

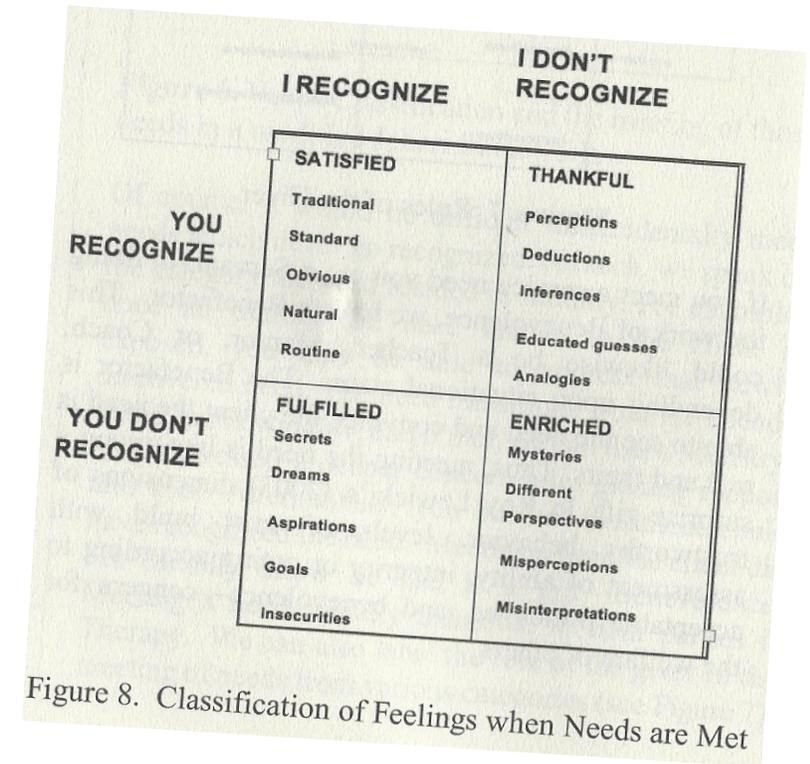
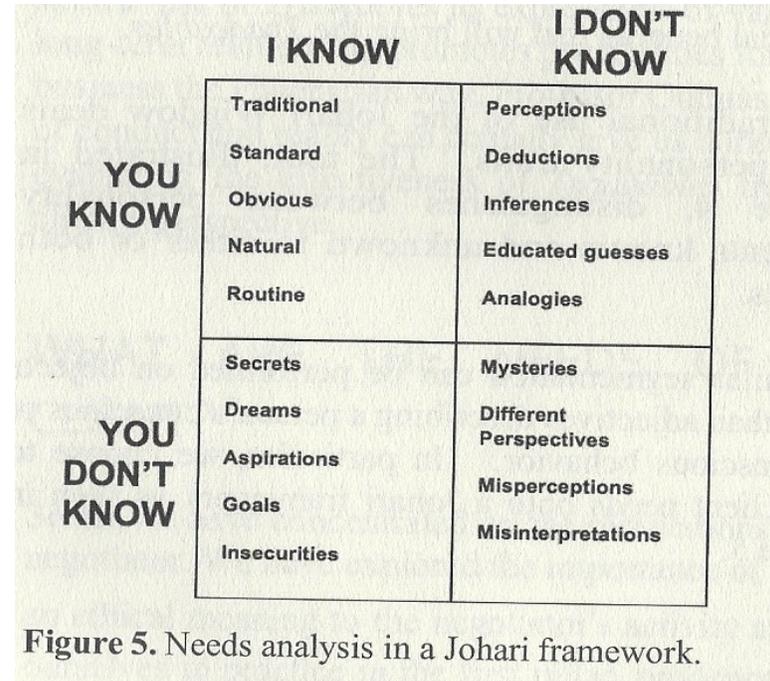
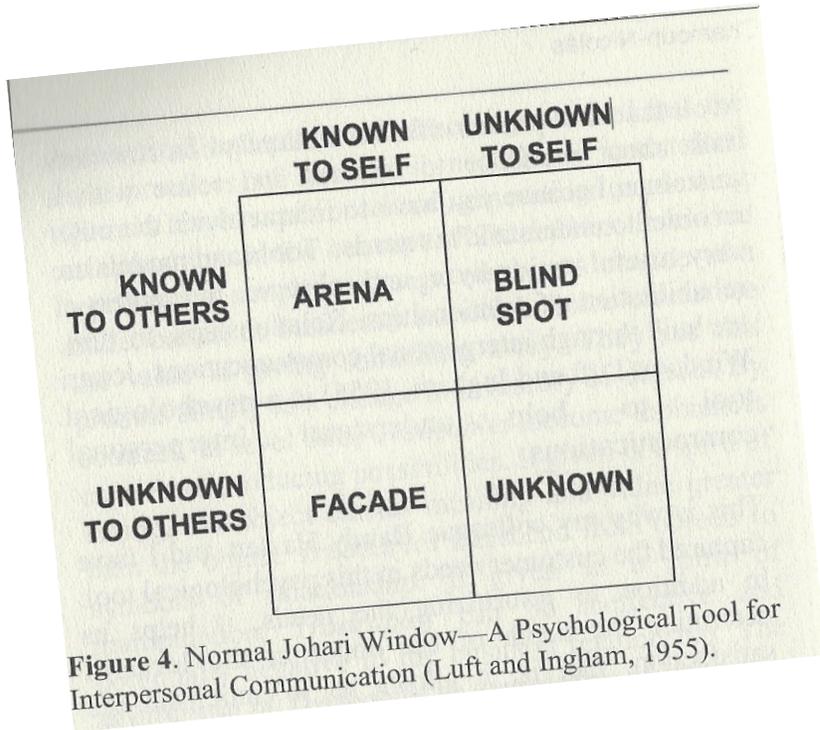
Advanced Statistical Analysis for Negotiations

