

What the Hell is... Big Data?

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www.ap-institute.com

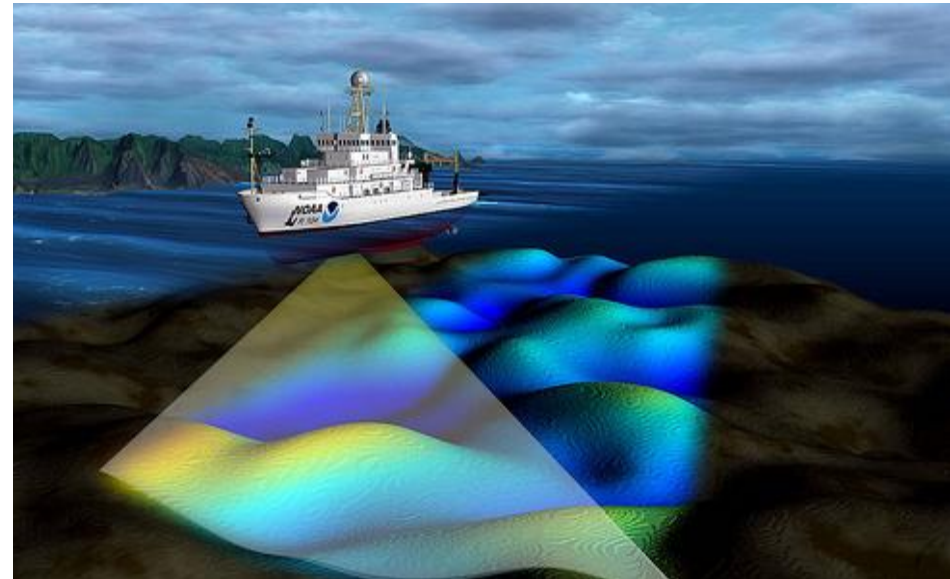
Background



