BIG Data

Lexi & Chris

Game Plan

Key Terms

-Omni Channel Marketing

-Make Data- Driven Decisions:

-Engagement: (B2B), (B2C), (H2H)

-Customer Engagement & Consumer Journey

-Digital Data Layer: Data Management Platform

-Siloed Data: Information Management Systems

-TMS: Tag Management System (Solutions)

-Reporting Structures

-Data Governance

-Data Storytelling

-Forecasting/ Time Series Analysis

-Predictive Modeling

-Understand Purchase Intent

-First Party Data

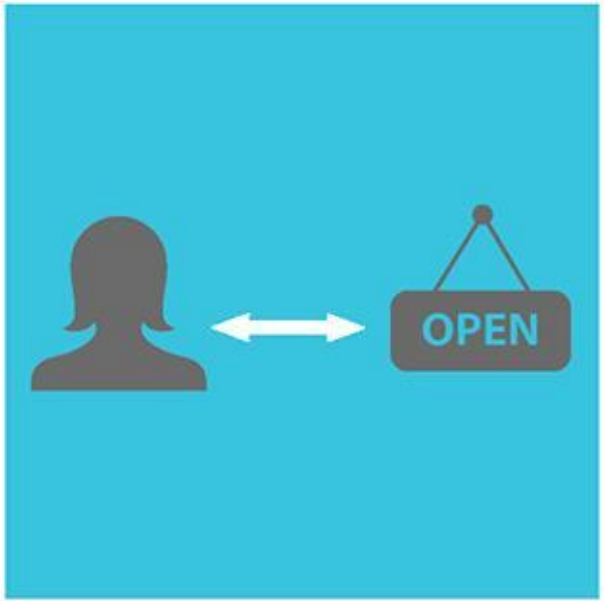
-Second Party Data

-Third Party Data

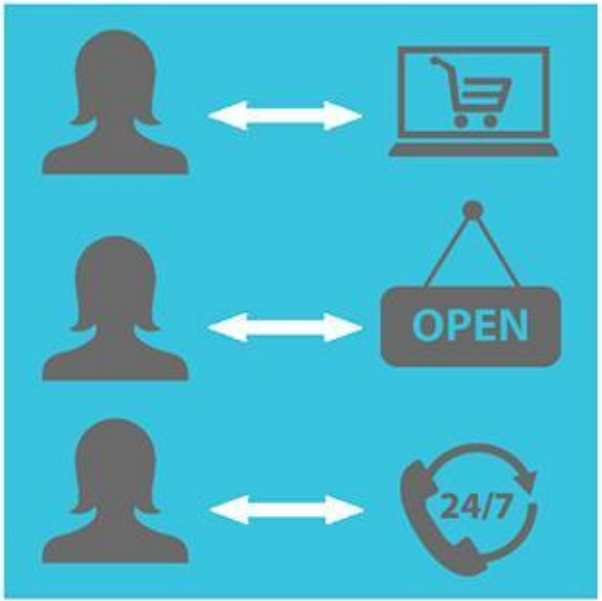
Omni Channel Marketing

Omni Channel Marketing is brand consistencies throughout different social media platforms.

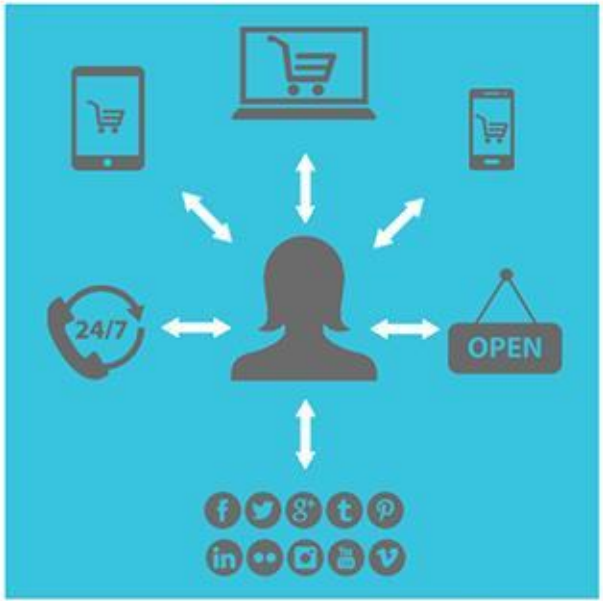
For example if you were shopping at a store like Aerie if you use their website, app or buy in store you will have the same kind of user experience.



