



# Marketing, **Big Data** y Manteconchas

Por Ricardo Pérez Macías



Big Data

# Big Data



Jeff Seder





Jeff Seder



Ahmed Zayat



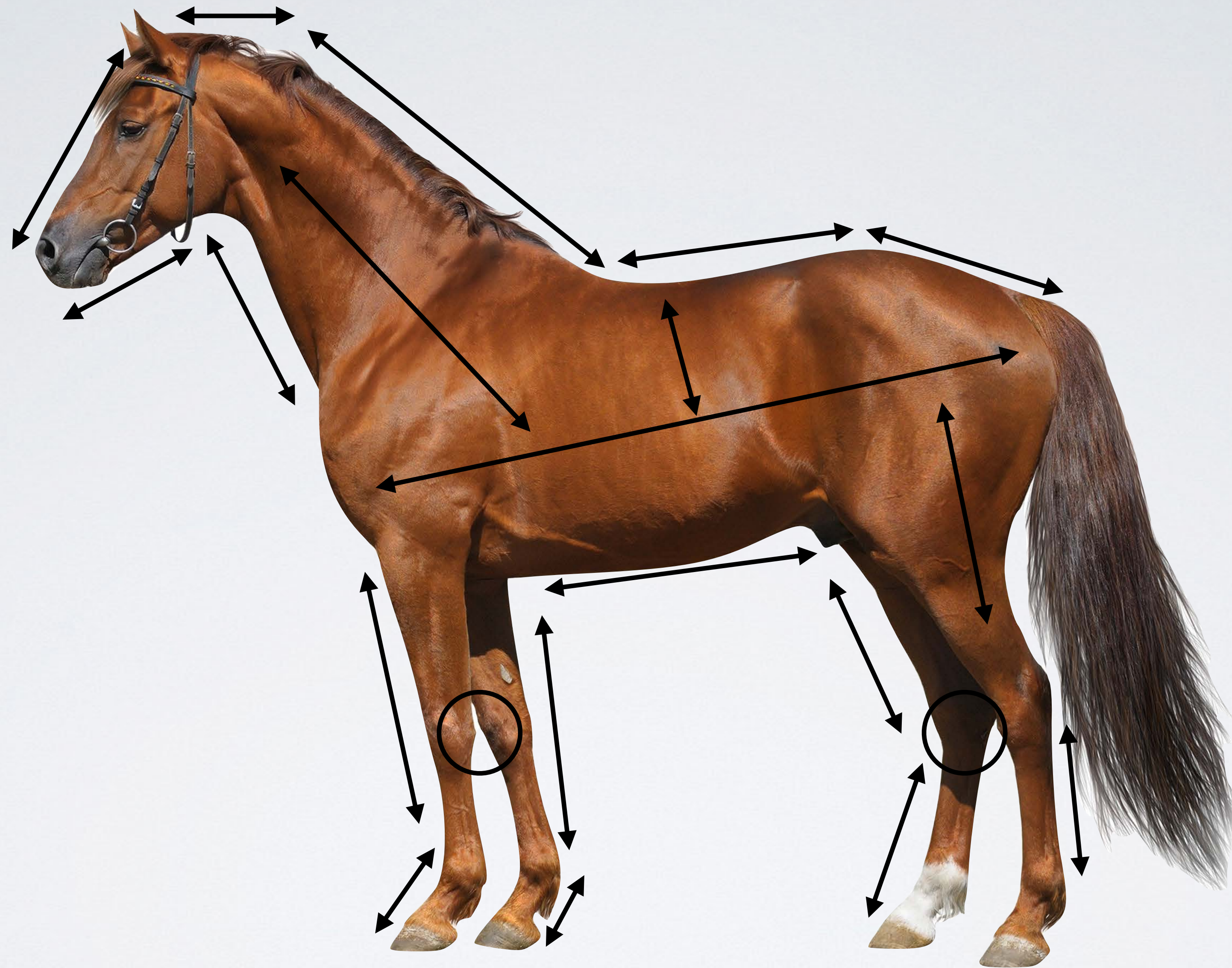




“Primero vende tu casa **que ese caballo**”