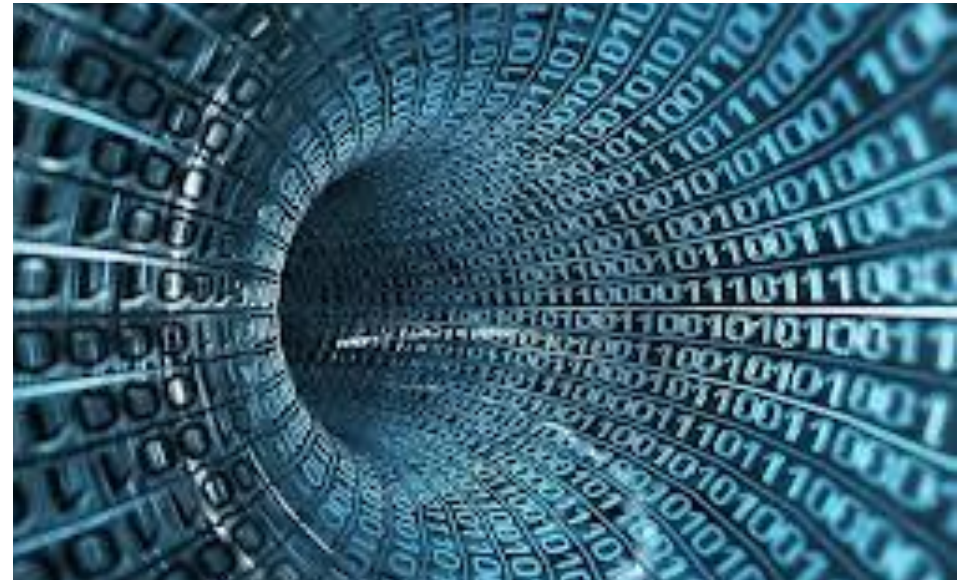
Navigating to Success



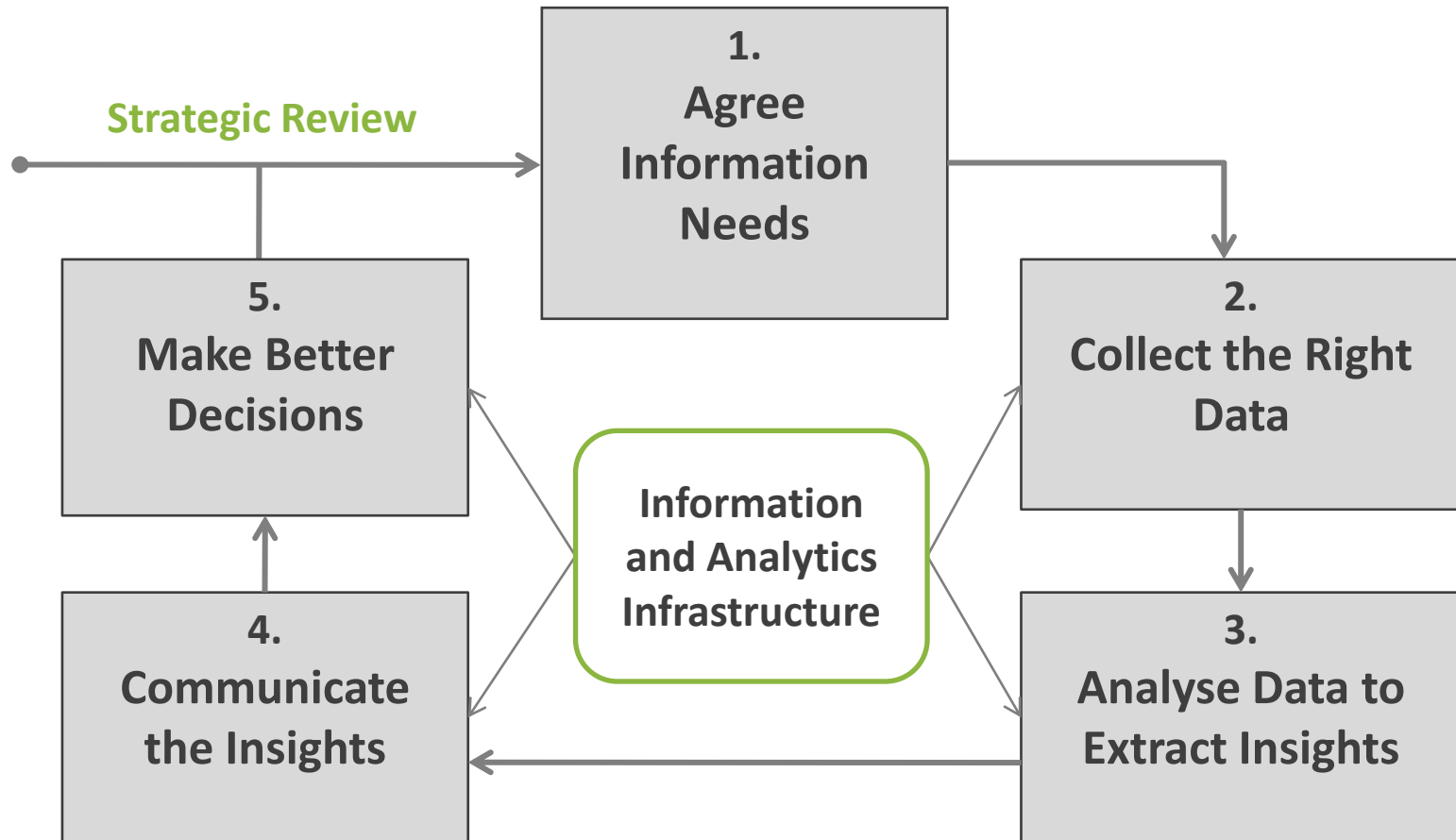
Navigation Today



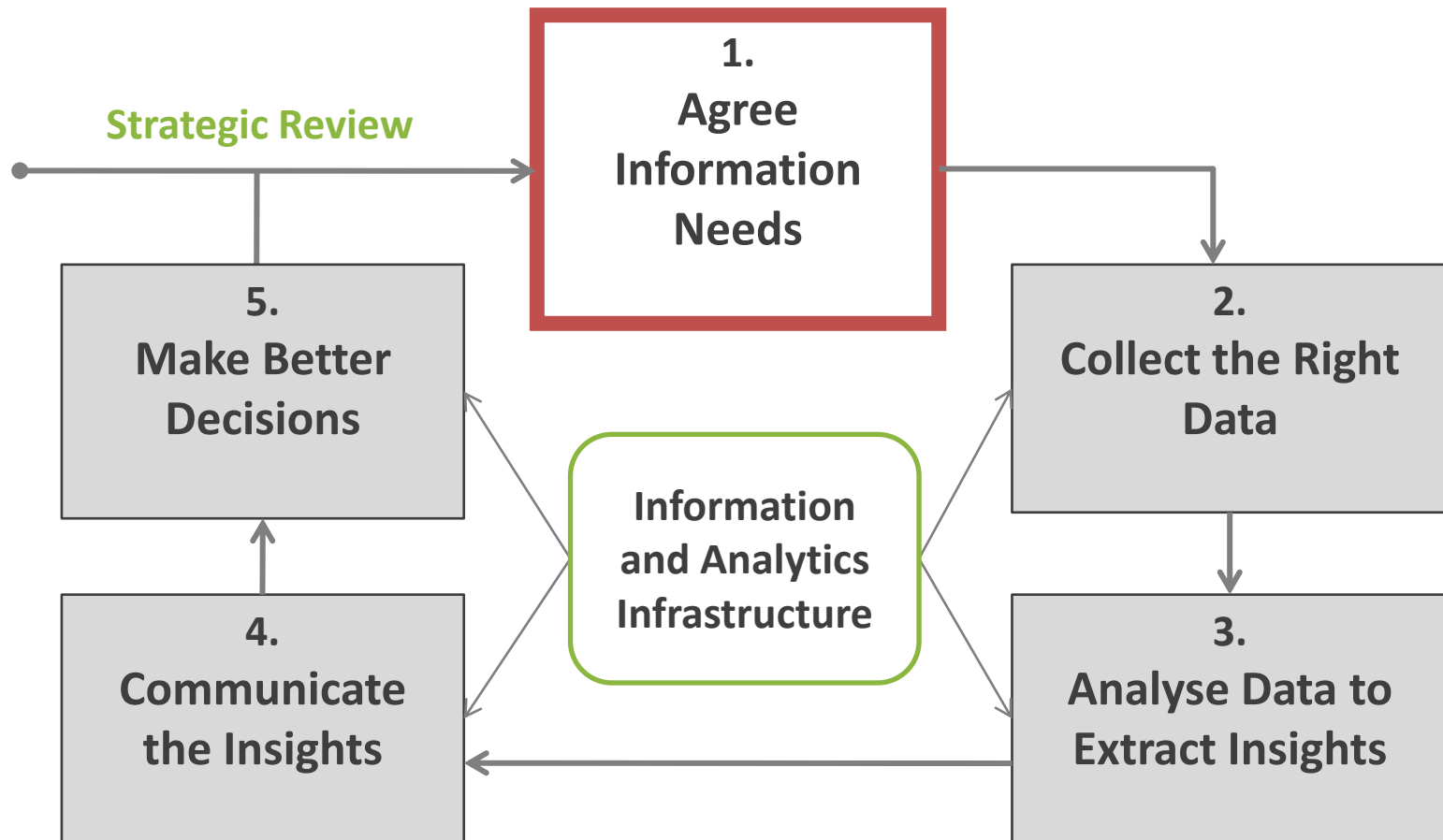
