Agenda

- Dados em todos os lugares
- Data-driven companies
- Data Literacy
- Data Analytics

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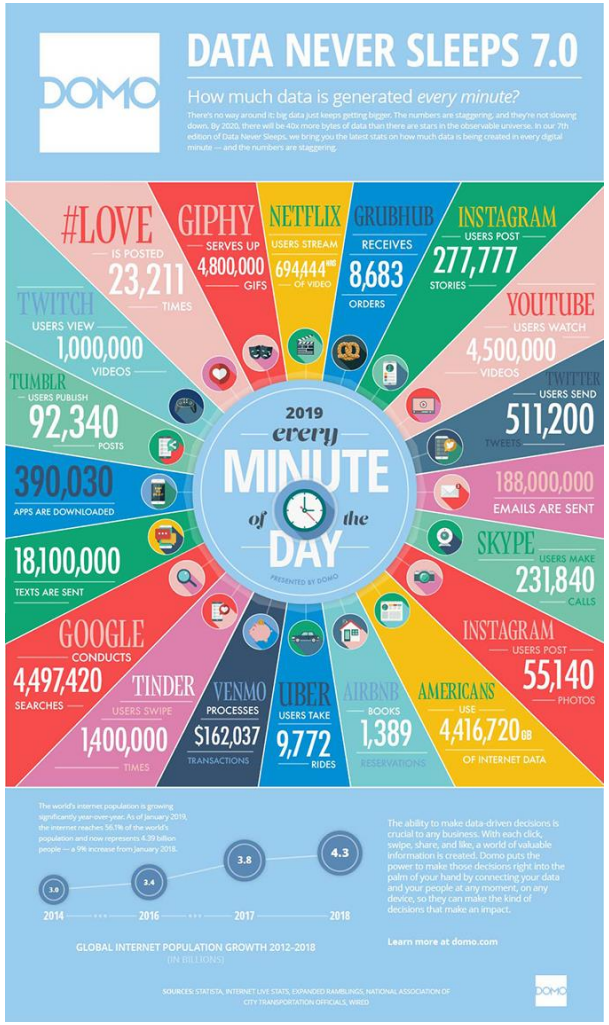
O mundo cercado por dados