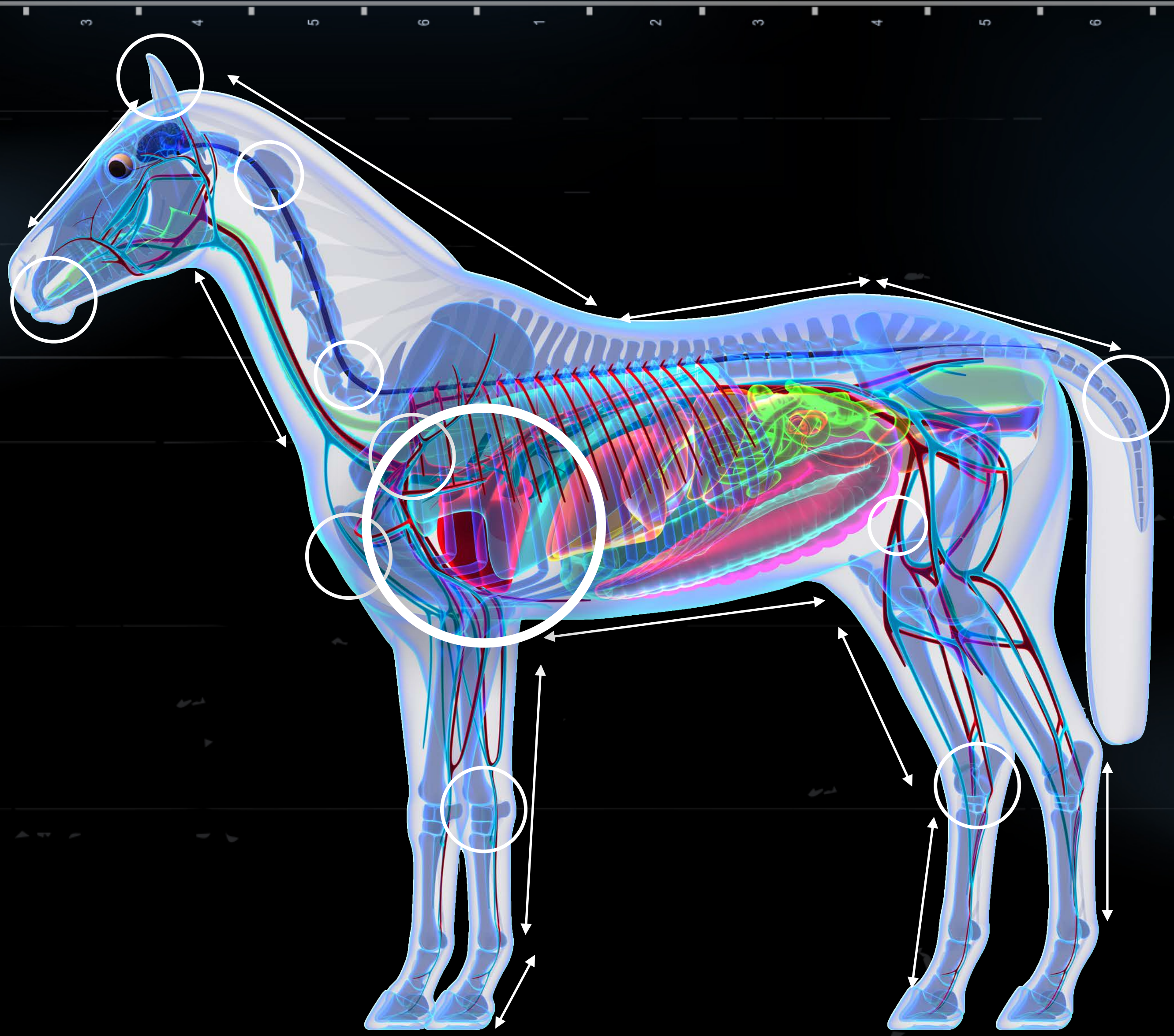








21/06/2015  
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SP 0.823  
SV -291.3



