

#BigData&SmartBusiness

Análisis de datos e información para
optimizar la toma de decisiones de tu empresa



Raffaele Gricinella

@RGricinella

(Director de Marketing Estratégico para Empresas de Vodafone Business España)



#HoustonAstros

¿Cuántos de los que estás aquí sois aficionados al béisbol?



A photograph of George Clooney and Barack Obama. George Clooney is on the left, wearing a dark suit and tie, looking towards Barack Obama with a wide smile. Barack Obama is on the right, also in a dark suit and tie, looking back at George Clooney and laughing. In the background, an American flag is visible on the left and a circular seal is partially visible on the right. The image has a semi-transparent dark overlay.

#YesWeCan

¿Te apetece ir a cenar con George Clooney y Obama?



A composite image featuring Donald Trump on the left and Hillary Clinton on the right, both standing at a podium and speaking into a microphone. The background is a blurred American flag. The text is overlaid on the image.

#PresidentialElection2016

Con tan solo 3 datos...





#DHL

Big Data para optimizar la operativa de gestión



#BarcelonaBigData

Construir una ciudad basada en datos
al servicio de los ciudadanos





Observatorio Vodafone de la Empresa



#Barreras

Desconocimiento del valor real para su negocio.

Preocupación por los costes.

Ausencia de profesionales cualificados.





#Excalibur

¿Quién será capaz de sacar la espada del Big Data y convertirse en el nuevo rey?





Isochronous Analysis

GENDER DISTRIBUTION

Men



Women



AVERAGE AGE

Shop 106

31 years

Shop 120

29

AGE RANGE DISTRIBUTION

≤24



Shop 106



NUMBER OF VISITORS

34,987

Shop 120



27,360



> Filters

Shop 106

Shop 120

PLACE OF ORIGIN

Home 55.1 55.2%

Workplace 44.9 44.8%

VISITING DAYS

Weekday 44.8 44.8%

Weekend 55.2 55.2%

All week

VISITING HOURS

Morning 15.5 15.5%

Mid-day 20.6 20.7%

Afternoon 24.2 24.2%

#VodafoneAnalytics

El Spotify del Big Data



The background features a collection of stylized hands in various colors (purple, green, blue, orange, pink) reaching upwards, symbolizing diversity and collective effort.

#DataDemocratization

Datos los 365 días al año, las 24 horas del día



A high-angle, blurred photograph of a busy pedestrian crosswalk. The scene is filled with people in motion, their forms softened into streaks of color and movement. The crosswalk is marked with wide, parallel yellow stripes on a dark asphalt surface. The overall atmosphere is one of constant activity and movement.

#228

Interacciones / Día / Usuario





#Modules

Eventos | Movilidad | Turismo | Retail



#Retail

Análisis sobre dónde abrir nuevas tiendas,
aceptación de una nueva línea
de productos, personalizar la publicidad...





