



“Big Data & Analytics”



online
**MKT
DAY**
2014

Juan Damia

CEO - Intellignos

@JuanDamia

jmdamia@intellignos.com



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay





“Big Data & Analytics”

El **Ice Bucket Challenge** también llamado **Desafío del balde de agua fría** o **Reto del cubo de agua helada** (también puede ser agua con hielo), es una **campaña publicitaria** solidaria que intenta concientizar sobre una **enfermedad rara** llamada **Esclerosis Lateral Amiotrófica** (ELA, o ALS por sus siglas en inglés), **enfermedad degenerativa** progresiva que ataca las neuronas motoras.^{1 2} Entre algunas personas que padecen esta enfermedad se encuentra por ejemplo el físico **Stephen Hawking** o el músico **Jason Becker**.

El dinero se recauda a beneficio como donación para la Asociación de Esclerosis Lateral Amiotrófica que estudia la enfermedad.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Ricardo Darín

Aceptó el desafío de Sergio "Kun" Agüero.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Susana Giménez



Online-Mkt-Day



OnlineMktDay.com



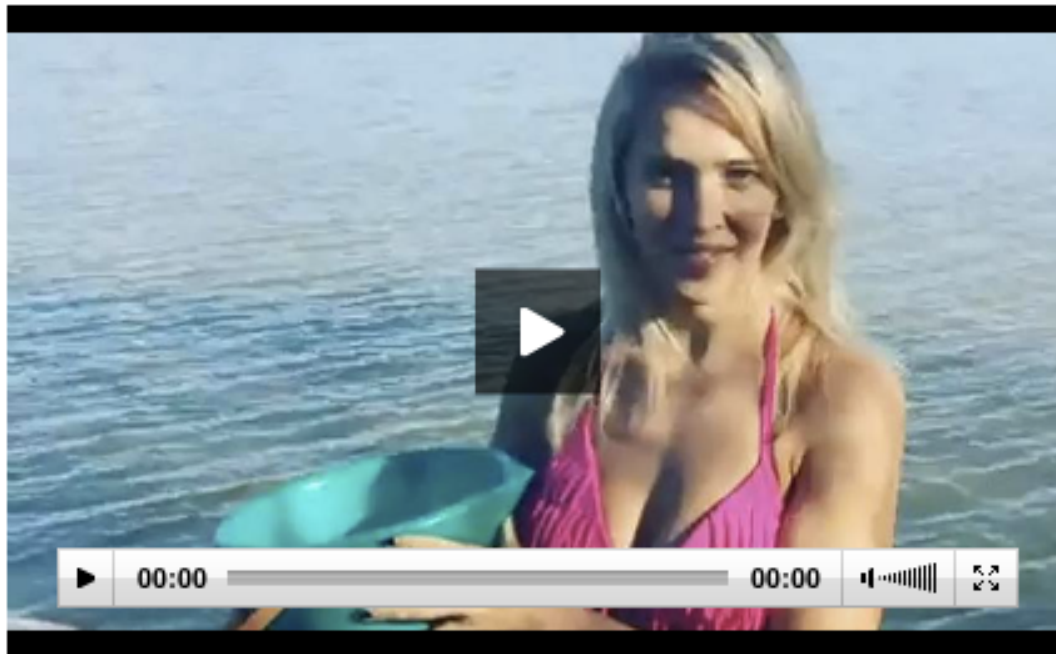
@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Luisana Lopilato

Aceptó el desafío de su marido, Michael Bublé y nominó a Juan Martín del Potro, Ricardo Montaner y Dalma Maradona.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Dalma Maradona

Aceptó el desafío de Luisana Lopilato.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Guillermo Andino

Lo hizo en vivo en América TV.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Lionel Messi



