

DO. DATA. with Quantum

Big data & Twitter

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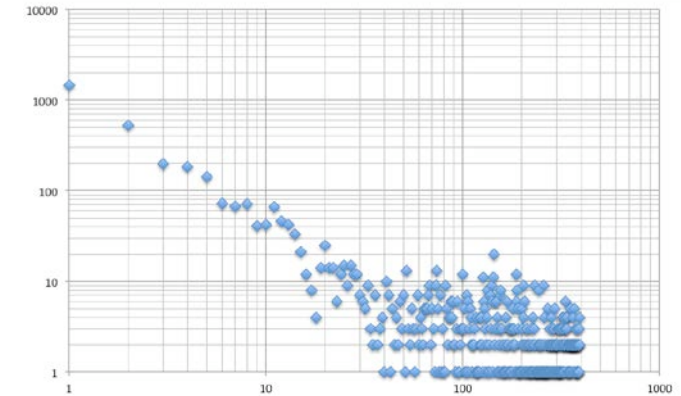
The right tool for the right job

Hands-on exercises

Apéro

What do we want to analyse?

- **Twitter world** (*transactions*): time patterns, frequencies, distributions, devices, other characteristics (e.g. topics, mentions of users, ...)





- User **profiles**




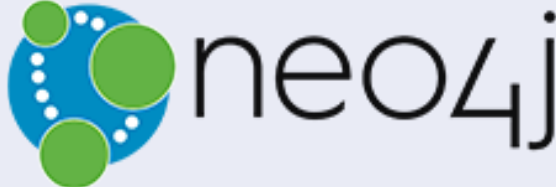
- **Connections** among people




The right tool for the right job / 1

job	tool
<p>Store & handle loosely structured information efficiently</p> <ul style="list-style-type: none"> - Data from REST APIs, for any purpose - Catalogues: products, services, projects, ..., incl. with user-generated content - Content management - Profile management - ... 	<p>Document database, e.g.</p> 
<p>Easy-to-use tool to</p> <ul style="list-style-type: none"> - See and understand data - Discover patterns & correlations, and make them visible for others - Create and share interactive dashboards - ... 	<p>Data visualization, e.g.</p> 

The right tool for the right job / 2

job	tool
<p>Understand your customer base in order to</p> <ul style="list-style-type: none"> - Tailor messages to customers - Customise products or packages/bundles - Create recommendations - Optimize customer interaction - ... 	<p>Clustering</p> 
<ul style="list-style-type: none"> - Trace data lineage for auditing purposes, change mgmt, impact analysis - GDPR: trace information location and usage - Make CRM information visible to e.g. sales reps & query interconnections efficiently - Find the shortest path for deliveries (optimization in logistics) - Create recommendation engines - ... 	<p>Graph database, e.g.</p> 

The right tool for the right job / 3

job	tool
<ul style="list-style-type: none">- Manipulate files- Create interfaces between different applications- Perform scientific computing- Build applications- ...	<p>Programming language, with rich library</p> 

Want more?



Quantum

The Story Behind the Numbers

www.quantumanalytics.ch