SINGLE CHANNEL



MULTI-CHANNEL



OMNI-CHANNEL

“You can have amazing mobile marketing,
engaging social media campaigns,
and a well-designed website.
But if they don’t work together, it’s not omni-channel.”

Make Data-Driven Decisions

UnionMetrics.com

Engagement

Old School

B2B: Business to Business

B2C: Business to Consumer

Newer Term

H2H: Human to Human

Customer Engagement & Consumer Journey

Customer engagement is a business communication connection between an external stakeholder (consumer) and an organization (company or brand) through various channels of correspondence.

Bad Example: Phoning Tech Support

Intercom Link:
https://www.intercom.com/?utm_source=google&utm_medium=cpc&utm_campaign=630222618&keyword=customer%20engagement&ad_collection=31469458395&ad=168005026716&match_type=p&network=g&ad_pos=1t3&gclid=Cj0KEQiA_KvEBRCtzNil4-KR-LIBEiQAmgekF5DeuliYrDgtWx2JBuQzKLUMKrc1KHTI0Asyt9KFhwgaAiz88P8HAQ

Digital Data Layout

Data layout is not usually considered during programming, data is frequently saved in a default layout, which is inefficient because the data the programs need a particular time and may not reside nearby in the memory space.

This research seeks to change how programs save data, focusing on how it will later be accessed. By matching the code to data layout, data can be accessed more quickly and programs will run faster.

Example of a company that focuses on the Data Management Platform:
http://www.krux.com/platform/intelligent-marketing-hub-dmp/

Siloed Data

A data silo is a repository of fixed data that remains under the control of one department and is isolated from the rest of the organization. Data silos can have technical or cultural roots.

Data silos tend to arise naturally in large organizations because each organizational unit has different goals, priorities and responsibilities.

An example of a company that gets rid of siloed data: Cyfe is a company that will bring your data together through an all-in-one dashboard customized for your business’ specific needs.

Cyfe - Silo Data Management Company

TMS

Tag Management System

How Hashtags work

Trends · Change

#ERRE
Trudeau walks away from electoral reform

#bachelor
22.6K Tweets

Beyoncé
Beyoncé is pregnant again!