Online-Mkt-Day



OnlineMktDay.com



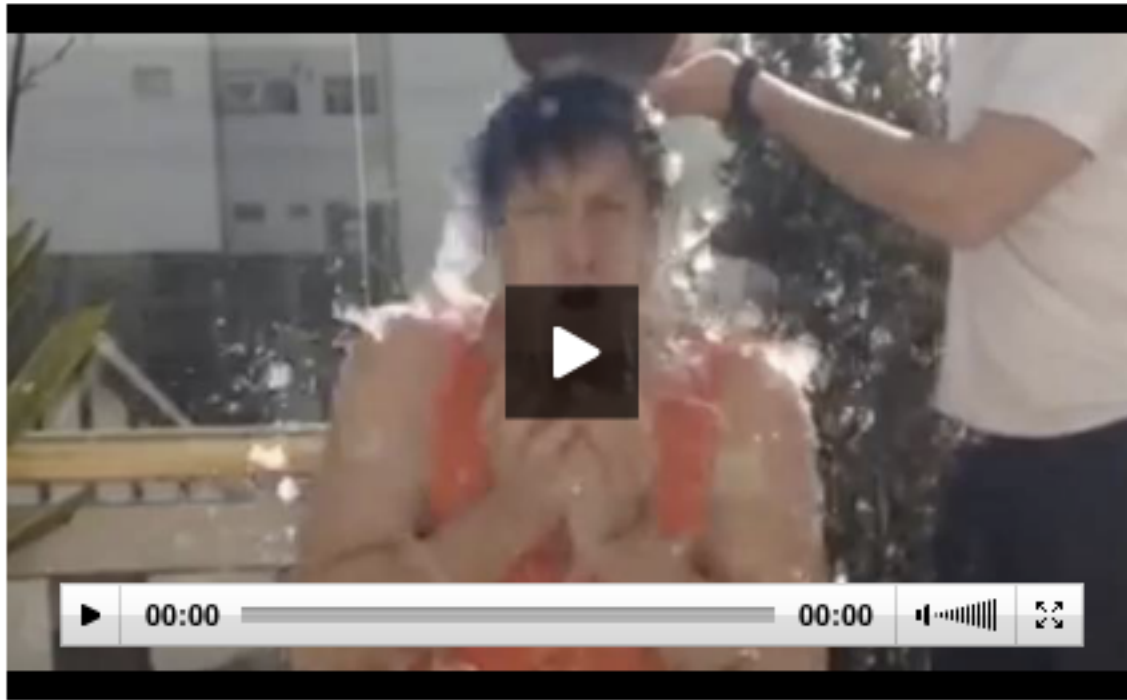
@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Nicolás Vázquez

Desafiado por Messi, retó a Marcelo Tinelli, Luciana Aymar y Ma Martínez.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Mariano Martínez



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Pocho Lavezzi

Aceptó el desafío de Lionel Messi.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Francisco de Narváez