DOMO
DATA NEVER SLEEPS 7.0
How much data is generated every minute?
There's no way around it: big data just keeps getting bigger. The numbers are staggering, and they're not slowing down. By 2020, there will be 40x more bytes of data than there are stars in the observable universe. In our 7th edition of Data Never Sleeps, we bring you the latest stats on how much data is being created in every digital minute — and the numbers are staggering.
#LOVE IS POSTED 23,211 TIMES
GIPHY SERVES UP 4,800,000 GIFS
NETFLIX USERS STREAM 694,444 HRS OF VIDEO
GRUBHUB RECEIVES 8,683 ORDERS
INSTAGRAM USERS POST 277,777 STORIES
TWITCH USERS VIEW 1,000,000 VIDEOS
YOUTUBE USERS WATCH 4,500,000 VIDEOS
TUMBLR USERS PUBLISH 92,340 POSTS
TWITTER USERS SEND 511,200 TWEETS
2019 every MINUTE of the DAY
PRESENTED BY DOMO
390,030 APPS ARE DOWNLOADED
188,000,000 EMAILS ARE SENT
18,100,000 TEXTS ARE SENT
SKYPE USERS MAKE 231,840 CALLS
GOOGLE CONDUCTS 4,497,420 SEARCHES
INSTAGRAM USERS POST 55,140 PHOTOS
TINDER USERS SWIPE 1,400,000 TIMES
VENMO PROCESSES $162,037 TRANSACTIONS
UBER USERS TAKE 9,772 RIDES
AIRBNB BOOKS 1,389 RESERVATIONS
AMERICANS USE 4,416,720 GB OF INTERNET DATA
The world's internet population is growing significantly year-over-year. As of January 2019, the internet reaches 56.1% of the world's population and now represents 4.39 billion people — a 9% increase from January 2018.
2014 3.0
2016 3.4
2017 3.8
2018 4.3
GLOBAL INTERNET POPULATION GROWTH 2012-2018
(IN BILLIONS)
The ability to make data-driven decisions is crucial to any business. With each click, swipe, share, and like, a world of valuable information is created. Domo puts the power to make those decisions right into the palm of your hand by connecting your data and your people at any moment, on any device, so they can make the kind of decisions that make an impact.
Learn more at domo.com
SOURCES: STATISTA, INTERNET LIVE STATS, EXPANDED RAMBLINGS, NATIONAL ASSOCIATION OF CITY TRANSPORTATION OFFICIALS, WIRED
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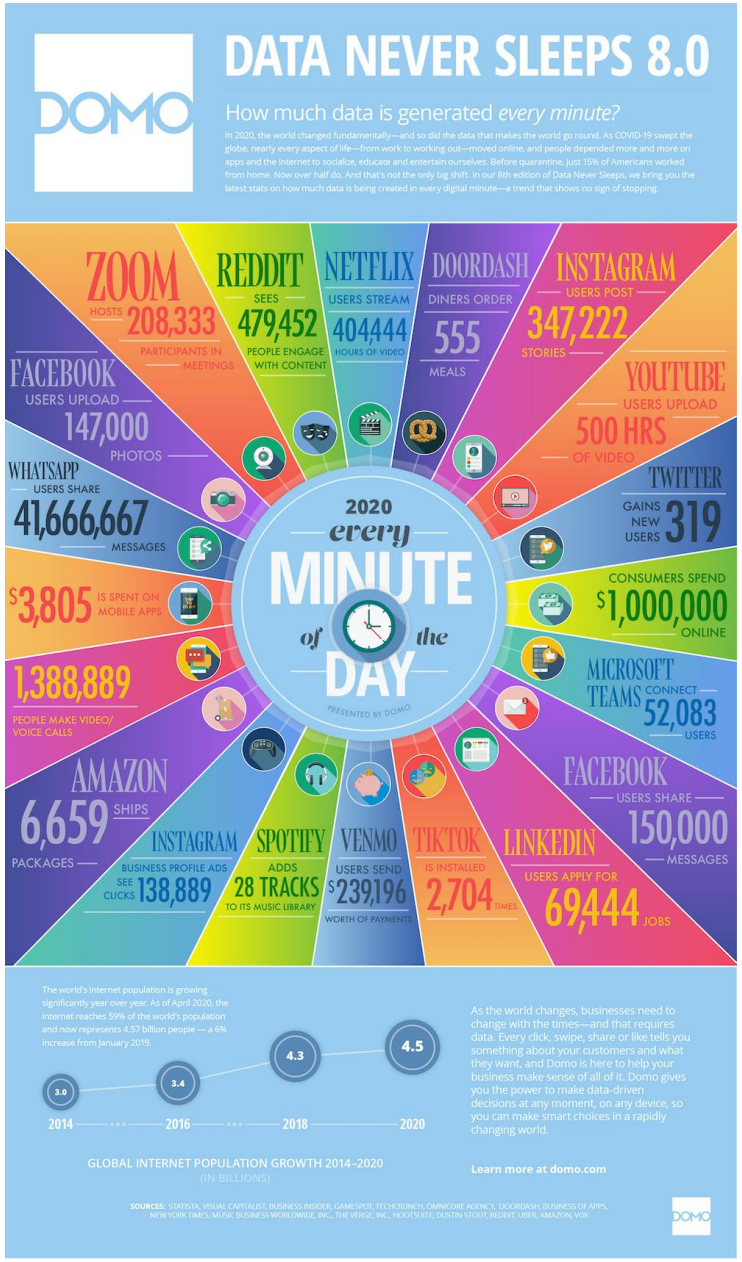
DOMO
DATA NEVER SLEEPS 8.0
How much data is generated every minute?