Dr. Francisco Rabadán Pérez

Applied Economics I and History and Institutions and
Moral Philosophy Department
Rey Juan Carlos University



Why do we need Statistics?



Our global Society: Big Data



- Google Trends
- Social Networks (twitter)
- Official Sources: Traditional Business Learning
- Open Source Repositories

(Desreumaux and Desreumaux, 2017).

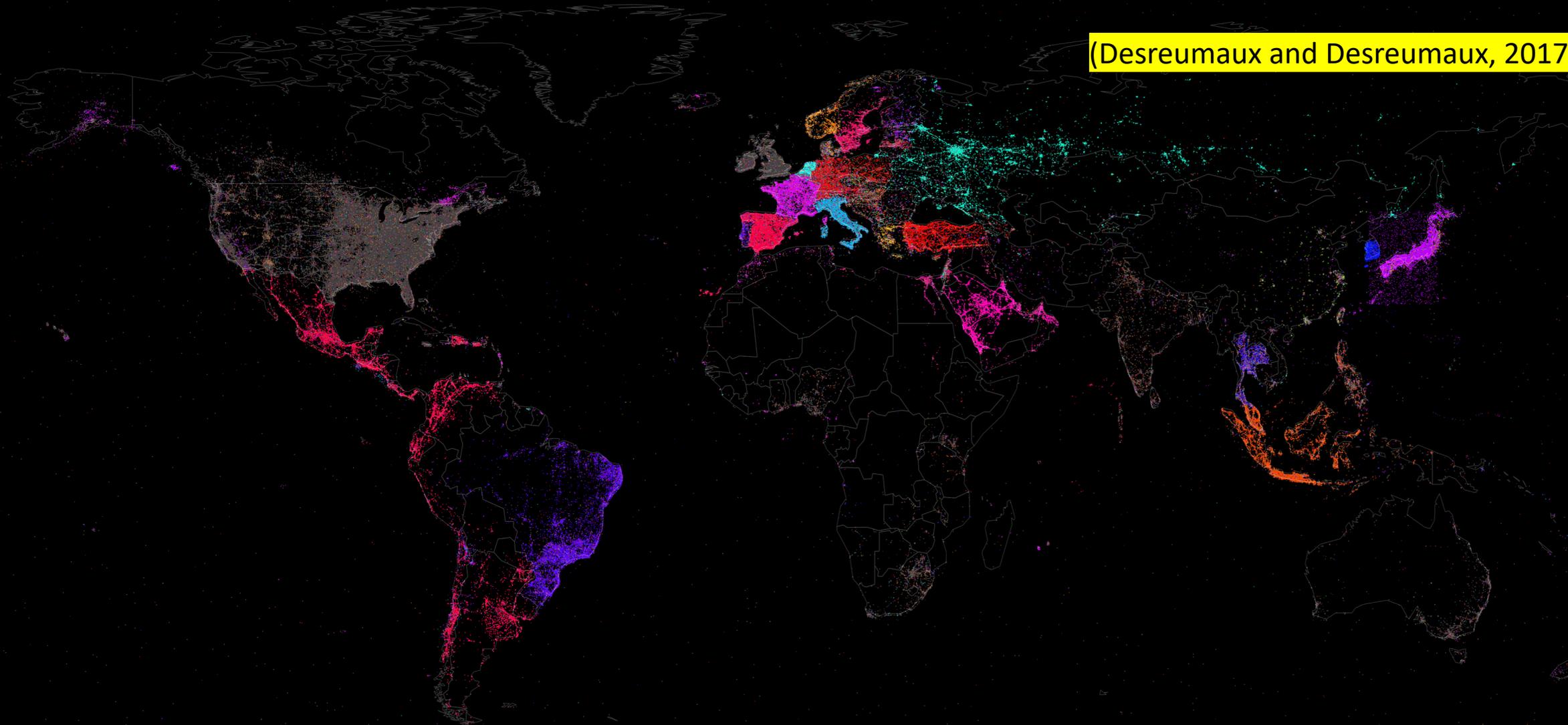
The World view from Twitter. Twitter Decahouse.