The Global Data Revolution



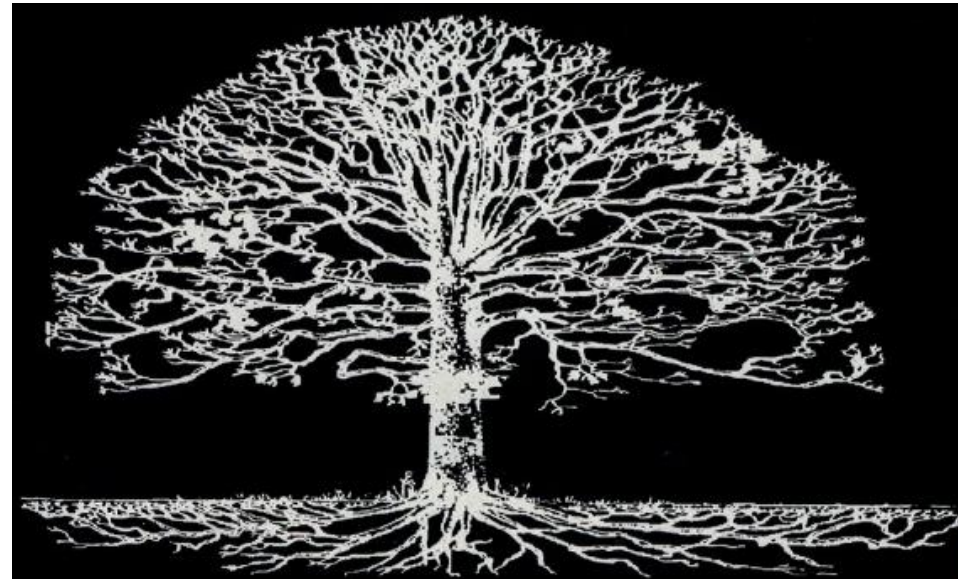
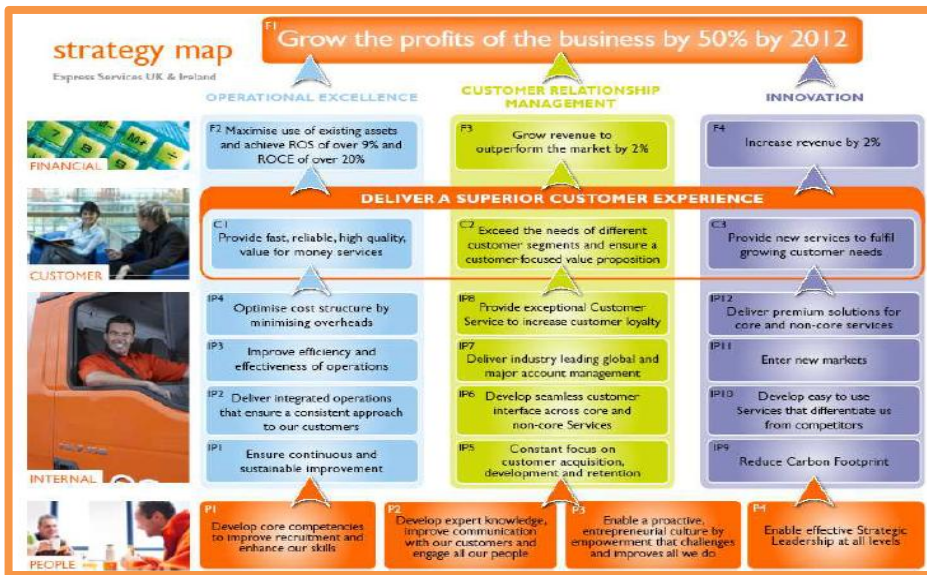
The Intelligent Company Model