1391.837

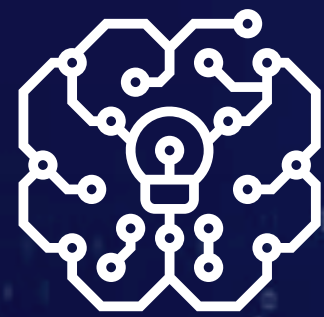




“American Pharoah”







Artificial Intelligence



4 / 6 / 7  
Vs of Big Data



Data Mining



Big Data Analytics



Machine Learning



Raw Data



Data Science tools



Evolution of Customer Analytics



369.71628

616.30028

917.22379

879.21









## Ingredientes:

- Recolección
- Análisis
- Correlación



**NETFLIX**





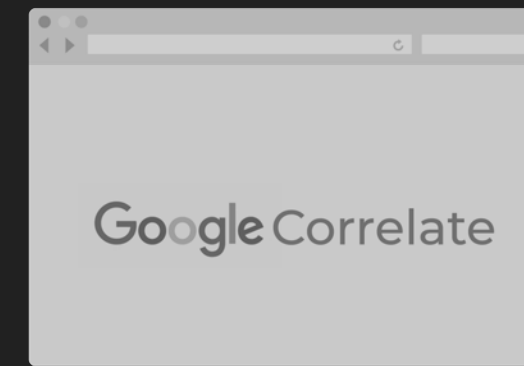








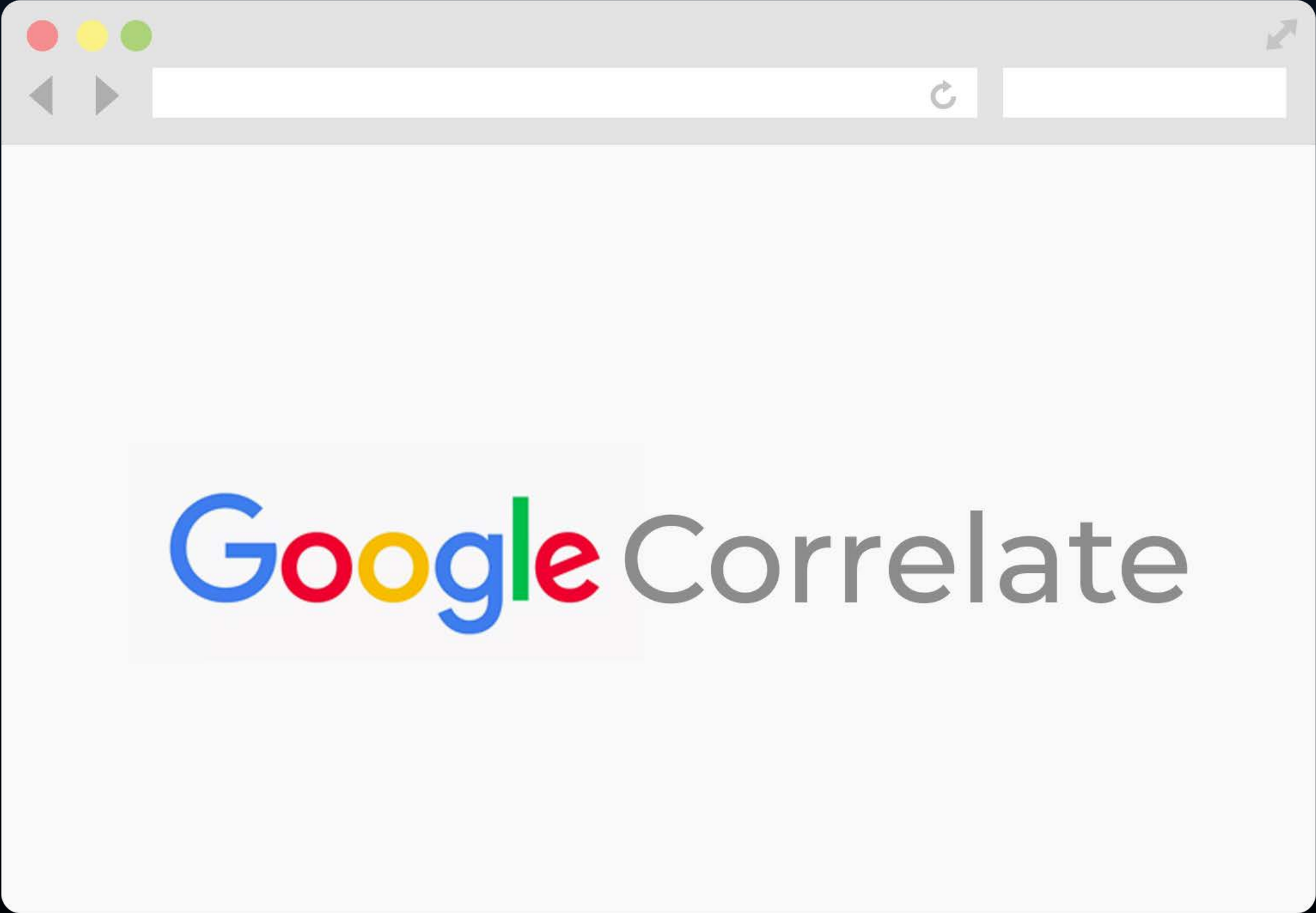
Google Forms