(Desreumaux and Desreumaux, 2017).

World Map. Nasa: 2012

- Arabic
- Chinese
- Czech
- Danish
- Dutch
- English
- Finnish
- French
- German
- Greek
- Hebrew
- Indonesian
- Italian
- Japanese
- Korean
- Norwegian
- Polish
- Portuguese
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Ukrainian
- Vietnamese
- Other

(Desreumaux and Desreumaux, 2017).



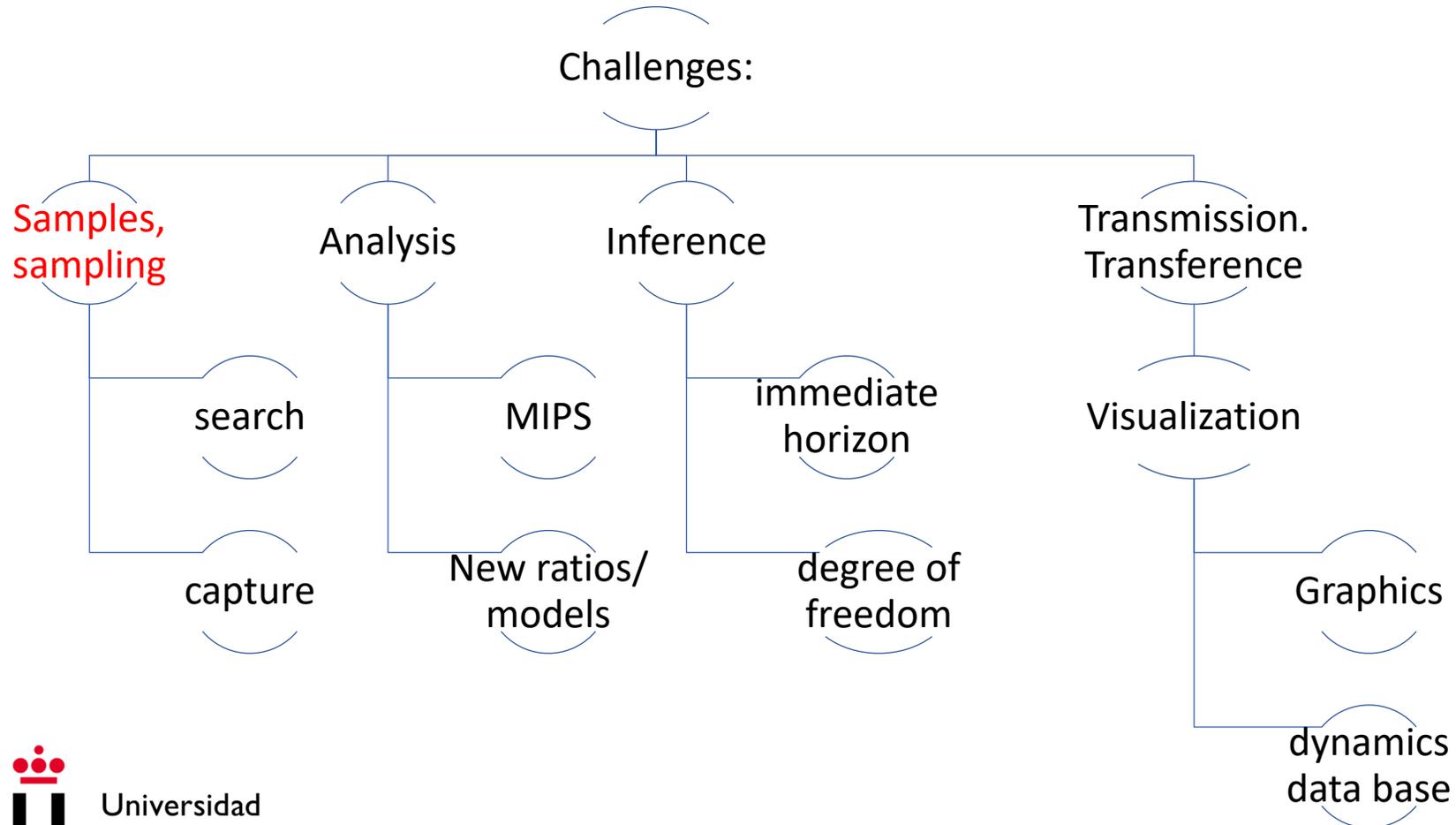
Twitter Decahouse. Languages 2012

(Desreumaux and Desreumaux, 2017).

Twitter Decahouse Map. Retweets 2012

What is Big Data?