Isochronous Analysis

GENDER DISTRIBUTION

Men



Women



AVERAGE AGE

Shop 106

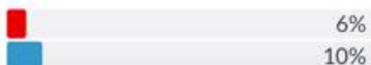
31 years

Shop 120

29

AGE RANGE DISTRIBUTION

≤ 24



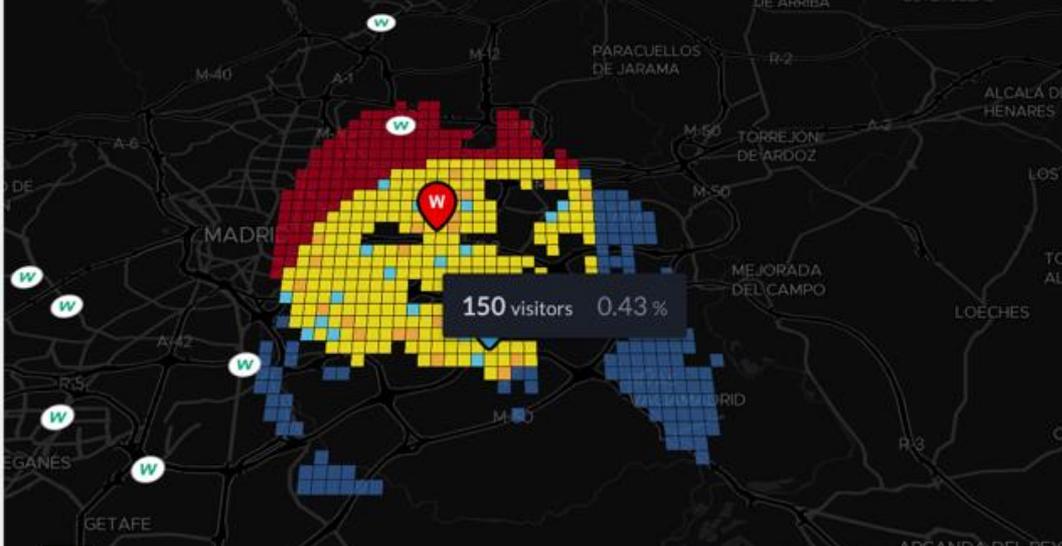
Shop 106 34,987

Shop 120 27,360

NUMBER OF VISITORS

34,987

27,360



150 visitors 0.43 %



> Filters

- Shop 106**
- Shop 120**

PLACE OF ORIGIN

- Home** 55.1 55.2 %
- Workplace 44.9 44.8 %

VISITING DAYS

- Weekday** 44.8 44.8 %
- Weekend 55.2 55.2 %
- All week

VISITING HOURS

- Morning** 15.5 15.5 %
- Mid-day 20.6 20.7 %
- Afternoon 24.2 24.2 %

#MovilidadYTurismo

Optimizar rutas de transporte urbano, reducir la congestión de tráfico, planificación de eventos con afluencia masiva de visitantes, desplazamiento de turistas...





Logout

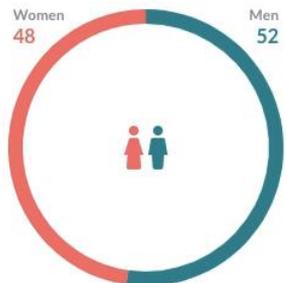
MAP LEGEND

Number of visitors



A visitor will be considered someone whose presence has been detected in a neighbourhood which is not his/her residence.

GENDER DISTRIBUTION (%)



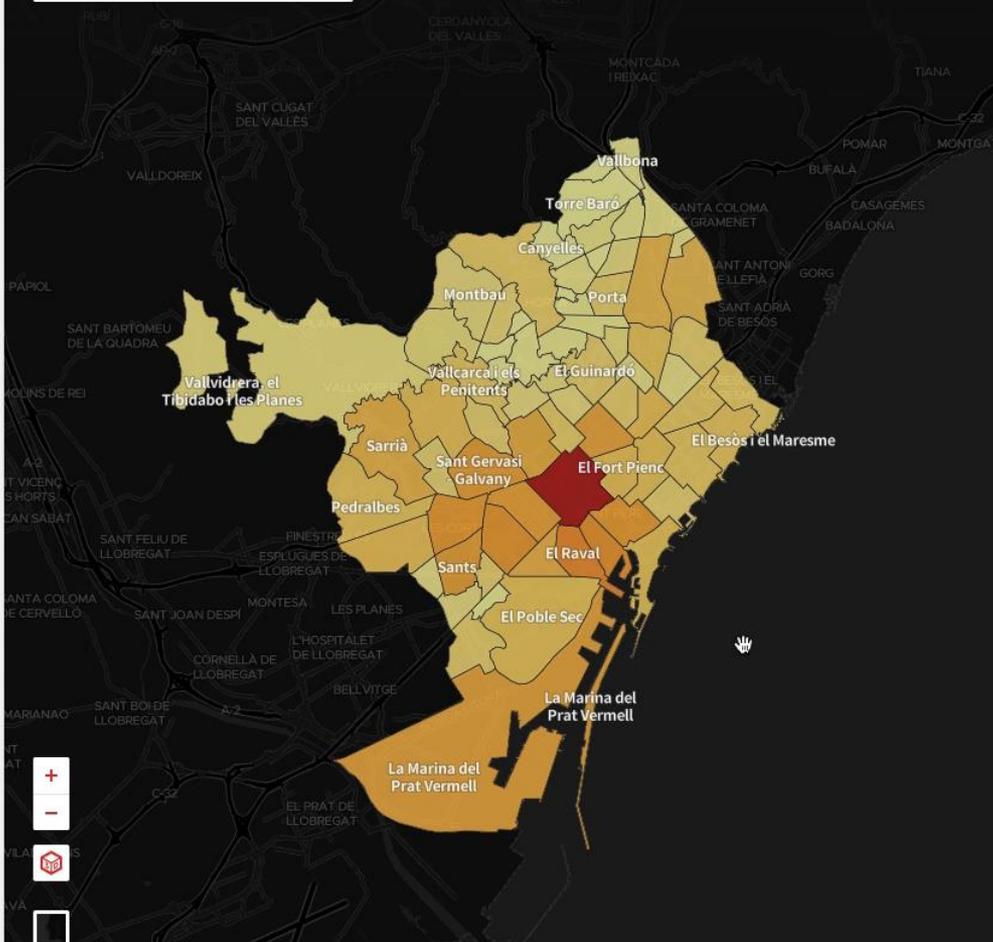
POPULATION PYRAMID



Search a place to ana...

Number of visitors

OCT 2017



Filters

DAYS

All week

Weekday

Weekend

HOURS

All day

Morning

Afternoon

Evening

Night

TARGET

Entire population

The entire population will be considered all residents, commuters or tourists, and without making any distinction between gender or age. If you want to refine your query by these basic targets, uncheck this option.





**#ElFuturoEsApasionante
Ready?**

Murcia Digital Week

27 de marzo de 2019

Raffaele Gricinella

@RGricinella