Online-Mkt-Day



OnlineMktDay.com

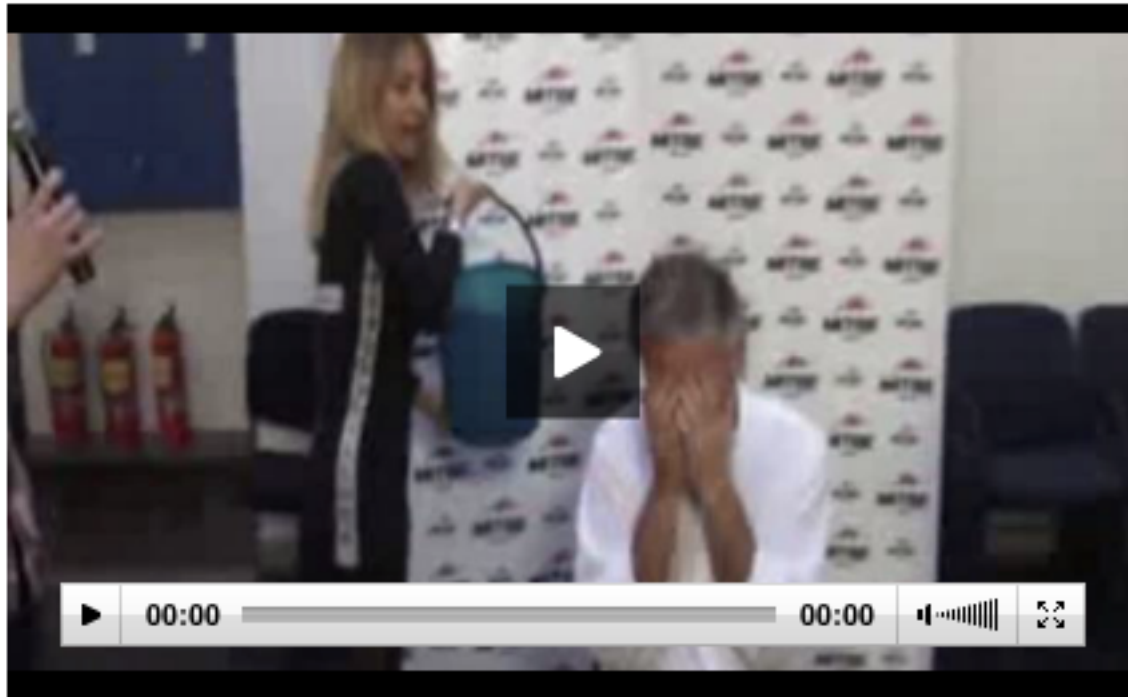


@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Marcelo Longobardi



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Sergio "Kun" Agüero



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Admiten que la campaña del balde de agua helada recaudó \$1.000 en Argentina

"Hay una especie de frivolidad o banalización con la campaña del balde de agua. Pero es parte de todo este juego y tratamos de pensar por lo positivo, que es que cada vez se hace más conocida la enfermedad", agregó el El presidente de la asociación de Esclerosis Lateral Amiotrófica (ELA), Darío Riva.



Online-Mkt-Day



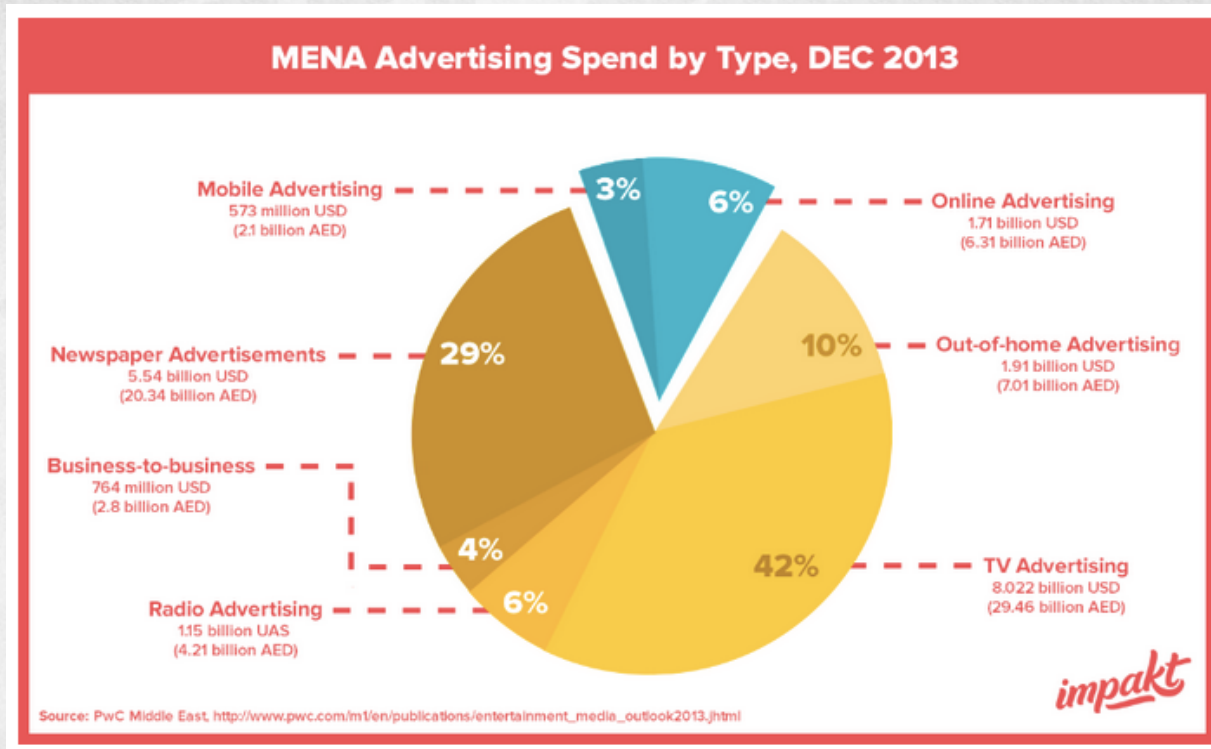
OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did

