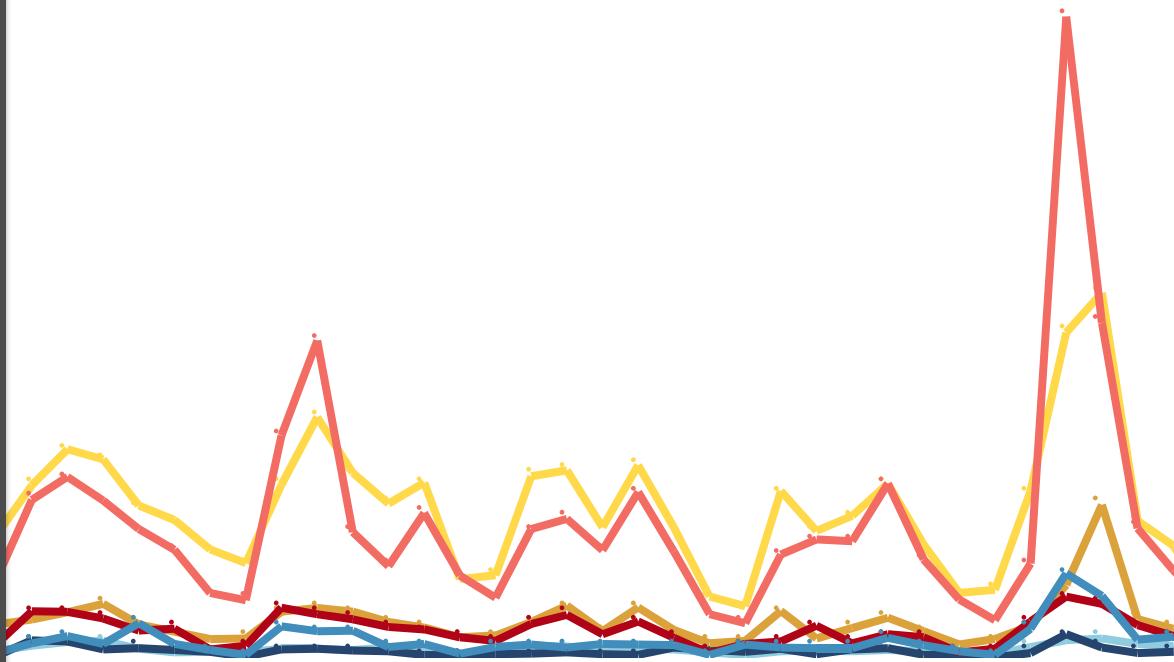


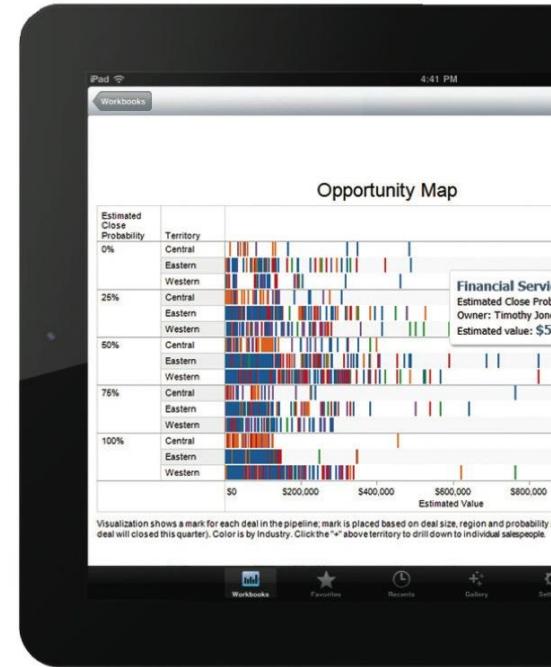
7

# Suggerimenti per ottenere il massimo dai big data nel 2015



# Le organizzazioni che hanno domato i big data stanno

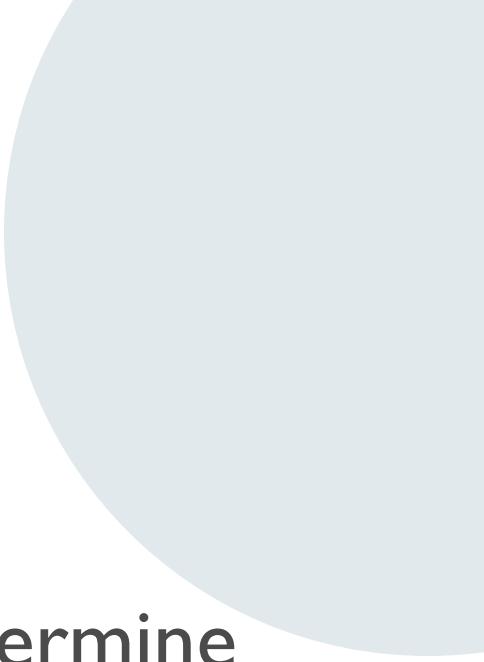
- migliorando l'efficienza operativa
- incrementando i ricavi
- adottando nuovi modelli di business.



E le loro tecniche per raggiungere il successo si possono riassumere in

7

fasi.



Pensare a breve termine  
per pianificare a lungo  
termine.

