DATA2B

WE MAKE DATA PRODUCTS

APPROACHING BIG DATA FROM A BUSINESS PERSPECTIVE

ABSTRACT

Nowadays companies and industries talk about big data analytics around three general themes : technology, techniques and the imagined future of a society in which data has a significant role. We think « big data » as a technological revolution, but it's really a business revolution enabled by technology. Business needs often change, which causes business goals to change and in turn causes technology solutions to change.

Actually every aspects of business is open to data: operations, manufacturing, supply-chain management, customer behavior, marketing campaign performance, workflow procedures and so on. With vast amounts of data now available, companies in almost every industry are focused on exploiting data for competitive advantage. Data Science, Network Science and visualisation tools converge into increasingly widespread business applications named *Data Products*. Data products are simply software products built from Data and analytic intelligence, which create value in a reproducible and scalable perspective.

We present an overview of the main theoretical domains and tools to be involved for designing Data Products, with examples of practical application and outcomes.