

# Big data for business

## ***Week 1 - intro***

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# 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 interests as a researcher:

- Recent history science (animal and human behavioral sciences in the US mainly)
- Gephi software and network visualizations
- Data mining on large social networks (using Twitter data)
- Java programming

# 2. The value of this course to you

- 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

This course is:

- a complement to many courses launched last year in data science at **emlyon**: it puts the different pieces together

→ Check <http://data.em-lyon.com>

- if you don't follow these other courses, then "Big data for business" gives you an overview

which makes a big difference when applying to jobs in biz x tech.

→ Which jobs?



Figure 1. HBR special issue, July 2017

Signals from the market:

from startups to the Big fours, companies are looking for candidates with strong education in management **and** a knowledge of "data" in a business context.

### 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 your emails?
  - 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

Brightspace is where you should look for the info

Brightspace will point you to:

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

All of this should be done **before coming to class**

- Group project: you will create a podcast! See further info on Brightspace

In class:

- Speakers from Artefact, Tilkee, HEVA and more
- A 2 parts tutorial on the Gephi software
- In class projects

### 4. If you have questions

Need help? Passionate about data science and want to contribute? Use the office hours!

- I am available every Tuesday morning after class, and at other times by appointment at [levallois@em-lyon.com](mailto:levallois@em-lyon.com)

### 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](https://twitter.com/seinecle)