# Dove sono i dati?

- Gli utenti hanno un database che **supporta** le query interattive



- Gli utenti hanno un database che **non supporta** le query interattive

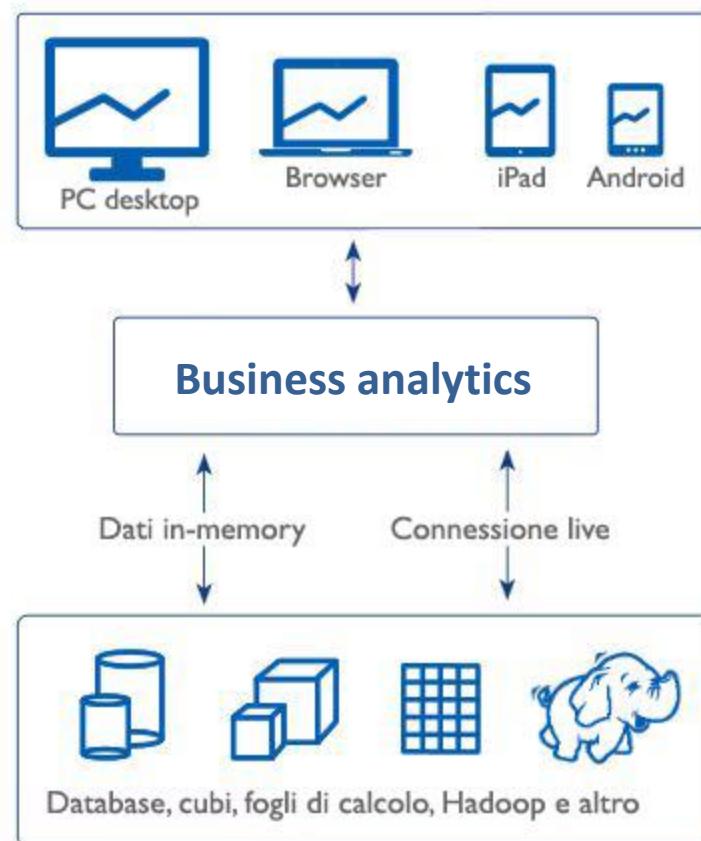


Corporate  
Warehouse

- Gli utenti hanno moltissimi dati e **non hanno un database**



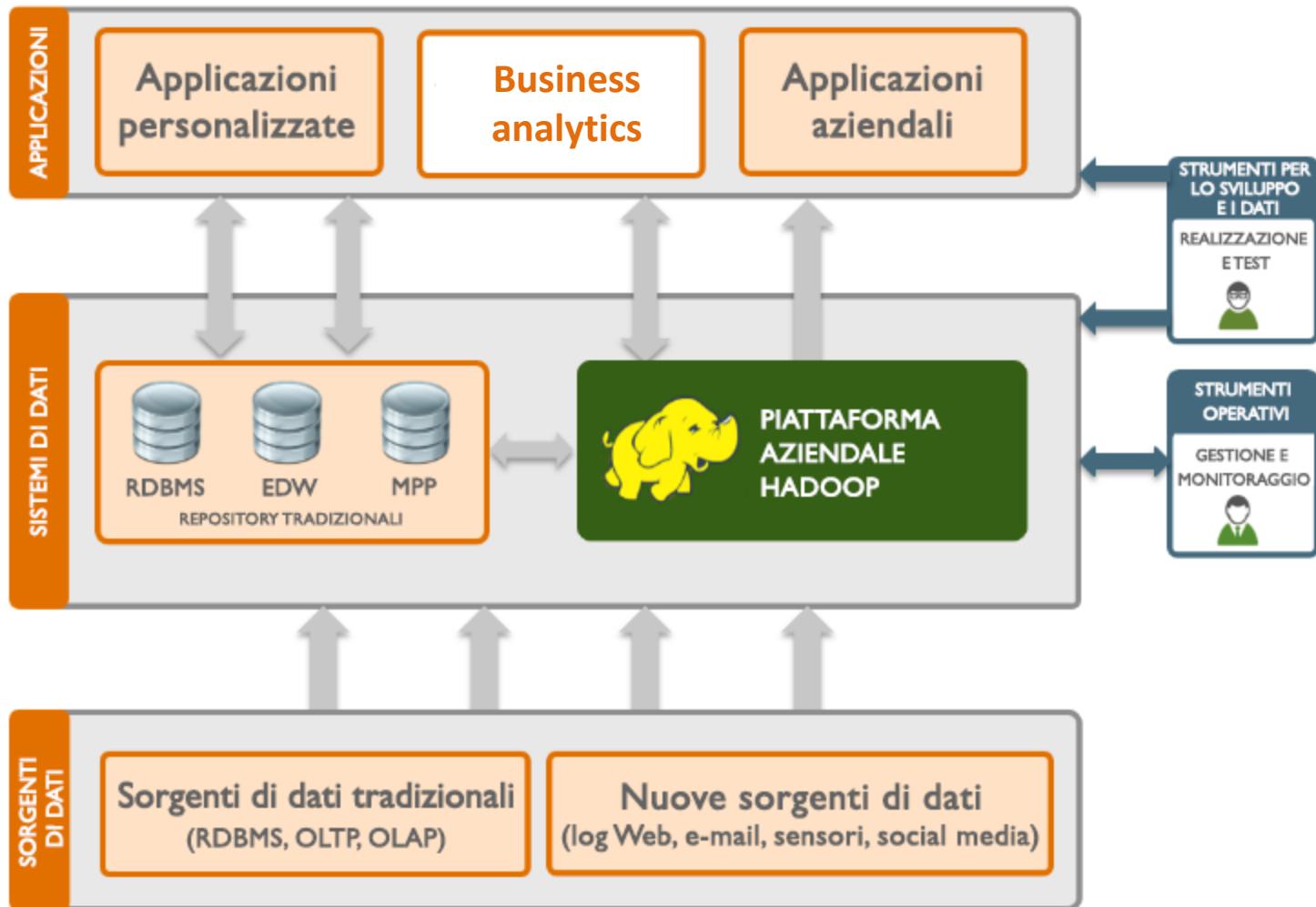
# Architettura scalabile



2

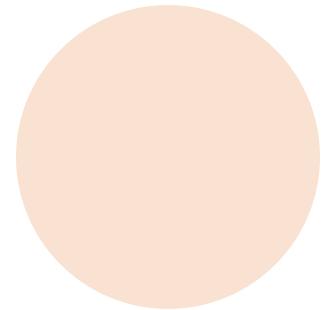
Vedere attraverso  
la scelta sbagliata.





# 3

Portare i big  
data ad un  
livello visivo.



3	3	0	3	0	1	8	7	6	8	2	1	4	0	3	8	3	7	7	2	0	5	2	3	2	7	0	2	0
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8	7	5	7	2	8	3	8	7	7	8	2	0	7	7	5	2	3	1	1	5	6	3	8	4	7	8	2	0
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1	0	2	2	7	6	3	3	0	8	8	0	3	1	8	8	1	2	1	7	5	2	9	3	5	8	3	2	5

“

*Una visualizzazione accurata e significativa ci fa accendere la lampadina. Non possiamo arrivarci semplicemente guardando un foglio di calcolo pieno di numeri.*

”