“ As Pole’s computers crawled through the data, he was able to identify about 25 products that, when analyzed together, allowed him to assign each shopper a “pregnancy prediction” **score**. More important, he could also estimate her due date to within a small window, so Target could send coupons timed to very specific stages of her pregnancy.



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



"Big Data & Analytics"

A pregnant woman just got discriminated! ★★★★★

Sep 05, 2012 Target Supermarkets and Malls Williamsville, New York 11 116

I'd rather believe this didn't happen, but it really did. We live in Amherst, Buffalo, NY. Target in this area is a popular store. It has always been our favorite store until September 5th, 2012. On that day, my wife, who's pregnant with a 7-month baby, went to Target to buy a box of beers. She went to counter No. 7 to check out, with two or three people being ahead of her. When... [Read more >](#)

Horrible "Customer Service" Experience ★★★★★

Jul 08, 2012 Target Customer Service Madison, Wisconsin 9 22

I am absolutely disgusted by the extremely poor and unsatisfactory "customer service" I have received through Target. After having no issues through our wedding registry, my husband and I have had a nightmare experience with our baby registry. After registering with Target, we were told that when any item was discontinued or was put on clearance, we would be notified via our registry or email.... [Read more >](#)



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”



Online-Mkt-Day



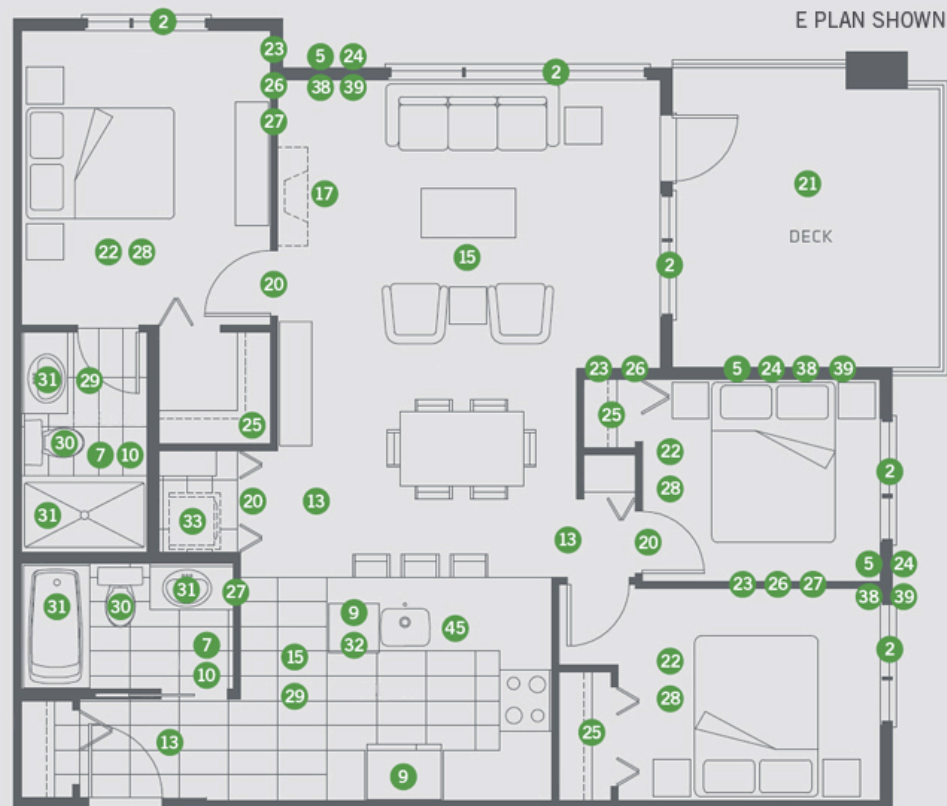
OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”



