



MIS2502: Data and Analytics



**FOX
MIS**

The Things You Can Do With Data



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Data versus information

Data

Discrete,
unorganized,
raw facts

Information

The
transformation
of those facts
into meaning

Examples of Data

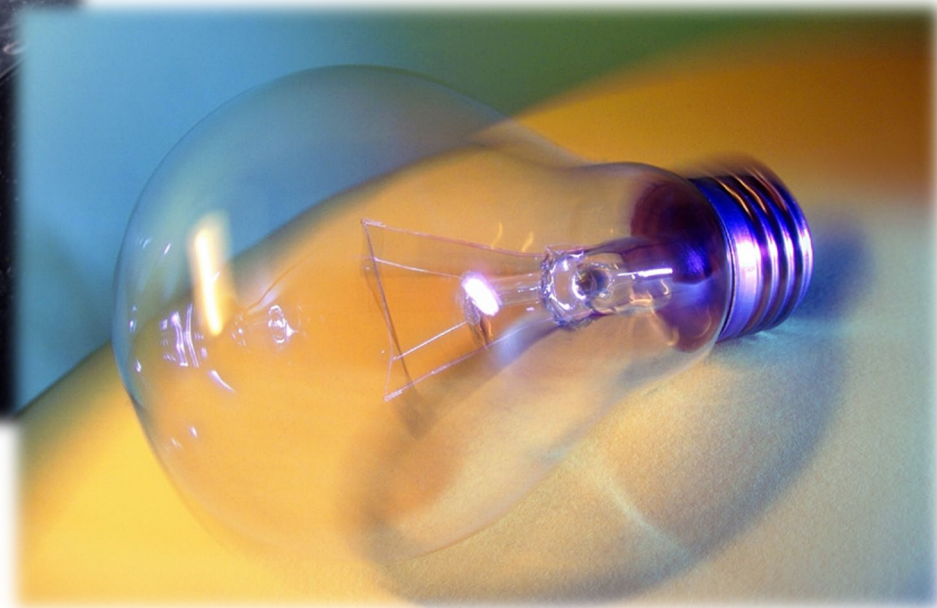
Data

- Quantity sold
- Course enrollment
- Star rating
- Customer name
- Discount

Information



So then how do companies turn
data *into* information?



Example: Walmart

- **Social Genome project**
 - Increase effectiveness of advertising on social networks
 - Predict what people want to buy, based on their conversations with friends
- **Own search engine Polaris**
 - use sophisticated semantic analysis to work out what a customer wants



Example: Netflix

- Predict viewing habits
- Find the next smash-hit series.
 - e.g. House of Cards, Orange is the New Black
- Personalize promotions

“The foundation of the streaming business was analytics.”

–Dave Hastings



Q: Your Own Example?