Traducción: Datos masivos



What is Big Data?

Traducción: Datos masivos

eBay marketplace = economy of scale

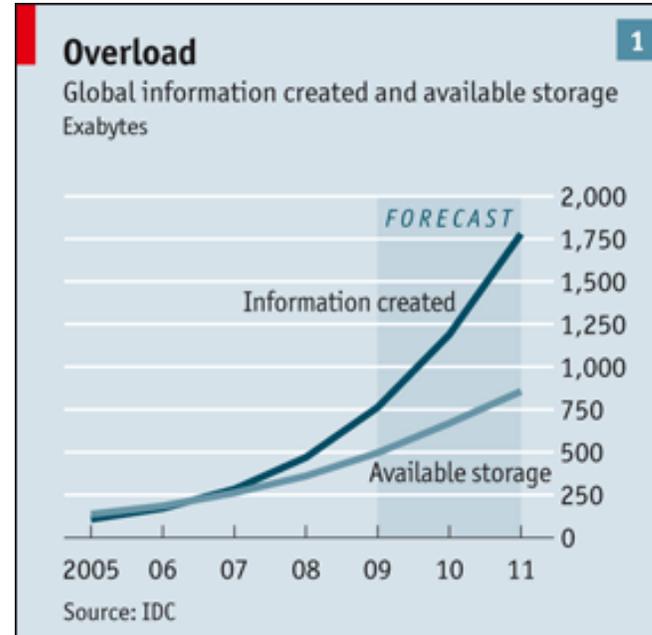
2B page views/day **9 Petabytes** of data storage

23M lines of code **\$62B** 2010 gross merchandise volume

94M active users **200M** live listings

6,000 application servers **75B** database calls/day

Commercial data warehouse 100x larger than Library of Congress



2. 5 V's

5 V's:

Volume

Velocity

Variety

Veracity

Value

CN: capture
all the
information
(inference)