The Intelligent Company Model



Mapping Strategic Objectives



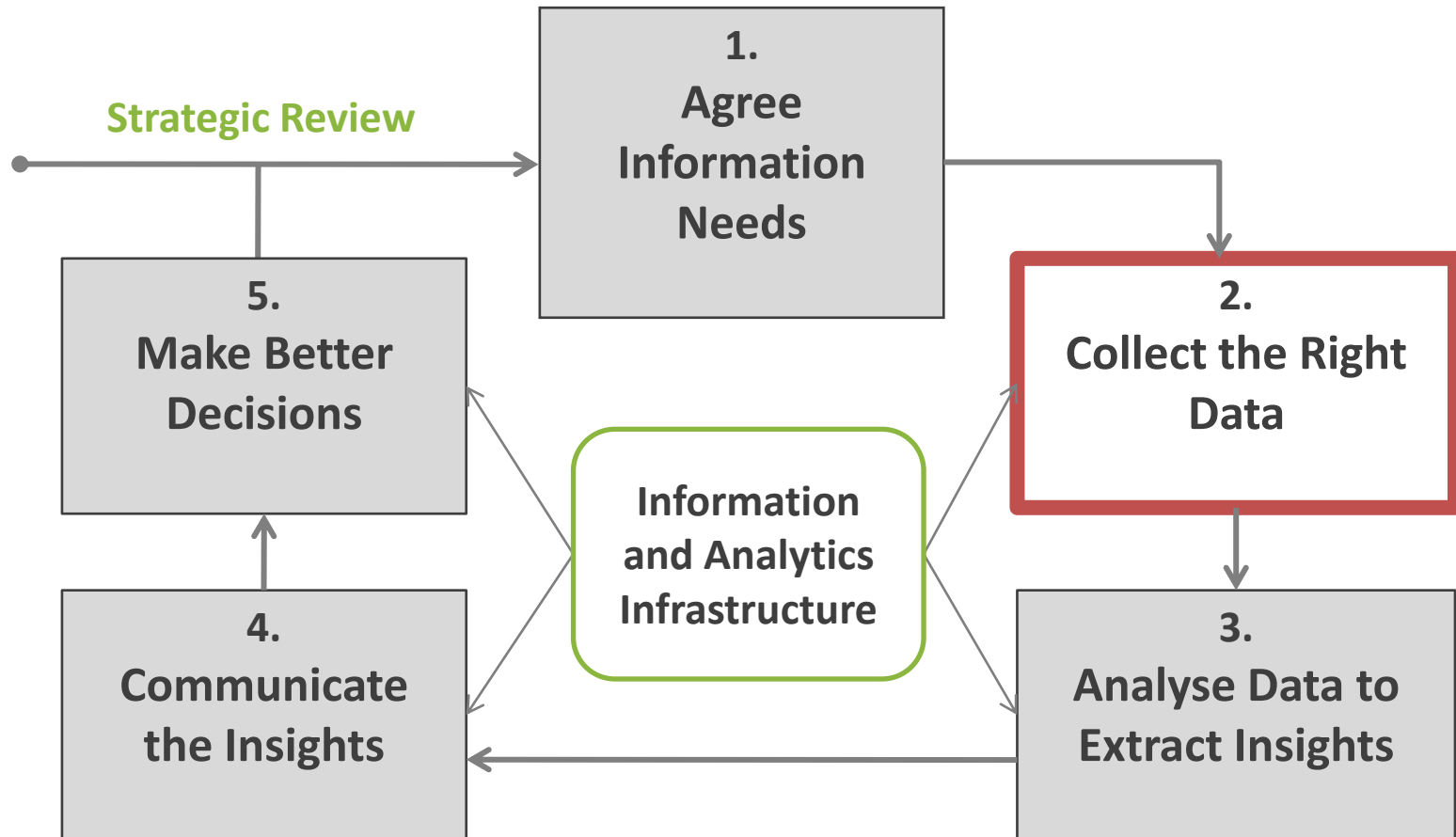
Why Questions Are The Answer



The Google Case Study