– Dana Zuber, Wells Fargo



# Siamo molto più veloci se riusciamo a “vedere” i dati

Category	Sub-Category (group)	Customer Segment			
		Consumer	Corporate	Home Office	Small Business
Furniture	Bookcases	-63.02	-9,305.76	-16,610.95	-7,602.40
	Chairs & Chairmats	42,942.97	39,370.10	41,686.28	25,650.38
	Office Furnishings	12,099.80	27,374.47	42,196.25	18,757.40
	Tables	-12,251.51	-35,430.73	-43,292.40	-8,087.89
Office Supplies	Appliances	15,501.48	50,095.94	25,343.06	6,217.58
	Binders and Binder Ac..	48,035.27	125,811.27	71,674.19	61,892.69
	Envelopes, Labels, Pa..	16,907.52	31,230.67	25,508.13	33,476.65
	Pens & Art Supplies	2,621.68	1,670.40	1,580.82	1,691.88
	Rubber Bands	271.85	-353.54	-93.12	72.14
	Scissors, Rulers and ..	-558.10	-3,330.62	-2,844.06	-1,066.47
	Storage & Organization	5,752.65	-2,086.83	-23.24	3,021.57
Technology	Computer Peripherals	14,152.79	45,092.93	17,771.05	17,270.71
	Copiers and Fax	41,310.35	28,654.48	29,283.14	68,113.50
	Office Machines	51,454.78	180,356.22	39,386.23	36,515.70
	Telephones and Com..	49,781.48	120,596.92	86,788.72	59,784.52

# Siamo molto più veloci se riusciamo a “vedere” i dati

Category	Sub-Category	Customer Segment			
		Consumer	Corporate	Home Office	Small Business
Furniture	Bookcases	-63.02	-9,305.76	-16,610.95	-7,602.40
	Chairs & Chairmats	42,942.97	39,370.10	41,686.28	25,650.38
	Office Furnishings	12,099.80	27,374.47	42,196.25	18,757.40
	Tables	-12,251.51	-35,430.73	-43,292.40	-8,087.89
Office Supplies	Appliances	15,501.48	50,095.94	25,343.06	6,217.58
	Binders and Binder Ac..	48,035.27	125,811.27	71,674.19	61,892.69
	Envelopes	6,731.55	15,082.58	10,848.34	15,520.13
	Labels	1,349.23	5,608.87	3,073.87	3,645.20
	Paper	8,826.74	10,539.22	11,585.92	14,311.32
	Pens & Art Supplies	2,621.68	1,670.40	1,580.82	1,691.88
	Rubber Bands	271.85	-353.54	-93.12	72.14
	Scissors, Rulers and ..	-558.10	-3,330.62	-2,844.06	-1,066.47
	Storage & Organization	5,752.65	-2,086.83	-23.24	3,021.57
Technology	Computer Peripherals	14,152.79	45,092.93	17,771.05	17,270.71
	Copiers and Fax	41,310.35	28,654.48	29,283.14	68,113.50
	Office Machines	51,454.78	180,356.22	39,386.23	36,515.70
	Telephones and Com..	49,781.48	120,596.92	86,788.72	59,784.52