Business
Intelligence
/ V's

MIPS

Immediate
reaction
needs
avoid losing
opportunity

Heterogene
ous data

Strength
heterogene
ous model

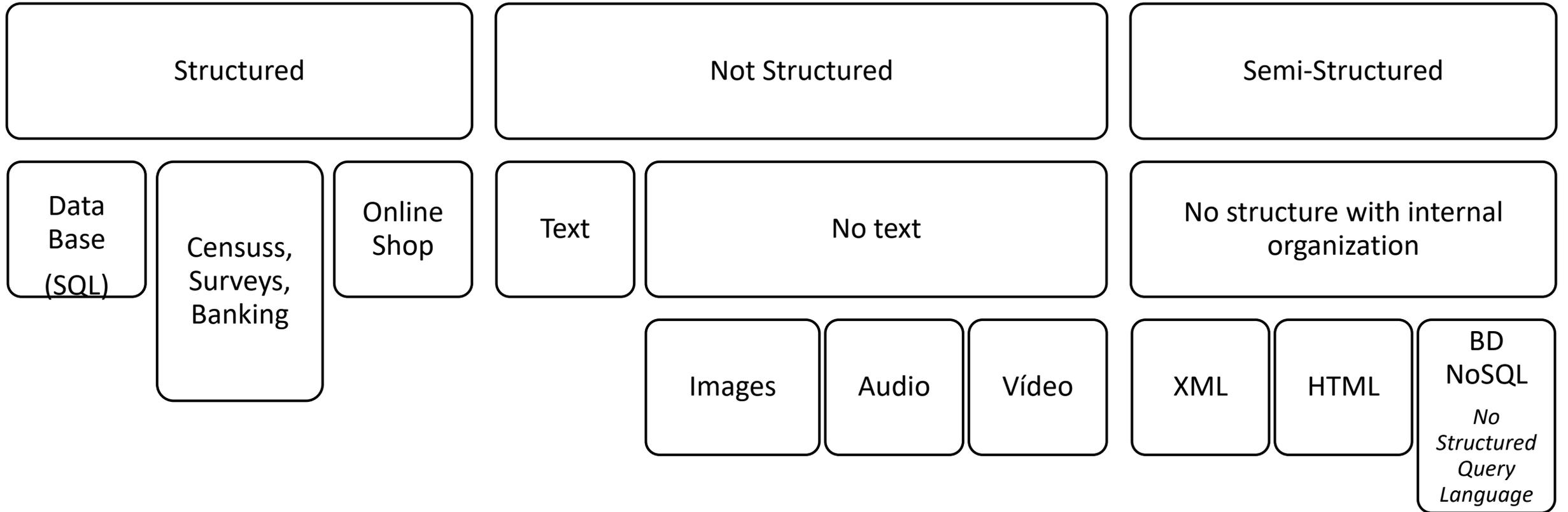