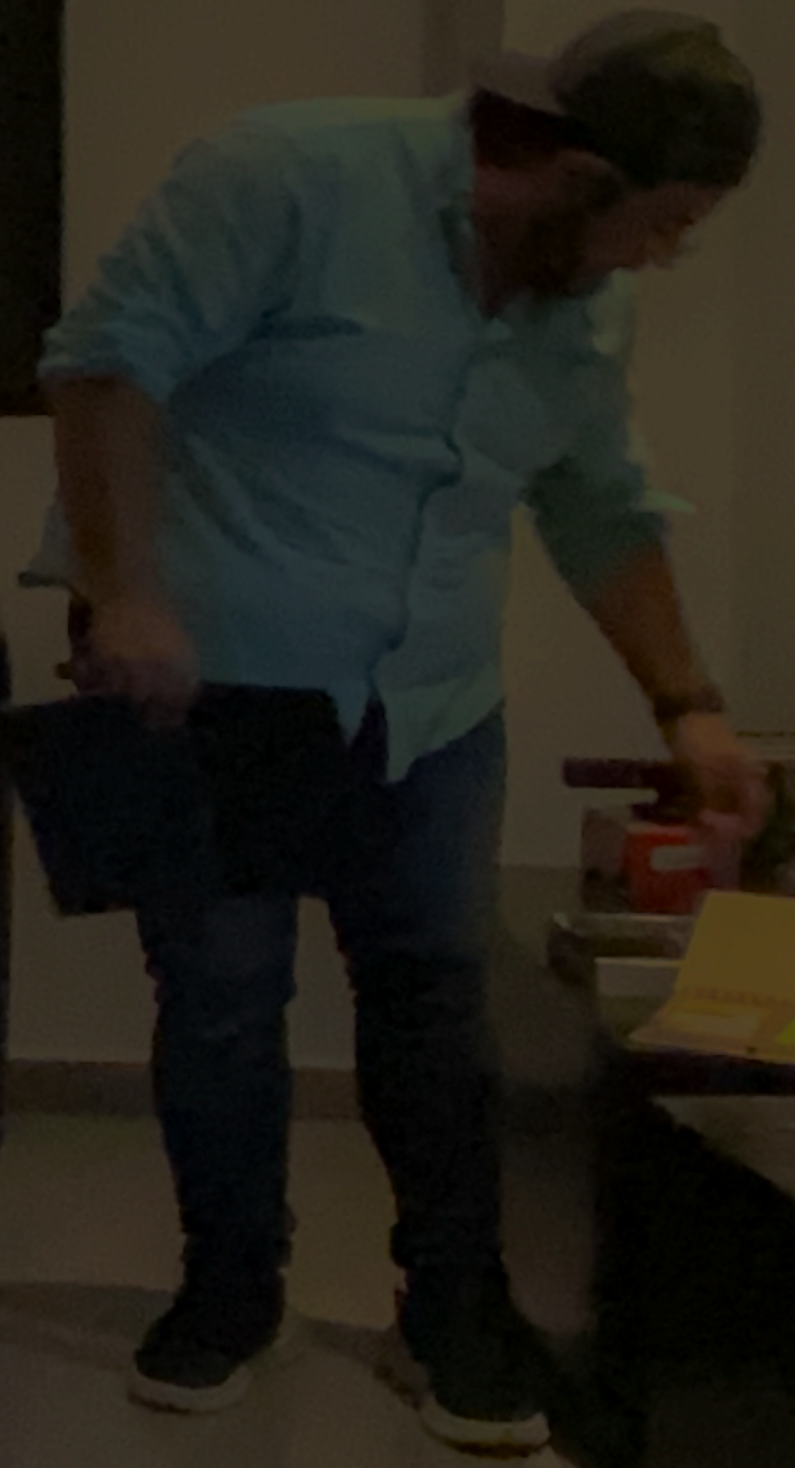
Google BigQuery



















“Desbloquear celulares”



“Autopartes”



“Barato”



“GYM”



“Granitos”



“Hacer Popo”







## Ingredientes:

- Recolección
- Análisis
- Correlación
- Personalización



e-SHOP

EDU

OCIO

JOB

DIY





WITNESS THE DARKEST CHAPTER  
IN **THE CONJURING** UNIVERSE

# THE NUN

COMING SOON



# THE NOISE

SCARIER THAN THE MOVIE



 Teleperformance





*Without a job*



*With a job*



**Teleperformance**

“There's nothing sweeter than having a job...  
✨🦄🦄✨ If you speak English apply here!”





*Without a job*



*With a job*



**Teleperformance**

*Now hiring...*

“San Valentin sabe mejor con un buen trabajo”






 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Now hiring...	

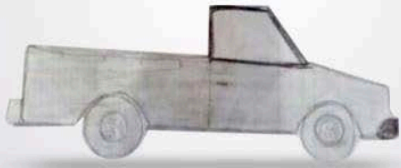


 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Now hiring...	

 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Apply now	

 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Now hiring...	