# Siamo molto più veloci se riusciamo a “vedere” i dati

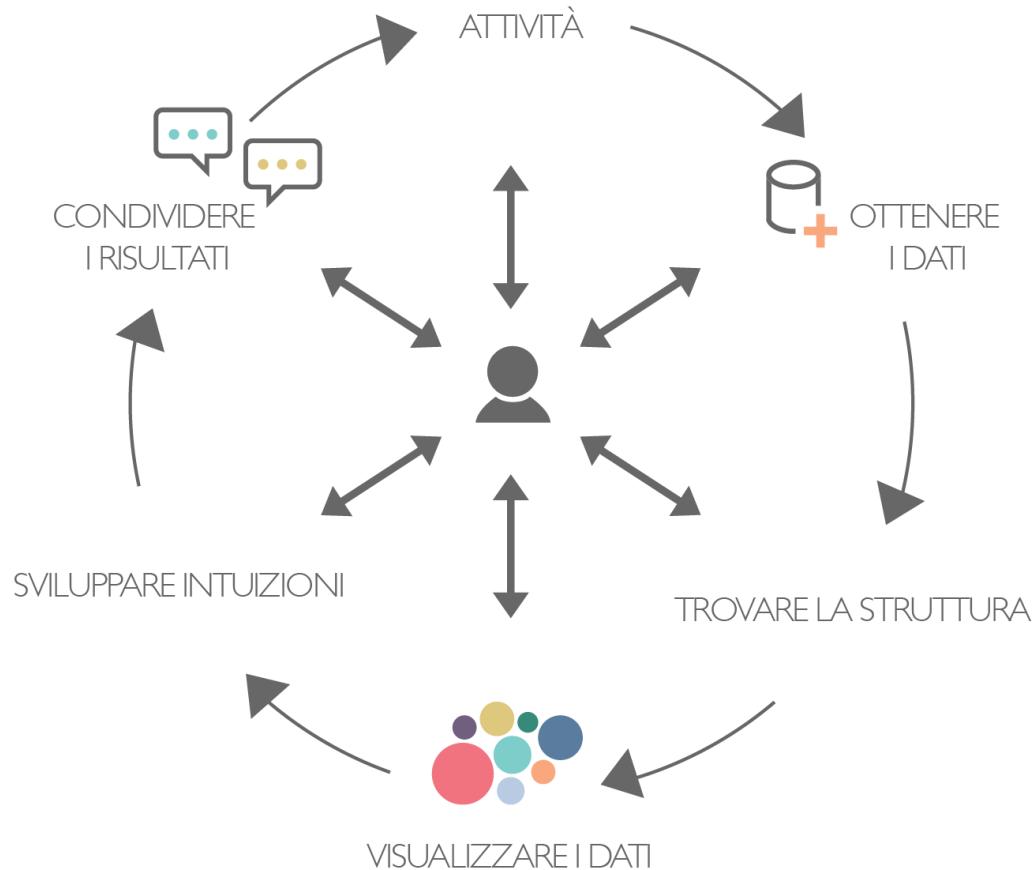
Sub-Category	Customer Segment			
	Consumer	Corporate	Home Office	Small Business
Bookcases	(\$63)	(\$9,306)	(\$16,611)	(\$7,602)
Chairs & Chairmats	\$42,943	\$39,370	\$41,686	\$25,650
Office Furnishings	\$12,100	\$27,374	\$42,196	\$18,757
Tables	(\$12,252)	(\$35,431)	(\$43,292)	(\$8,088)
Appliances	\$15,501	\$50,096	\$25,343	\$6,218
Binders and Binder Accessories	\$48,035	\$125,811	\$71,674	\$61,893
Envelopes	\$6,732	\$15,083	\$10,848	\$15,520
Labels	\$1,349	\$5,609	\$3,074	\$3,645
Paper	\$8,827	\$10,539	\$11,586	\$14,311
Pens & Art Supplies	\$2,622	\$1,670	\$1,581	\$1,692
Rubber Bands	\$272	(\$354)	(\$93)	\$72
Scissors, Rulers and Trimmers	(\$558)	(\$3,331)	(\$2,844)	(\$1,066)
Storage & Organization	\$5,753	(\$2,087)	(\$23)	\$3,022
Computer Peripherals	\$14,153	\$45,093	\$17,771	\$17,271
Copiers and Fax	\$41,310	\$28,654	\$29,283	\$68,113
Office Machines	\$51,455	\$180,356	\$39,386	\$36,516
Telephones and Communication	\$49,781	\$120,597	\$86,789	\$59,785



# 4

Permettere agli  
utenti di avere  
grandi intuizioni.

# Conoscete qualcuno che sia stato contagiatto dal "virus" delle intuizioni?



5

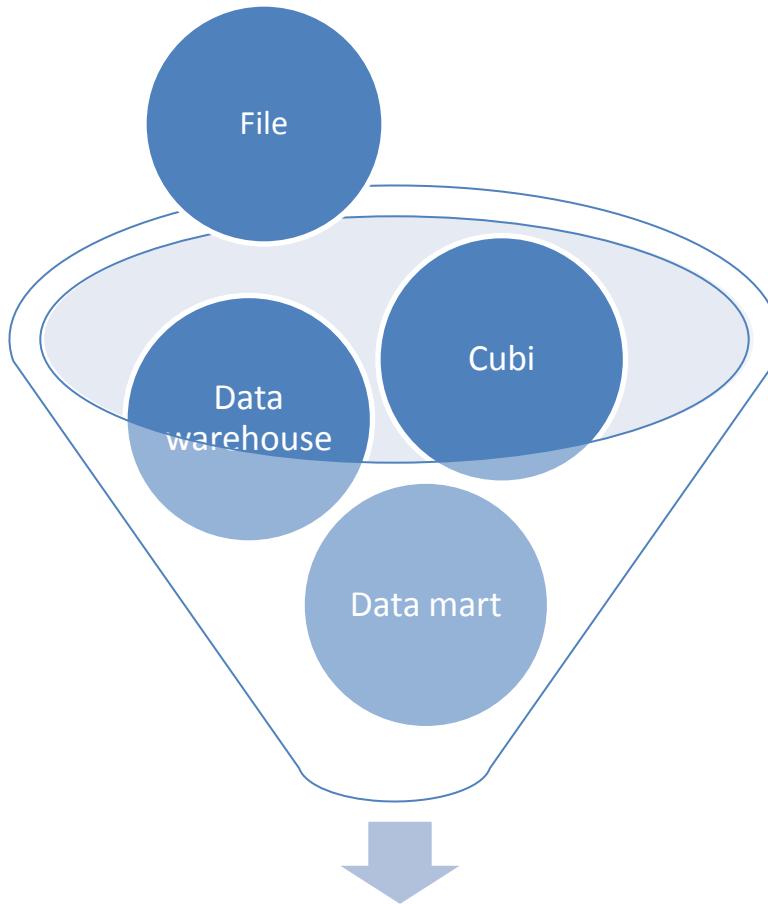
Ricavare i Big Data  
dai piccoli dati.