Online-Mkt-Day



OnlineMktDay.com

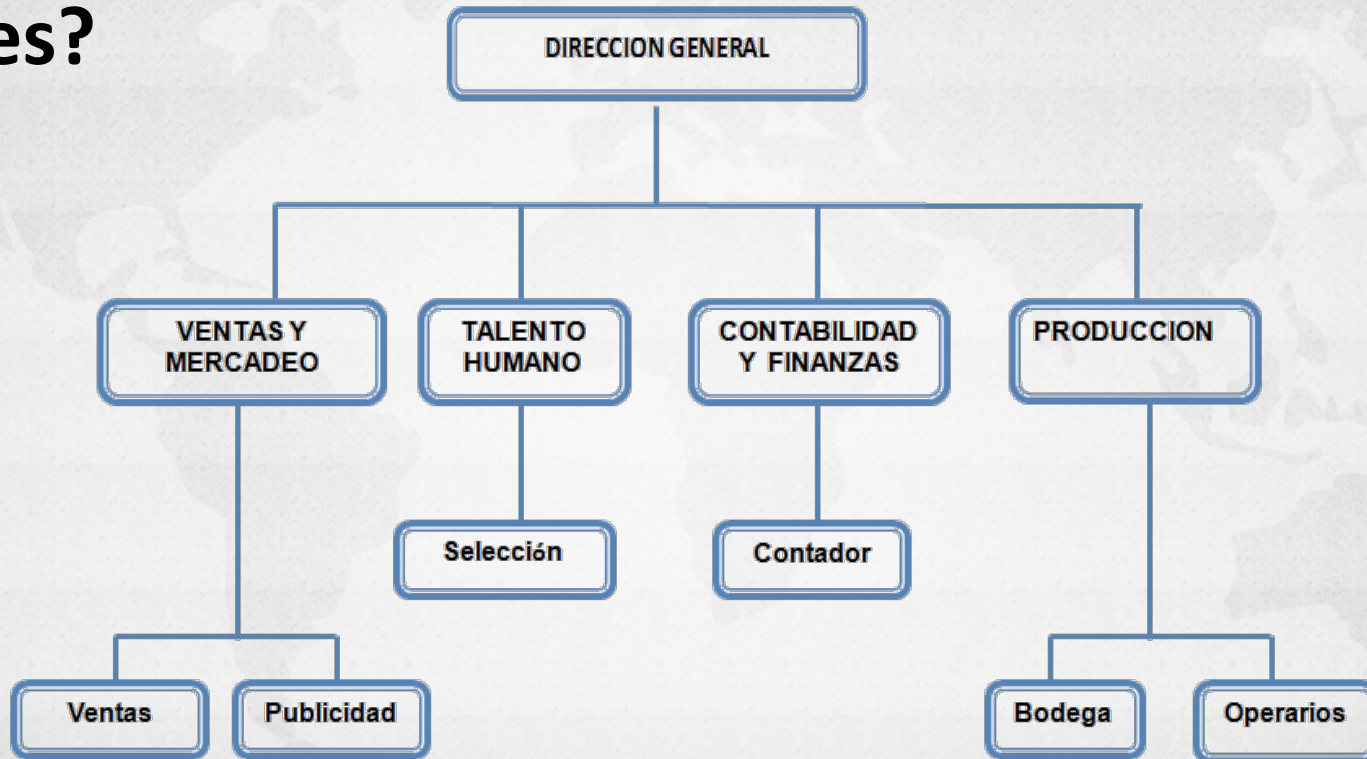


@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Partes?



