

# #BigData&SmartBusiness

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



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# #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. Barack Obama is on the right, wearing a dark suit and a light blue patterned tie, smiling broadly. They are both 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 split-screen image showing Donald Trump on the left and Hillary Clinton on the right, both speaking at a podium. The background features 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







# #DataDemocratization

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



A high-angle, blurred photograph of a busy pedestrian crosswalk. People are walking in various directions, their figures softened by motion blur. The crosswalk is marked with yellow diagonal stripes on a grey asphalt surface. The overall tone is dark and busy.

# #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...



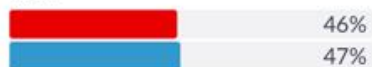




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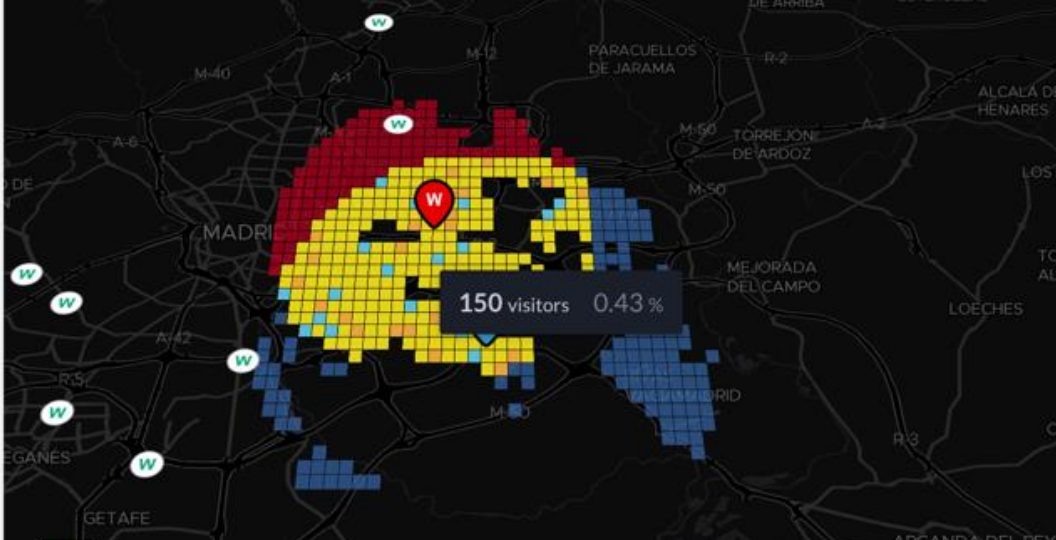
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**+**

**-**

**□**

# #MovilidadYTurismo

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







Logout

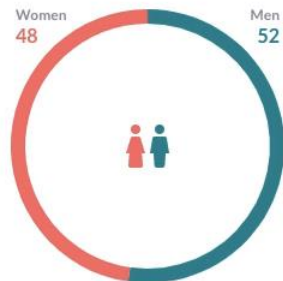
### MAP LEGEND

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 (%)



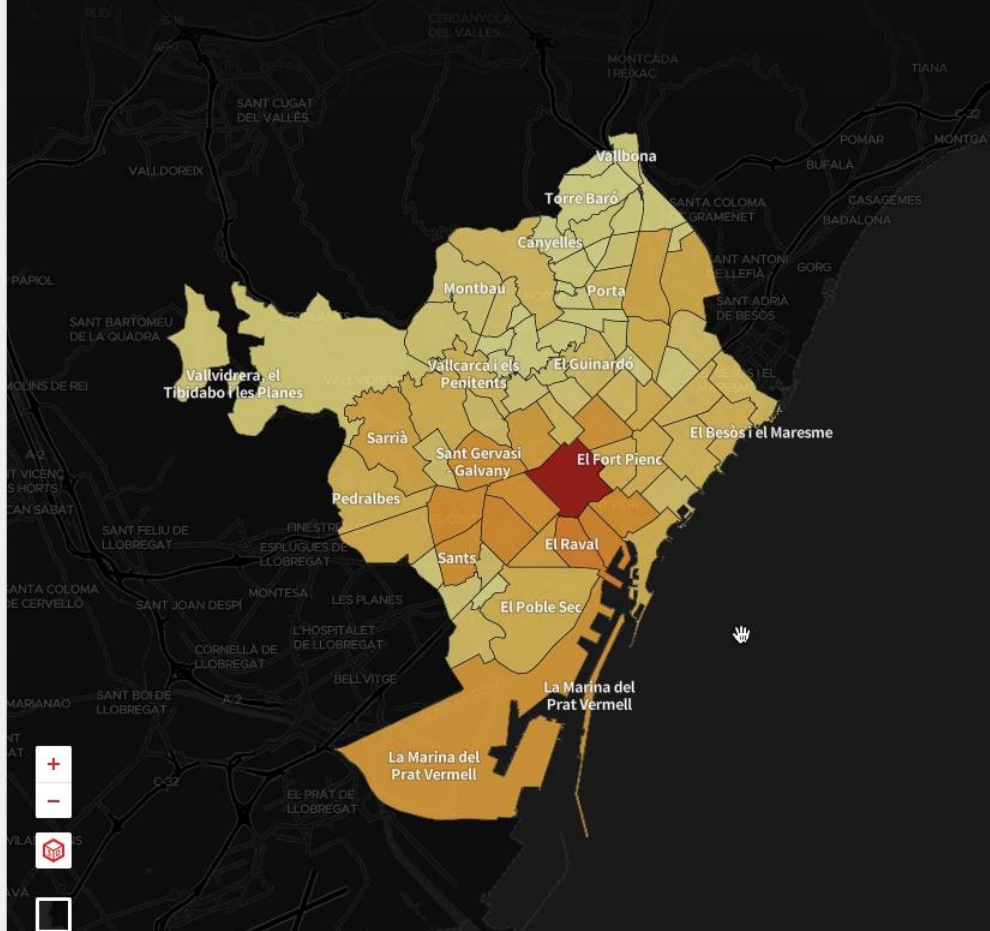
### POPULATION PYRAMID



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**

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