The Intelligent Company Model



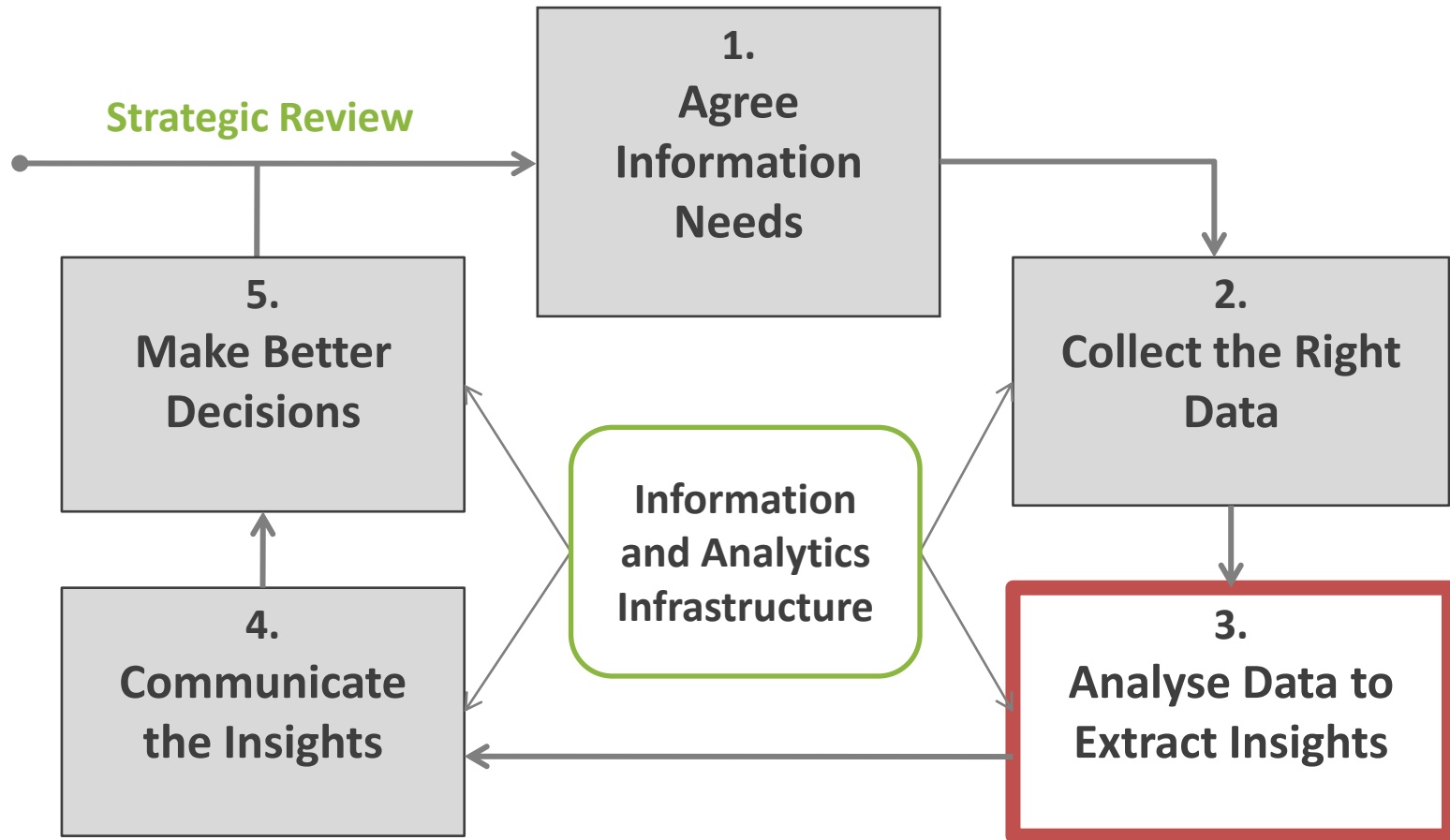
Innovative Metrics



Text, Photos, Images, Likes, Shapes, etc.



