IS* BIG DATA?



A UNIQUE SELLING POINT

# WHAT *IS* BIG DATA?



## A MARKETING CHANNEL

# WHAT *IS* BIG DATA?



## DECISION SPEED

# WHAT *IS* BIG DATA?



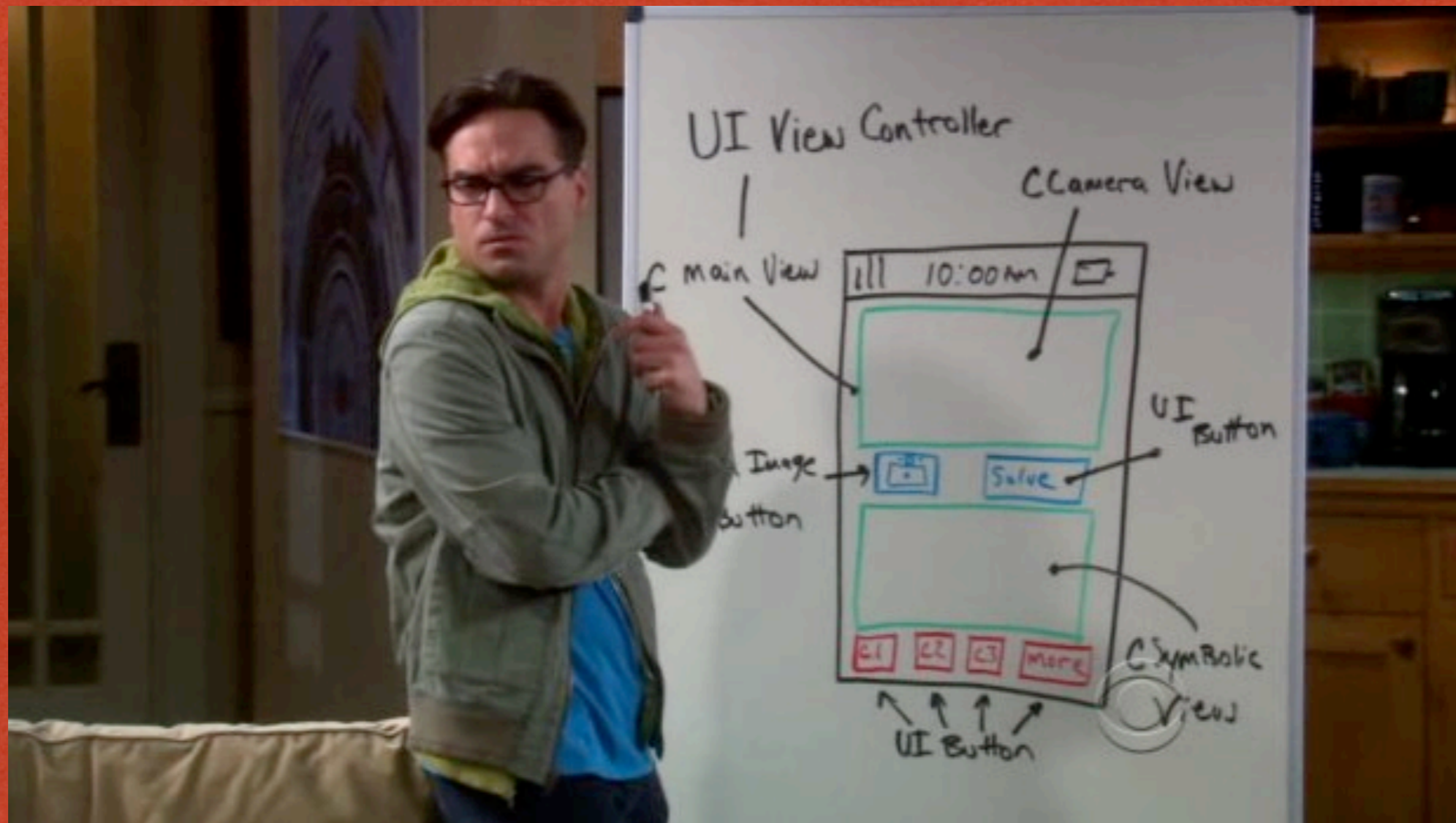
## PREDICTION QUALITY

# WHAT *IS* BIG DATA?



## RECOMMENDATIONS

# WHAT IS BIG DATA?



# HUGE POTENTIAL



# WHAT *IS* BIG DATA?



## INEVITABLE STRATEGY PART

# WHAT IS BIG DATA?



# SCIENCE

# WHAT *IS* BIG DATA?



NECESSITY

# WHO *DOES* BIG DATA?



## THE USUAL SUSPECTS

# WHO *DOES* BIG DATA?



## THE GREY MICE

# WHO *DOES* BIG DATA?



## YOUR COMPETITORS

# WHO CAN DO BIG DATA?



YOU

# WHO CAN DO BIG DATA?



AND YOU



WHO CAN DO BIG DATA?



