Big data for business

Week 1 - intro

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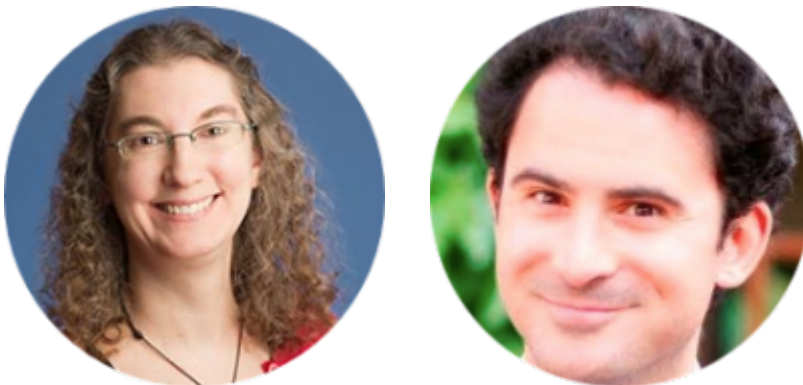# Table of Contents

1. Welcome!

I am Clement Levallois, Associate Professor at em **lyon business school**

Also head of the Data R&D Institute, launched this Summer with colleagues:

My research interests:

- Recent history science (behavioral sciences)
- Gephi software and network visualizations
- Applications to data mining on social networks (using Twitter data and Java programming)

2. What this course is for

- For business students, to bring you a **culture** of data and related technologies.

- For engineering students, to bring you a **culture** of how tech is applied in a business context

The goal is not to turn you into data scientists - we now have plenty of courses for that!

→ Check http://data.em-lyon.com in the "Teaching" section

Rather, the goal is to give you a broad view of **all** these specific topics - so that you understand what they are and you **can join companies where they are central**.

3. How to succeed in this course?

(succeeding = how to get a good grade *and* how to get a job thanks to this course)

Follow the instructions

- Have you read the syllabus?
- Have you taken the quiz mentioned in the email? (response rate: 31/82 yesterday evening)

a. read the lectures every week. Pay attention and learn the new vocabulary used.
b. read the "essential readings"
c. do the weekly quizzes
d. come on time and be sharp in class for the speakers
e. don't neglect the group project - start working on it now.

3. Quick directions

Brighspace is where you should look for the info. It will point you to:

- Weekly quizzes (also on Brightspace)
- Weekly lectures hosted on https://seinecle.github.io/mk99/
- Weekly essential readings hosted on Pinterest
- Group project: described on Brightspace

4. If you need help

Use the office hours

- I am available every Tuesday morning after class, and at other times by appointment

5. Let's discuss key aspects of the content of the lecture for today

- The 3Vs
- "Information is interpretation, data is a given". Do you agree?
- What is unstructured data and why does it matter?
- Could you explain what a "hybrid cloud" is?
- What does it mean to say "relationships are data, too"?

The end

Find references for this lesson, and other lessons, here.

 This course is made by Clement Levallois.

Discover my other courses in data / tech for business: http://www.clementlevallois.net

Or get in touch via Twitter: @seinecle