Online-Mkt-Day



OnlineMktDay.com

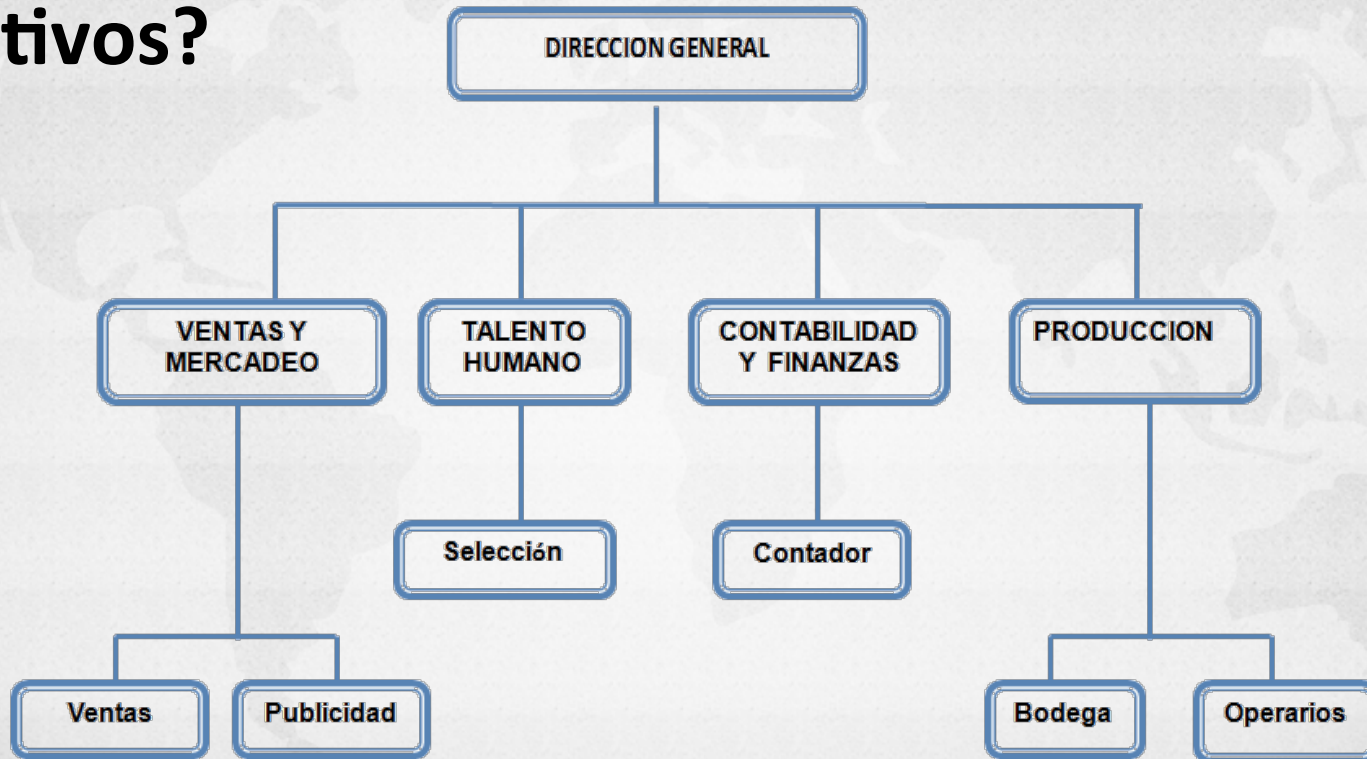


@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

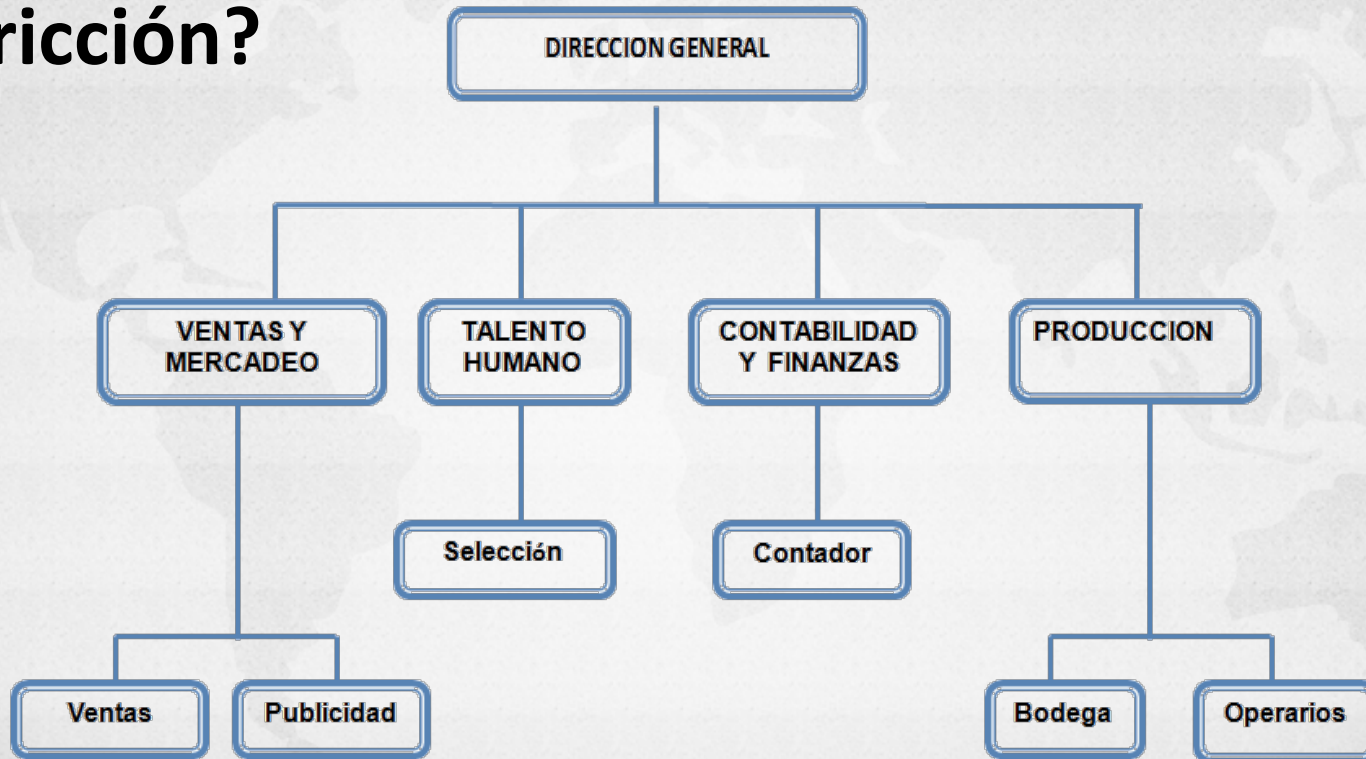
Objetivos?





“Big Data & Analytics”

Restricción?



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

r^2



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay



“Big Data & Analytics”

Value of r	Qualitative Description of the Strength
-1	perfect negative
(-1, -0.75)	strong negative
(-0.75, -0.5)	moderate negative
(-0.5, -0.25)	weak negative
(-0.25, 0.25)	no linear association
(0.25, 0.5)	weak positive
(0.5, 0.75)	moderate positive
(0.75, 1)	strong positive
1	perfect positive





“Big Data & Analytics”



online
**MKT
DAY**
2014

Juan Damia

CEO - Intellignos

@JuanDamia

jmdamia@intellignos.com



Online-Mkt-Day



OnlineMktDay.com



@OnlineMktDay
#OnlineMktDay