AND YOU

# WHO CAN DO BIG DATA?



AND YOU

# WHO CAN DO BIG DATA?



EVERYBODY

# WHO *MUST DO* BIG DATA?



YOU ALREADY KNOW

# WHAT *IS* BIG DATA *ABOUT*?

- gaining useful information out of any sorts, amounts and variations of data
- increasing your company's value through application of this information
- continuously seeking for new data sources and ways to gain information as well as increasing value
- increasing decision / prediction speed and quality using power of machines and recommendations

# ANSWER THE *WHAT*?



# ANSWER THE *HOW*?



# ANSWER THE *WHAT WITH?*





# MAKE MONEY WITH BIG DATA



# KNOW YOUR CUSTOMER

# MAKE MONEY WITH BIG DATA



# KNOW YOUR BUSINESS

# MAKE MONEY WITH BIG DATA



## REACH YOUR CUSTOMER

# MAKE MONEY WITH BIG DATA



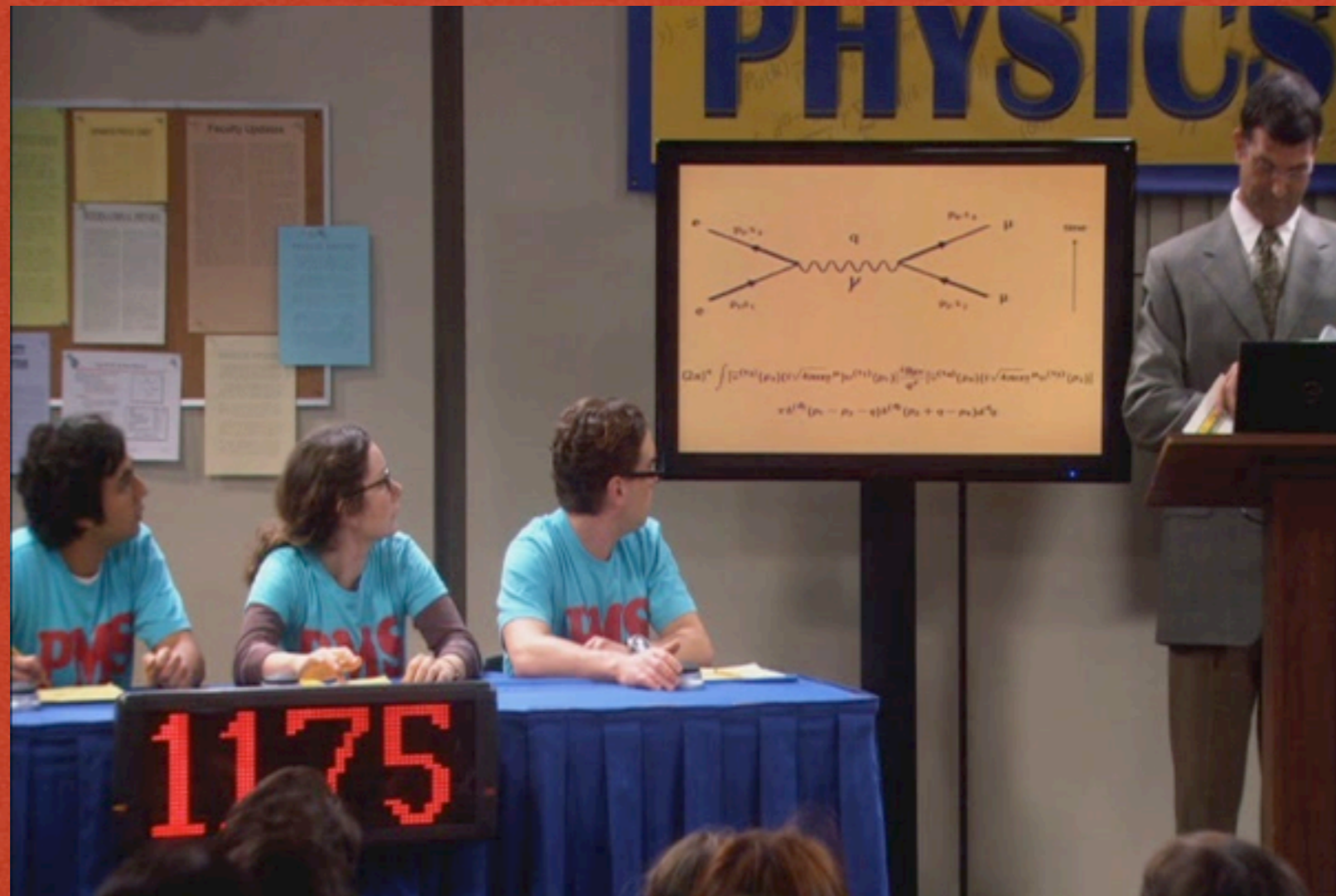
# KNOW YOUR COMPETITOR

# MAKE MONEY WITH BIG DATA



## TRADE YOUR DATA

# SAVE MONEY WITH BIG DATA



# MOVE FROM CAPEX TO OPEX

# SAVE MONEY WITH BIG DATA



## KNOW YOUR OFFERS

# SAVE MONEY WITH BIG DATA



## KNOW YOUR IMAGE



# SAVE MONEY WITH BIG DATA



# GROW YOUR DATA

LIVE LONG



AND PROSPER

IMAGES TAKEN EVERYWHERE  
ON THE INTERWEBS.  
ALL DIRECTLY OR  
INDIRECTLY COPYRIGHT  
BY “THE BIG THEORY” CREW  
OR RELATED GAME PLAYERS