

Big Data, Smart Metrics, and Consumer Behavior

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and Wang Jian Shuo

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Presentation: weigend.com/files/speaking/SH_2011.12.29.pdf
Recordings there as SH_2011.12.29a.mp3 and SH_2011.12.29b.mp3



淘宝网：阿里巴巴的又一次奇迹

时间：2004年10月26日 晚上 19:00-20:00
地点：上海浦东东方明珠广播电视塔

The Introduction of Alibaba
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阿里巴巴：从B2B到C2C

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Agenda

- 7:00 Welcome and brief introductions
- 7:10 **Keynote** (30 mins, Andreas)
- 7:40 **Break out** into teams
- 8:00 Presentation of results by teams
- 8:20 **Fireside chat** (30 mins, Jian Shuo and Andreas)
- 8:50 Summary and feedback by participants
- 9:00 End

Big Data, Smart Metrics, and Consumer Behavior

- (Social) Data Revolution
 - Mindset
 - Economics of communication
- Allows for fast innovation through experimentation
- CEO job includes to define equations of business
 - Customer centric metrics
- Deep implications for companies
 - E- / me- / we-business; social commerce
- Deep implications for society and individuals
 - E.g., identity management, data ownership, future of work

8 Rules for Big Data

1. Start with the problem, not with the data
2. Share data to get data
3. Align interests of all parties
4. Make it trivially easy for people to contribute, connect, collaborate
5. Base the equation of your business on customer centric metrics
6. Decompose the business into its “atoms”
7. Let people do what people are good at, and computers what computers are good at
8. Thou shalt not blame technology for barriers of institutions and society

Break out into teams

7:40 – 8:00 Team work

- Either (1): Create a single, crisp prediction for the year 2020 (related to big data)
- Or (2): Describe one problem that your team thinks can be solved with big data. Briefly sketch an app that does it (specify incentives and value for end-user)

8:00 Each team puts up its result on one sheet of paper on the wall

- Also hand in your questions for Q&A
- Discussion of the results

What have we learned?

- 8:20 Fireside chat (Reflections, stories, Q&A)
- 8:50 Summary and feedback by participants
- 9:00 End

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