Frederick Douglass
80.1K Tweets

#pnpcbc

#selfieforseb
26.4K Tweets

#HockeyIsForEveryone
1,676 Tweets

#MUFC
82.4K Tweets

#TrumpOnBlackHistory
3,449 Tweets

Trends · Change

#GroundhogDay
Canada's groundhogs have spoken

#TheBachelor
5,122 Tweets

Lindy West

#wiartonwillie
1,469 Tweets

#WorldWetlandsDay
14K Tweets

#PTiO

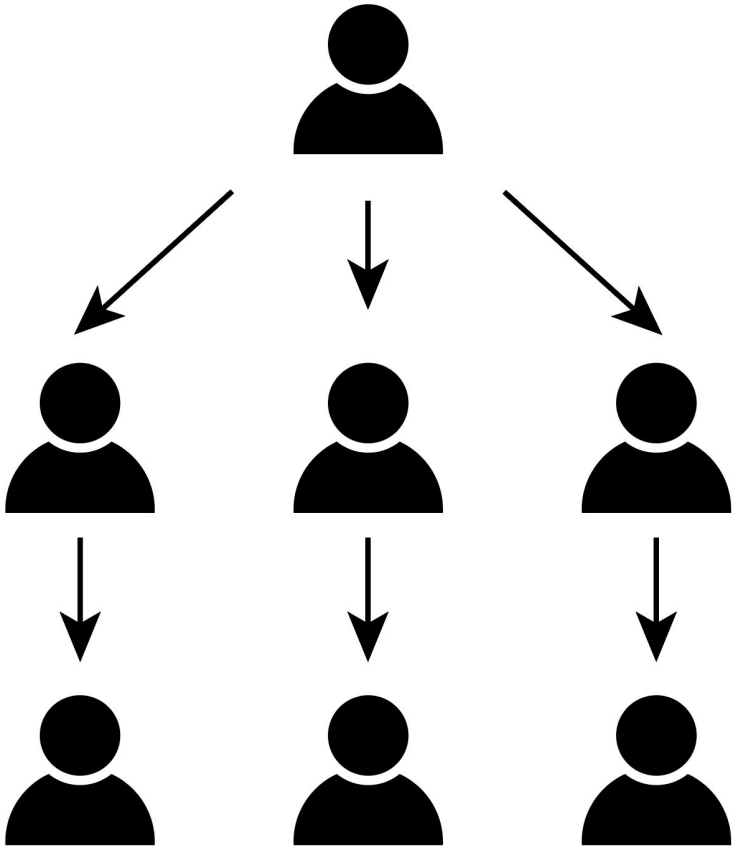
Givenchy
7,378 Tweets

#ThursdayThoughts
22.3K Tweets

#earlyspring
2,040 Tweets

#AlternativePlots
2,694 Tweets

Reporting Structures



Data Governance

The management and security of Data

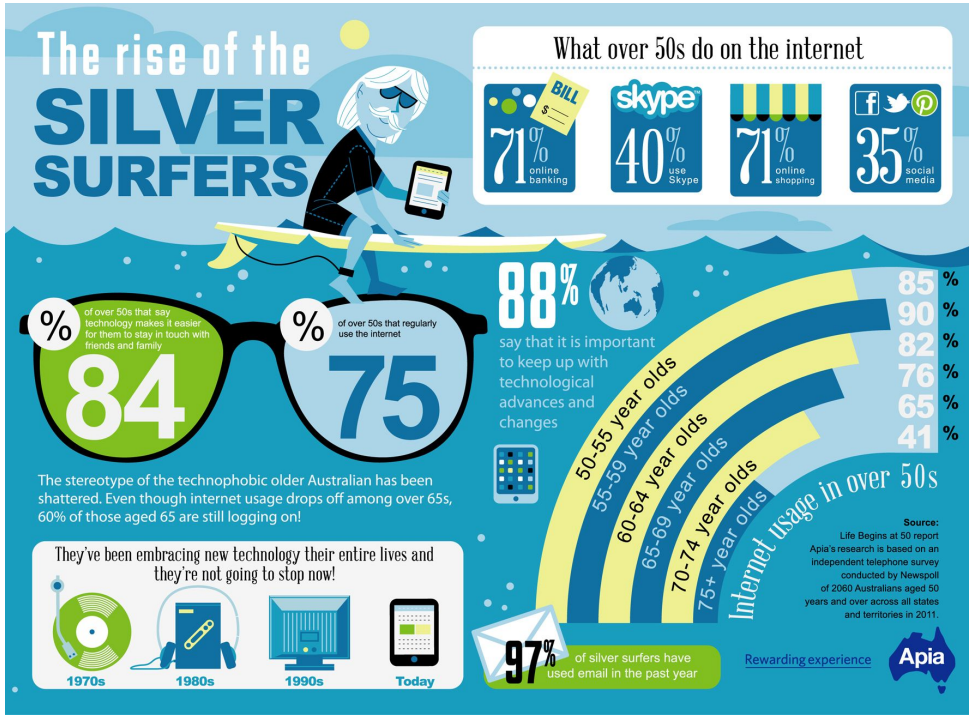
Data is a corporate asset

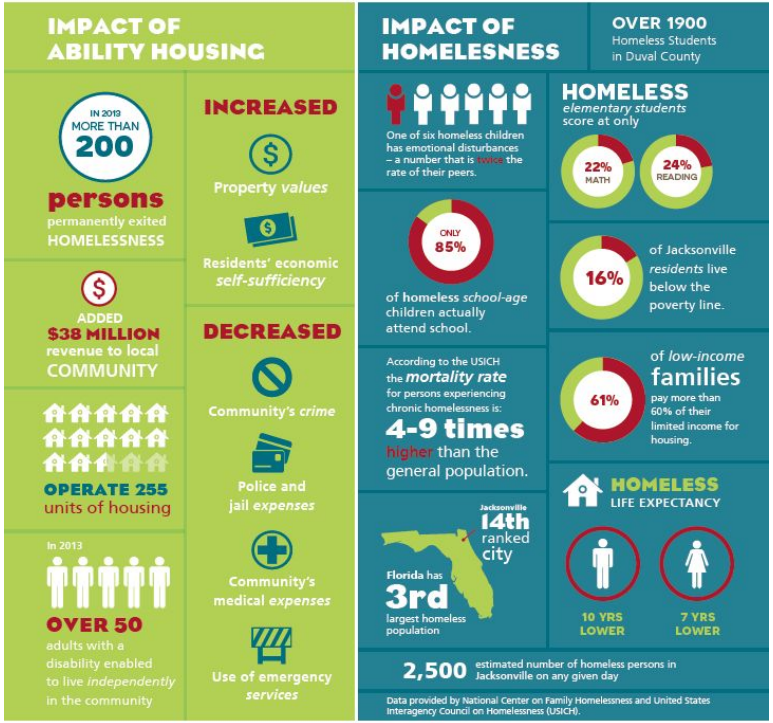
Data Storytelling: Pivot, Change, Approach & Flexibility