The Intelligent Company Model



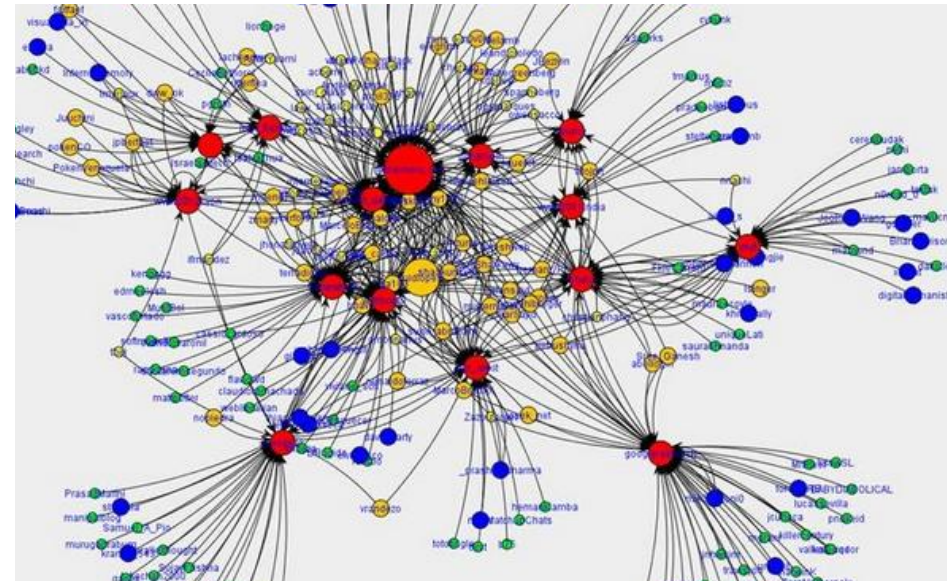
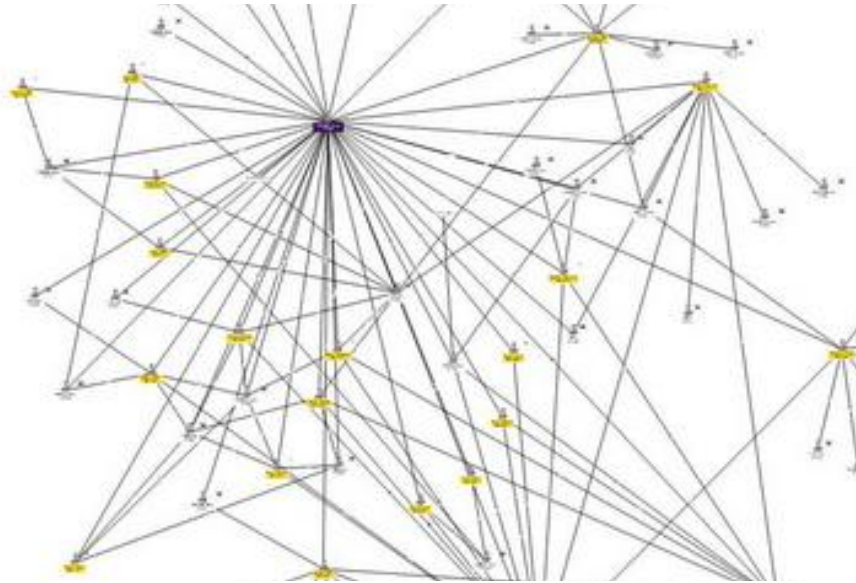
Quantifying and Analysing Yourself



