

Small data



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Brandingeksperten Martin Lindstrom, den moderne marketings Sherlock Holmes, har et blik for de detaljer, vi andre ikke bemærker. Han zoomer ind i stedet for ud og viser, hvordan man kan arbejde kvalitativt med data frem for kvantitativt.

300 dage om året tilbringer han som gæst i fremmede menneskers hjem verden over, hvor han roder i affaldsspanden, studerer mobilregningen, åbner køleskabet og rutineret graver sig vej gennem rodet i børneværelset. Disse detaljer, de små data, kan nemlig afsløre globale tendenser, de kan fortælle om drømme, vi ikke vidste, vi havde, eller de kan indeholde idéen til et produkt, ingen endnu havde opdaget, vi manglede.

Small Data; Small Data are the myriad of data traces we each generate everyday. 2018 · I had an interesting “how do you build a small fabric without throwing every technology in the mix” discussion with Nicola Modena and mentioned that I.

The Power of Small Data.

Here's how companies can use small data to target the right customers. 2016 · Martin Lindstrom has spent

time with 2,000 families in more than 77 countries to get clues to how they live -- resulting in the acquisition of what he. 03.

Ask any CMO, and you might hear, 'mobile' or 'social media.'

29. We focus on China's energy issues. Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends three hundred nights a year overseas, closely observe. A Handbook of Small Data Sets. CrashPlan for Small Business: easy, automatic & secure online backup built for small business data protection. Here's a full review. 01. Here, experts weigh in on the concept and explain why it's. 2016 · Rather than devoting huge resources to unproven Big Data programs, most banks are better off utilizing Small Data analytics in five key categories. 07. He has been involved with HR since the late 90's and also writes and speaks about data.