quality /
availability
information

verifying
BD

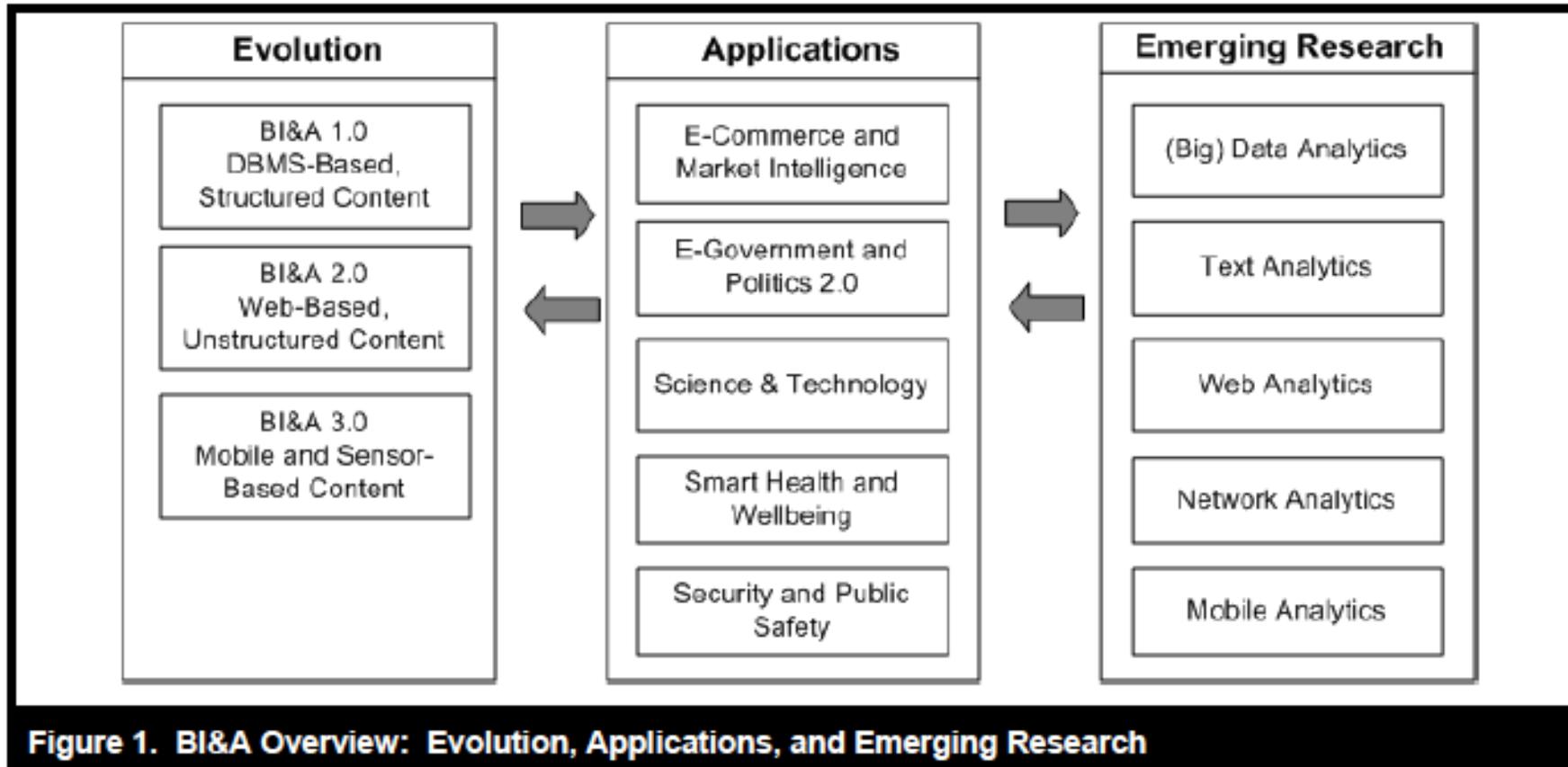
Agents,
enterprises,
government
s
ONG's
Private
industry

