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 whith strong education in management **and** 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)

1. read the lectures every week. Pay attention and learn the new vocabulary used.
2. read the "essential readings"
3. do the weekly quizzes
4. come on time and be sharp in class for the speakers
5. don’t neglect the group project - start working on it now.

3. Quick directions

Brighspace 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

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: https://www.clementlevallois.net

Or get in touch via Twitter: @seinecle