Data storytelling can be shown through charts and other forms of infographics and are common components of data stories aimed at explaining the findings of BI and analytics applications to business executives.

Data storytelling link:
https://youtu.be/8EMW7io4rSI?t=1m53s

Infographics



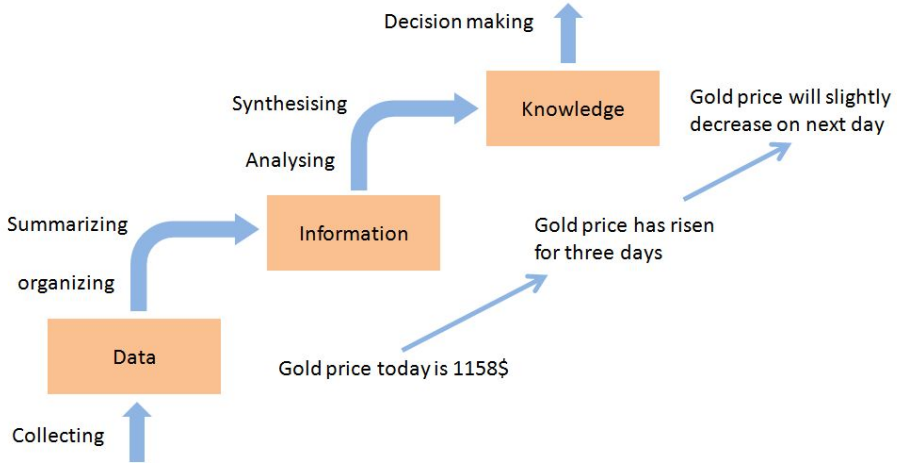


Forecasting/ Time Series Analysis

Forecasting is a method that is used extensively in time series analysis to predict a response variable, such as monthly profits, stock performance, or unemployment figures, for a specified period of time. Forecasts are based on patterns in existing data. For example, a warehouse manager can model how much product to order for the next 3 months based on the previous 12 months of orders.