In 2020, the world changed fundamentally—and so did the data that makes the world go round. As COVID-19 swept the globe, nearly every aspect of life—from work to working out—moved online, and people depended more and more on apps and the internet to socialize, educate and entertain ourselves. Before quarantine, just 15% of Americans worked from home. Now over half do. And that's not the only big shift. In our 8th edition of Data Never Sleeps, we bring you the latest stats on how much data is being created in every digital minute—a trend that shows no sign of stopping.
ZOOM HOSTS 208,333 PARTICIPANTS IN MEETINGS
REDDIT SEES 479,452 PEOPLE ENGAGE WITH CONTENT
NETFLIX USERS STREAM 404,444 HOURS OF VIDEO
DOORDASH DINERS ORDER 555 MEALS
INSTAGRAM USERS POST 347,222 STORIES
FACEBOOK USERS UPLOAD 147,000 PHOTOS
YOUTUBE USERS UPLOAD 500 HRS OF VIDEO
WHATSAPP USERS SHARE 41,666,667 MESSAGES
TWITTER GAINS NEW USERS 319
2020 every MINUTE of the DAY
PRESENTED BY DOMO
$3,805 IS SPENT ON MOBILE APPS
CONSUMERS SPEND $1,000,000 ONLINE
1,388,889 PEOPLE MAKE VIDEO/VOICE CALLS
MICROSOFT TEAMS CONNECT 52,083 USERS
AMAZON 6,659 SHIPS PACKAGES
FACEBOOK USERS SHARE 150,000 MESSAGES
INSTAGRAM BUSINESS PROFILE ADS SEE CLICKS 138,889
SPOTIFY ADDS 28 TRACKS TO ITS MUSIC LIBRARY
VENMO USERS SEND $239,196 WORTH OF PAYMENTS
TIKTOK IS INSTALLED 2,704 TIMES
LINKEDIN USERS APPLY FOR 69,444 JOBS
The world's internet population is growing significantly year over year. As of April 2020, the internet reaches 59% of the world's population and now represents 4.57 billion people — a 6% increase from January 2019.
2014 3.0
2016 3.4
2018 4.3
2020 4.5
GLOBAL INTERNET POPULATION GROWTH 2014-2020
(IN BILLIONS)
As the world changes, businesses need to change with the times—and that requires data. Every click, swipe, share or like tells you something about your customers and what they want, and Domo is here to help your business make sense of all of it. Domo gives you the power to make data-driven decisions at any moment, on any device, so you can make smart choices in a rapidly changing world.
Learn more at domo.com
SOURCES: STATISTA, VISUAL CAPITALIST, BUSINESS INSIDER, GAMESPOT, TECHCRUNCH, OMNICORE AGENCY, DOORDASH, BUSINESS OF APPS, NEW YORK TIMES, MUSIC BUSINESS WORLDWIDE, INC., THE VERGE, INC., HOOTSUITE, DUSTIN STOUT, REDDIT, UBER, AMAZON, VOX
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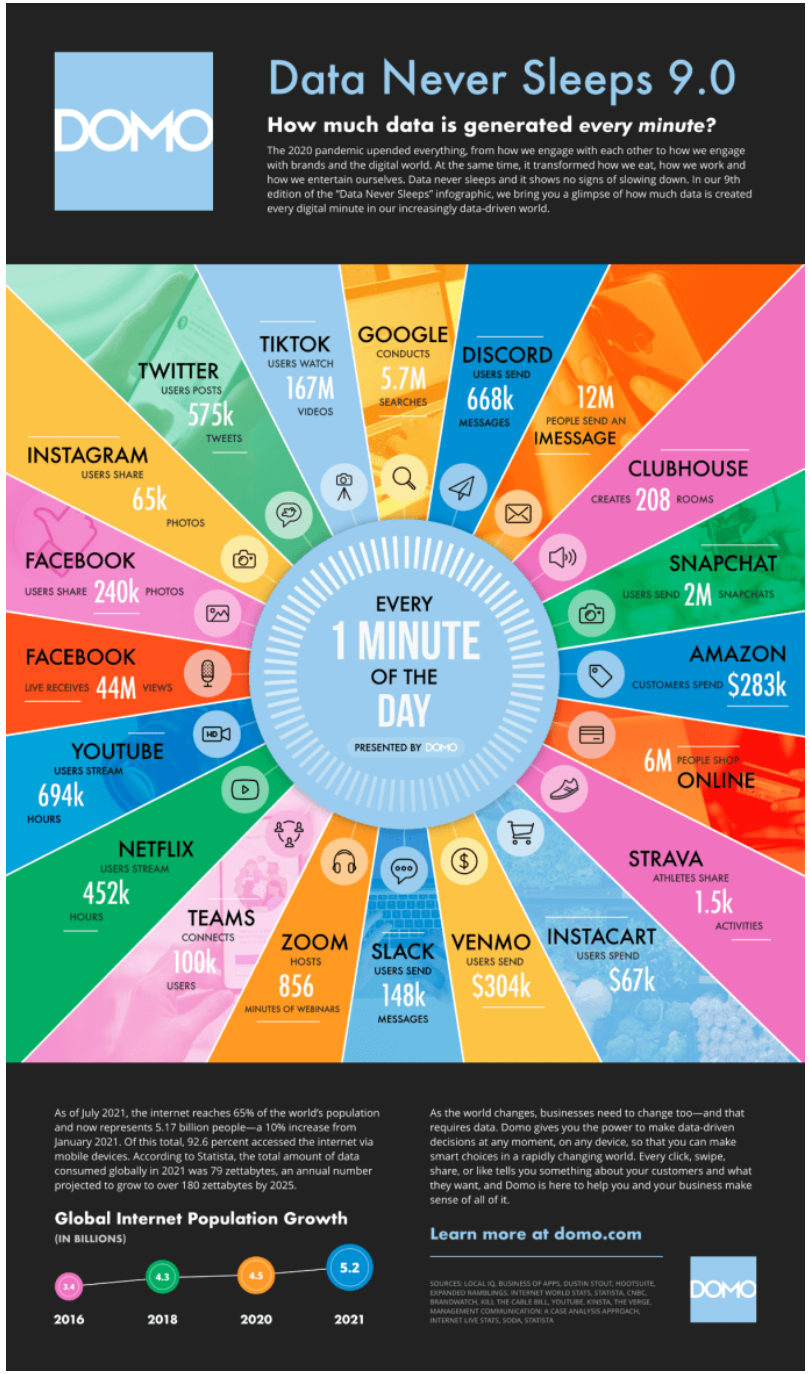
DOMO
Data Never Sleeps 9.0
How much data is generated every minute?