Promoting
development
and
competitiveness

Real Time Data Mining

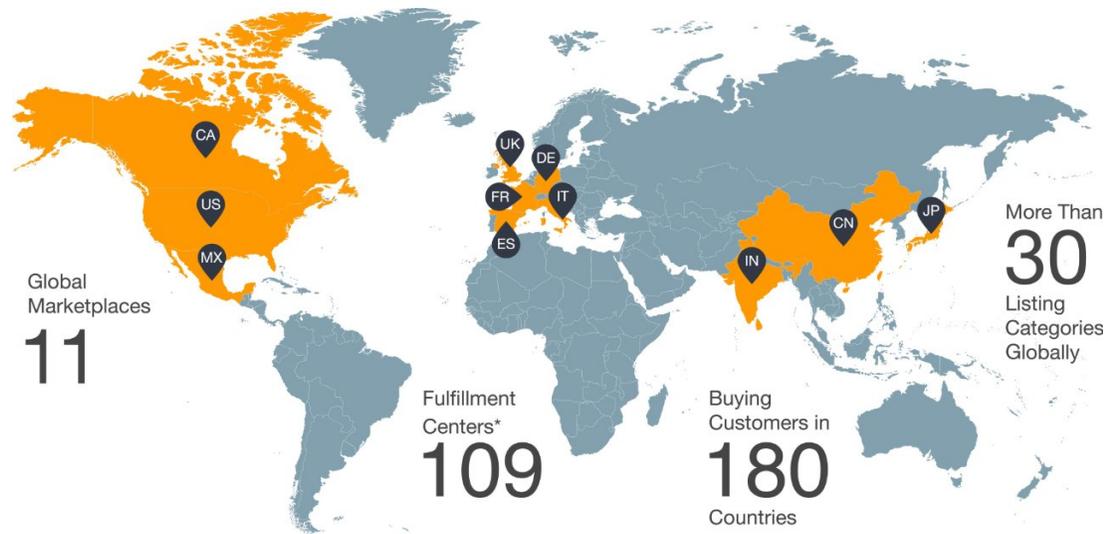


Business Intelligence & Analytics

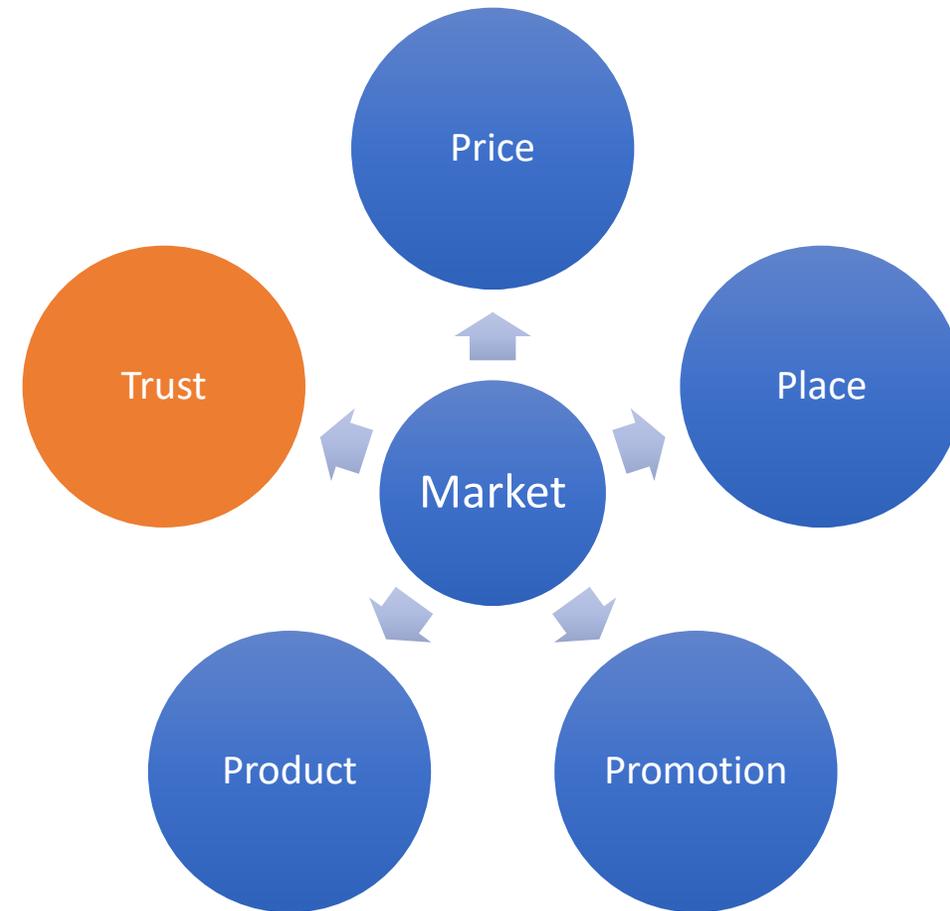


Chen, Hsinchun, and Veda C Storey. 2012. "Business Intelligence and Analytics : From Big Data To Big Impact." *Mis Quarterly* 36 (4): 1165–88. doi:10.1145/2463676.2463712.

Economy and Big Data: 4 P's + Trust



*As of March 2015
Source: Amazon Investor Relations



Marketing mix and trust (pacorabadan.com, 2017)

Conclusions

- Important growth of the Big Data like a business tool: information is cost reduction and competitive advantage.
- Innovation is necessary in the analytical methodology in parallel with the development of Big Data.
- Big Data implies a cultural revolution in the global digital world in which everyone must incorporate, and not be excluded from the market because a lack of technological knowledge.



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