“È importante fondere insieme tutti questi dati per capire i motivi che spingono le persone a entrare nel negozio e a riempire il carrello.”

– Rishi Kumar, Unilever



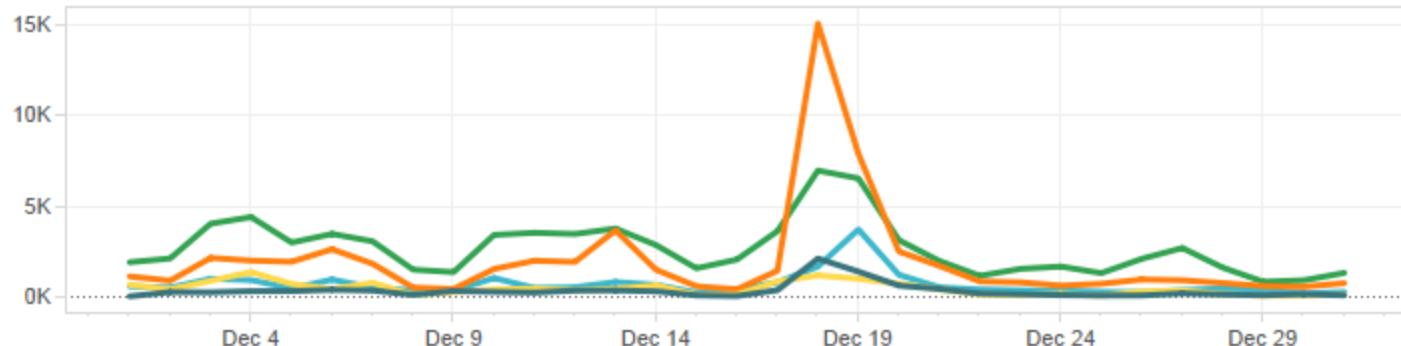
# Guardiamo da vicino. Di che cosa sono fatti i big data?



Come possiamo connetterci rapidamente ai dati per analizzarli?