The 2020 pandemic upended everything, from how we engage with each other to how we engage with brands and the digital world. At the same time, it transformed how we eat, how we work and how we entertain ourselves. Data never sleeps and it shows no signs of slowing down. In our 9th edition of the "Data Never Sleeps" infographic, we bring you a glimpse of how much data is created every digital minute in our increasingly data-driven world.
TWITTER USERS POSTS 575k TWEETS
TIKTOK USERS WATCH 167M VIDEOS
GOOGLE CONDUCTS 5.7M SEARCHES
DISCORD USERS SEND 668k MESSAGES
12M PEOPLE SEND AN IMESSAGE
INSTAGRAM USERS SHARE 65k PHOTOS
CLUBHOUSE CREATES 208 ROOMS
FACEBOOK USERS SHARE 240k PHOTOS
SNAPCHAT USERS SEND 2M SNAPCHATS
EVERY 1 MINUTE OF THE DAY
PRESENTED BY DOMO
FACEBOOK LIVE RECEIVES 44M VIEWS
AMAZON CUSTOMERS SPEND $283k
YOUTUBE USERS STREAM 694k HOURS
6M PEOPLE SHOP ONLINE
NETFLIX USERS STREAM 452k HOURS
STRAVA ATHLETES SHARE 1.5k ACTIVITIES
TEAMS CONNECTS 100k USERS
ZOOM HOSTS 856 MINUTES OF WEBINARS
SLACK USERS SEND 148k MESSAGES
VENMO USERS SEND $304k
INSTACART USERS SPEND $67k
As of July 2021, the internet reaches 65% of the world's population and now represents 5.17 billion people—a 10% increase from January 2021. Of this total, 92.6 percent accessed the internet via mobile devices. According to Statista, the total amount of data consumed globally in 2021 was 79 zettabytes, an annual number projected to grow to over 180 zettabytes by 2025.
Global Internet Population Growth
(IN BILLIONS)
2016 3.4
2018 4.3
2020 4.5
2021 5.2
As the world changes, businesses need to change too—and that requires data. Domo gives you the power to make data-driven decisions at any moment, on any device, so that you can make smart choices in a rapidly changing world. Every click, swipe, share, or like tells you something about your customers and what they want, and Domo is here to help you and your business make sense of all of it.
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SOURCES: LOCAL IQ, BUSINESS OF APPS, DUSTIN STOUT, HOOTSUITE, EXPANDED RAMBLINGS, INTERNET WORLD STATS, STATISTA, CNBC, BRANDWATCH, KILL THE CABLE BILL, YOUTUBE, KINSTA, THE VERGE, MANAGEMENT COMMUNICATION: A CASE ANALYSIS APPROACH, INTERNET LIVE STATS, SODA, STATISTA
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Data-driven Decision Making

Data Literacy

Data Analytics

- Descriptive (*what happened*)
- Diagnostic (*why happened*)

- Predictive (*what will happen*)
- Prescriptive (*how to act*)

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