Big Data Is Good For Our Health



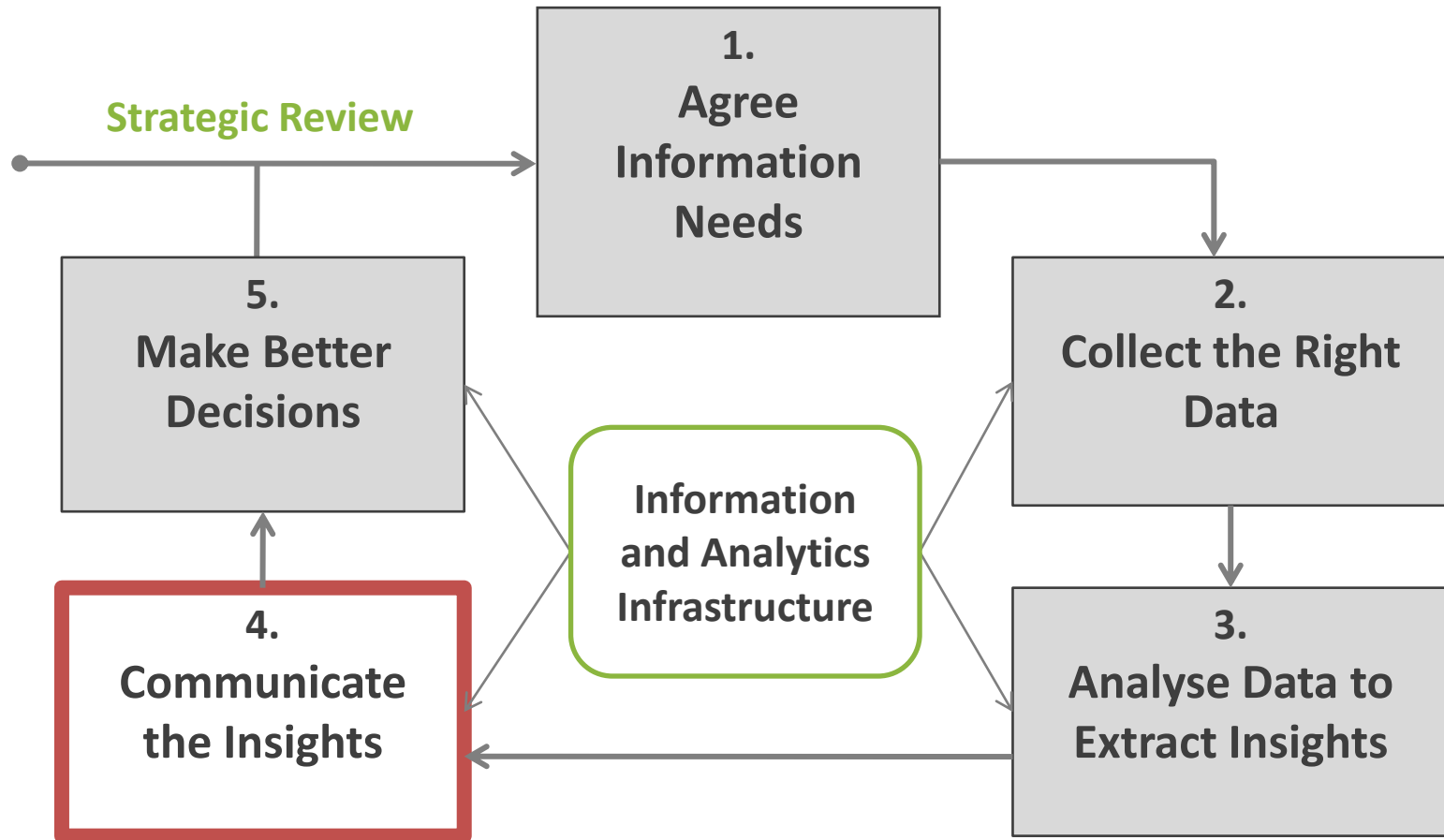
Understanding Your Customer



GPS Sensors and Navigation



The Intelligent Company Model



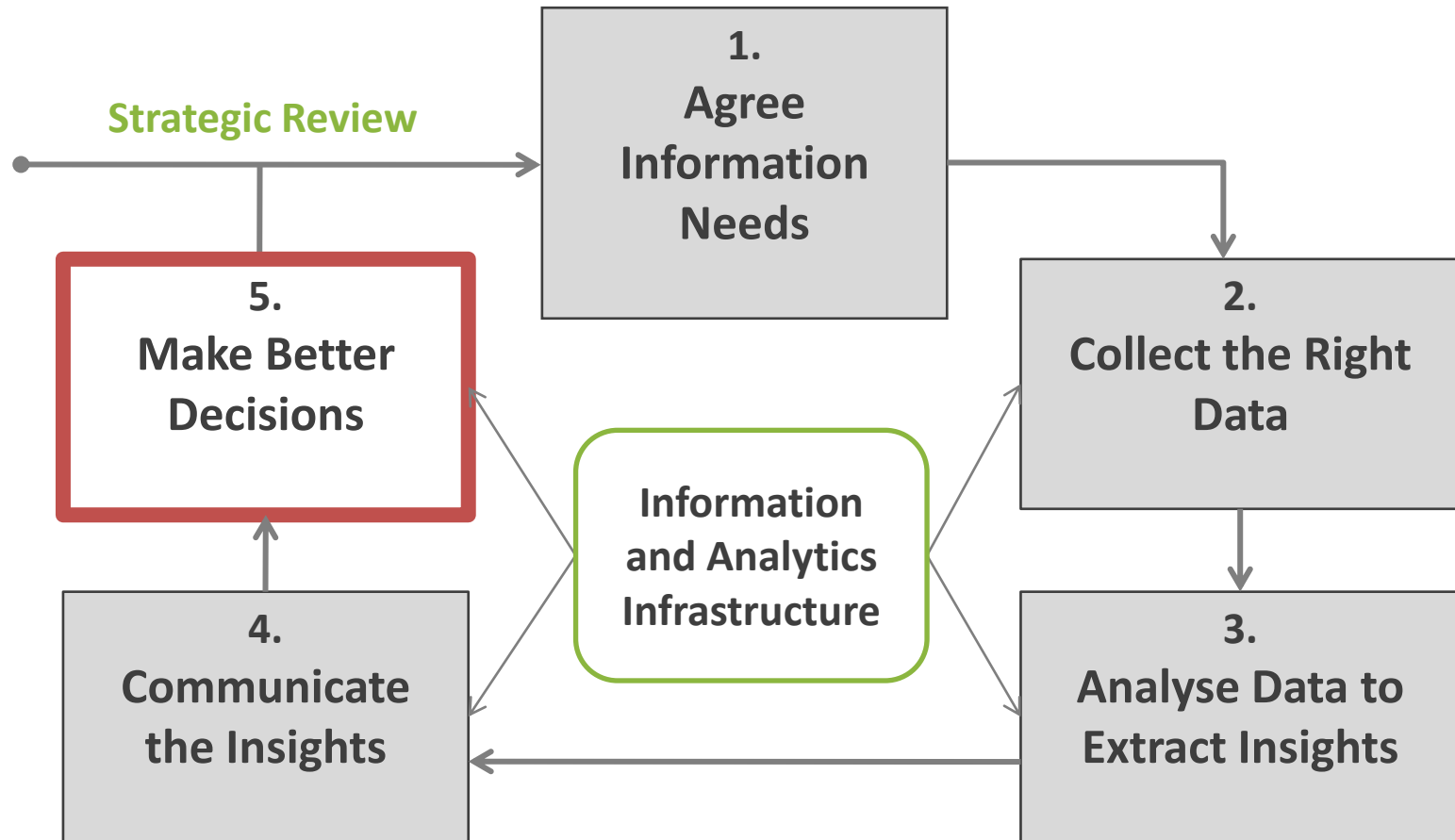
Visualising Data



Learning from Newspapers



The Intelligent Company Model



Reviewing Evidence & Making Decisions



Conclusions

Big Data will completely change the way we do business...

Be Guided by your strategy and critical questions

Finding the data (big and small) to answer your questions

Analyse the data to turn it into actionable insights

Visualise and communicate insights using narratives & visuals

Review the evidence and make fact-based decisions

Leverage data now to gain real competitive advantages

Get in touch

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