## Page Usage

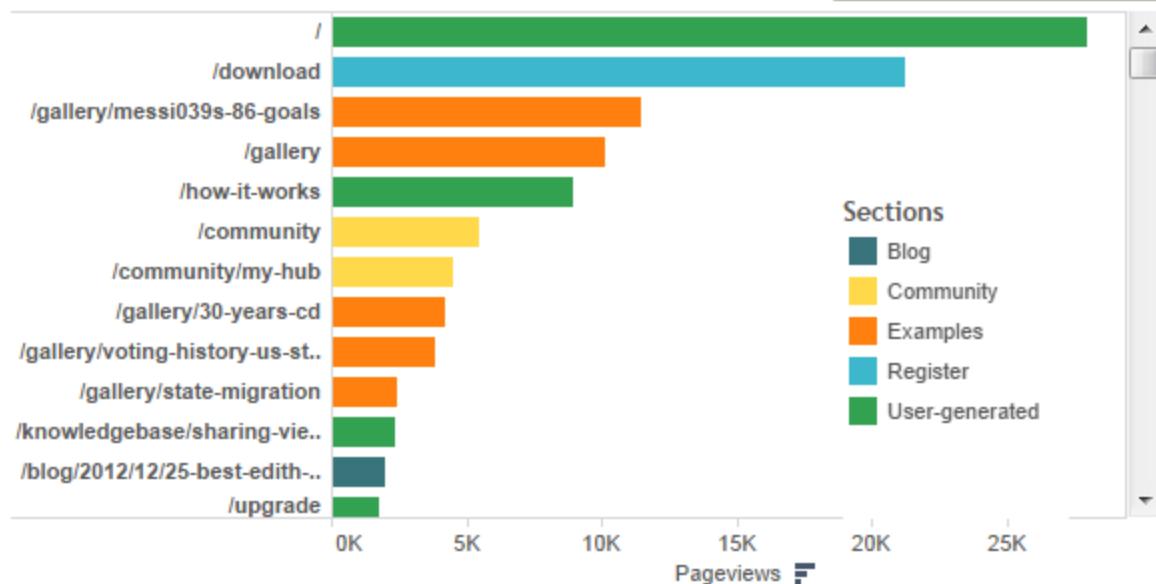
### Pageviews Over Time



### Page Performance



### Page Traffic



### Date Range

01-Dec-12      31-Dec-12

### Sections

- (All)
- Blog
- Community
- Examples
- Register
- Search
- Training
- User-generated

### Sections

- Blog
- Community
- Examples
- Register
- User-generated

# 6

Fare in modo che  
i big data stiano alla  
larga dai guai.

# Tenerli al sicuro. Consentire le segnalazioni self-service.



7

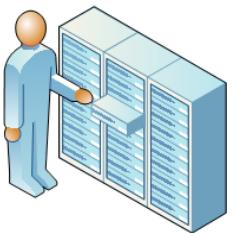
Dare il calcio d'inizio.

# La tecnologia consente una grande agilità.



# Rendere agile l'analisi.

## Realizzazione di prototipi



## Scoperta

## Costruzione delle fondamenta

Espansione

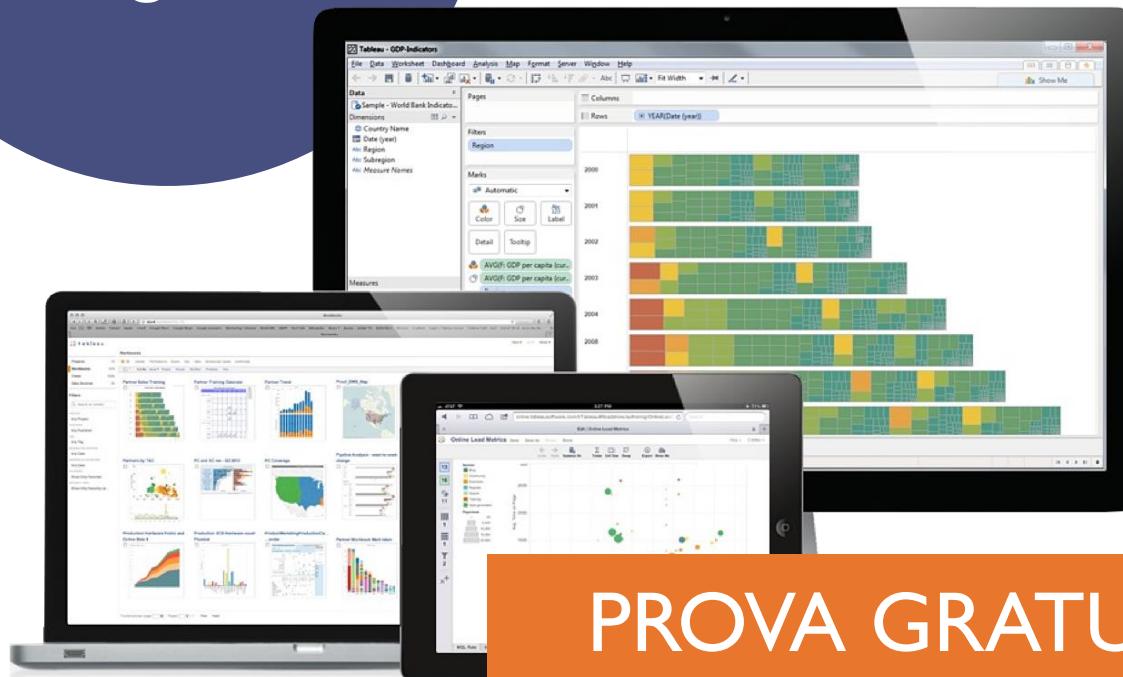


Aiutare **le persone**  
a vedere e a capire  
i loro **dati**





Scarica subito  
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