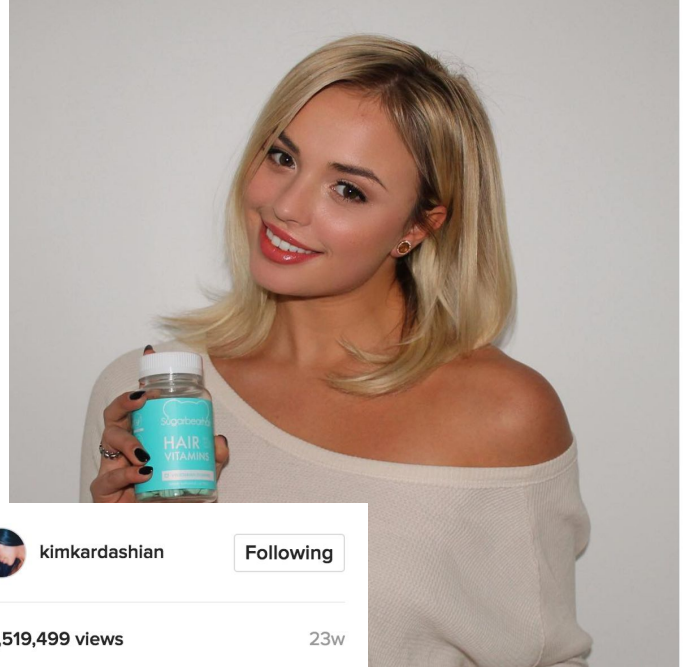
Predictive Modeling

Predictive modeling is the process of creating, testing and validating a model to best predict the probability of an outcome. A number of modeling methods from machine learning, artificial intelligence, and statistics are available in predictive analytics software solutions for this task.



Scenario Analysis

How valuable is your instagram worth?



kimkardashian Following

15,519,499 views 23w

kimkardashian #ad Excited to be partnering with @sugarbearhair to share their amazing hair vitamins with you! These chewable gummy vitamins are delicious and a favorite part of my hair care routine #sugarbearhair

view all 15,142 comments

Add a comment... ...

vicbaldesarra
Los Angeles, California
Follow

22,332 likes 21h

vicbaldesarra Excited to be collaborating with @sugarbearhair for healthier, shinier hair! 🐻🔍 #sugarbearhair #ad

view all 121 comments

albesite So cute

mynah_grace I'm in love with those things❤️

_constance__ Hey u have a huge influence on young girls, please use it for good, your impact would b powerful

vicbaldsite check my recent, ily❤️xo

veschamy Hair vitamins?

lamar_prince ☆

alessiaxnordstrom 😍😍

victoria_b_queen Love ya cutie pie little unicorn ☐☐❤

sabrinafilote My gorgeous bby 😍😍😍

abbev.b Do you still dance on the next step

Add a comment... ...

Success Metrics

Things that measure success: user engagement, likes, amount of money spent, conversion rate, repeat customers, How long someone spends on a website

Understanding Purchase Intent

Plan to make return customers

First, Second & Third Party Data

Information you yourself have collected about your audience. With first party data, you can target returning customers by leveraging information that you already have about their past purchases and product interests.

Second-party data can be explained as when a retailer, brand, publisher, or marketer gains transparent access to the website audience data of another retailer, brand, publisher, or market.

Third-party data, as the name implies, is data that a marketer acquires from a multitude of outside sources. Normally used to help create consumer segments for targeting ads and marketing messages, third-party data often refers to information gathered from internet interactions.

Survey Results

LinkedIn - Big Data Example

Wall Mural

205 views

3 people from University of Waterloo viewed your post

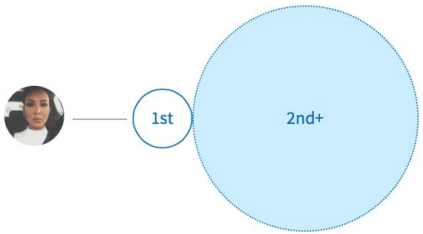
Along with people from BMO Financial Group and TD

10 people who have the title Salesperson viewed your post

Along with people who have the title Retail Salesperson and Creative Designer

Your biggest audience is from Kitchener, Canada Area

Along with people from Toronto, Canada Area and Ontario, Canada



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