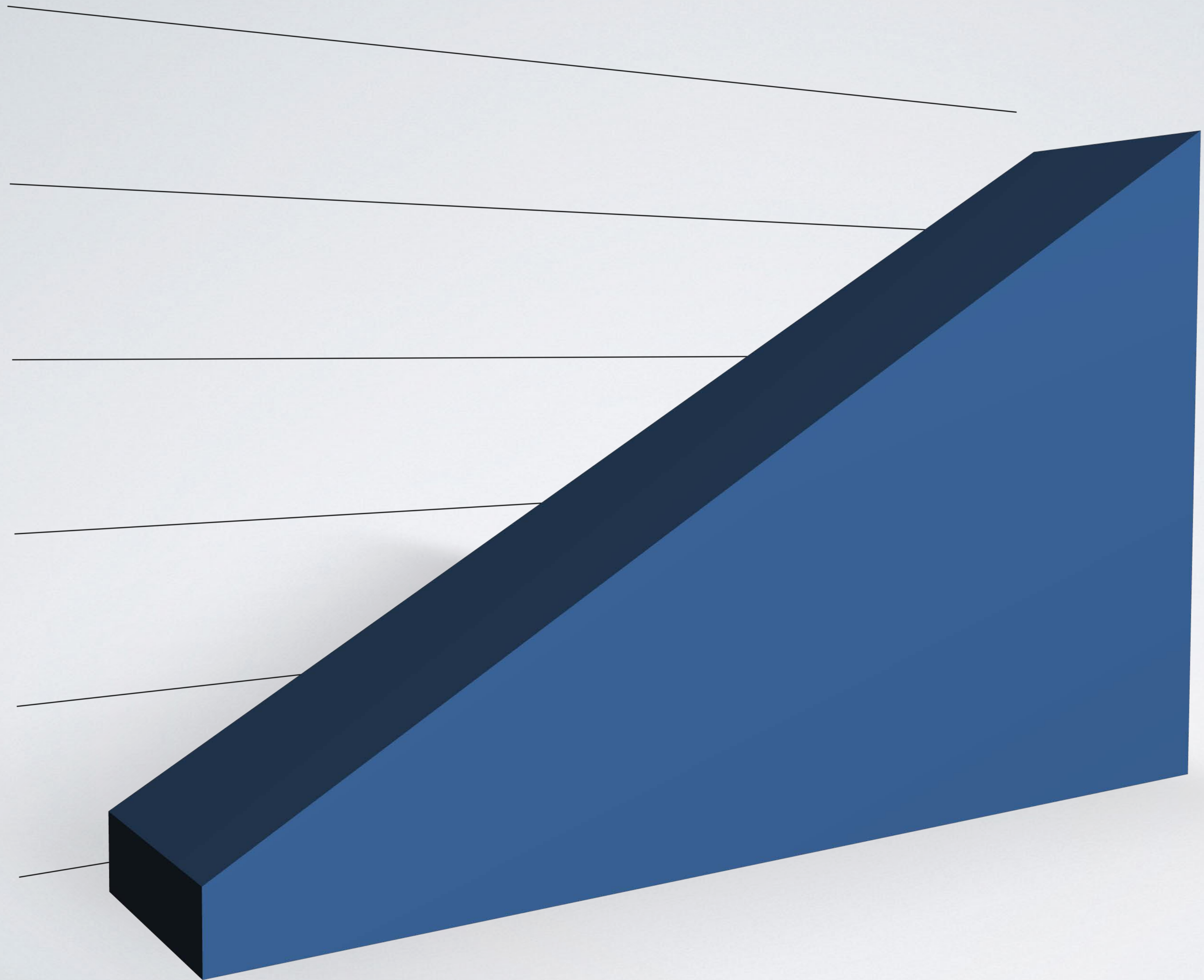
 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Now hiring...	

 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Now hiring...	

 <p>Without a job</p>	 <p>With a job</p>
 <b>Now Hiring!</b>	

 <p>Without a job</p>	 <p>With a job</p>
 <b>Teleperformance</b> Now hiring...	



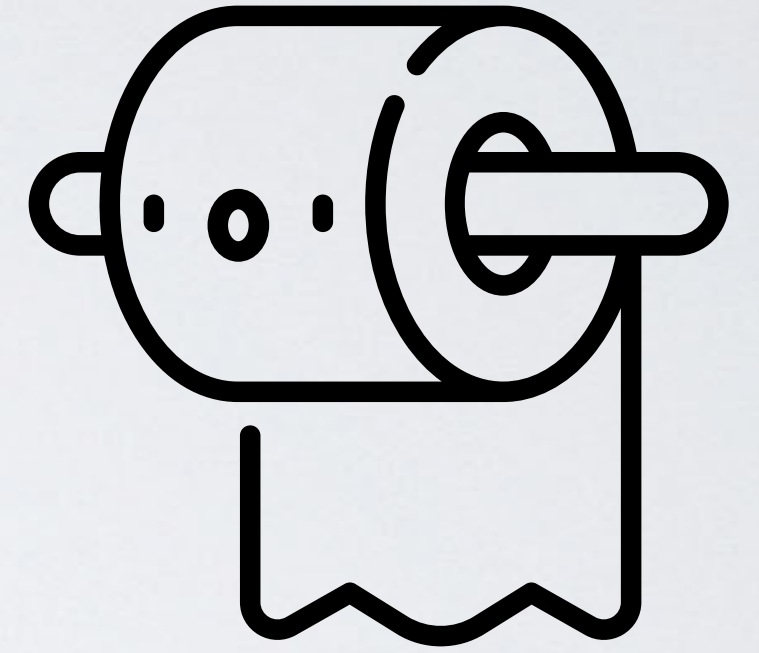
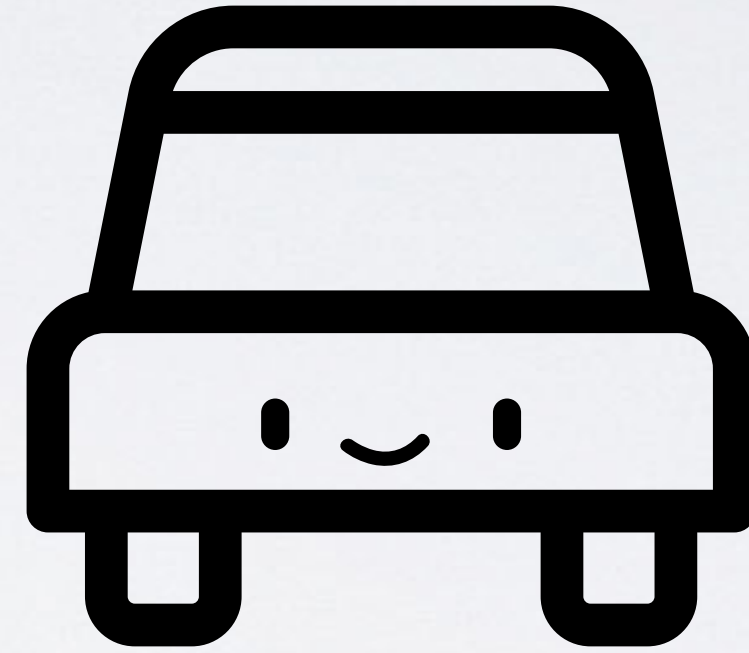
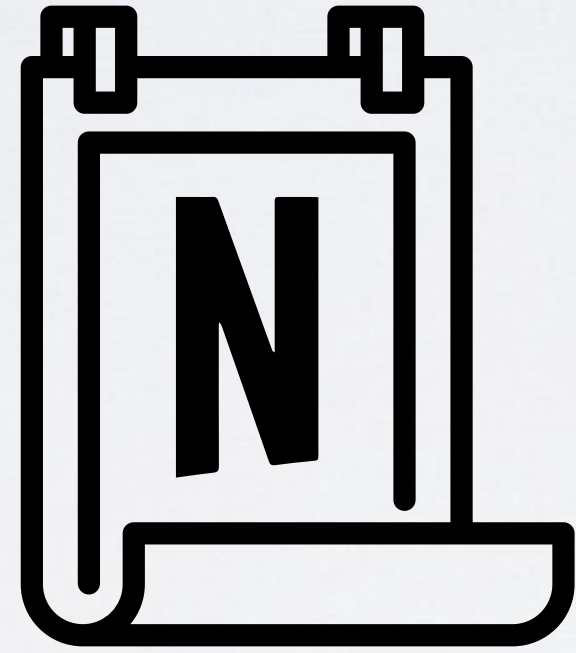


**+1,600%**  
Engagement





















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