

## **CSC105M**

Big Data Examples in Local and Foreign Companies

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# Senti

- Social Media Analysis
- Sentiment Gathering
- Natural Language Processing
  - English
  - Filipino
  - Other Philippine Dialects (bekispeak, jejemon, text speak)



# Senti

- 2016 National Elections
  - Candidate Popularity
  - Sentiment Visualizations
  - Stands on issues







# Sulit.ph

Filipino market

Data driven company

Seller & Buyer

Advertisements/Marketing strategy

Collect Data from consumers:

- Gender
- Age
- Location

Rely on Feedback through data collected

Categories:

- Cars
- Real estate
- Motorcycles
- Phones
- Computers
- Appliances
- Services
- Jewelry
- jobs

# Talas

- PLDT's Big Data arm
- Platform is based on Hadoop's software, is provided by Matrixx and HortonWorks
- Offers generic big data analytics
  - SMART Telecommunications
    - Analyzes usage history and location to provide better services
  - Real estate companies
- Holds events to promote the use of big data in corporations in the Philippines

# Google

- Internet-related service and products
- Vast amounts of servers in data centers around the world
- Google Search
  - PageRank - keyword-based search
  - Universal Search - includes other digital content besides web sites
  - Knowledge Graph - literal search and semantic search
- Data from users - used for advertising technologies
- BigQuery
- Self-driving Car - data from sensors and other devices together with on-board and real-time data analysis from Google Maps, Streetview and other sources



# Netflix

- Streaming service
- Data Collected
  - What users watch, search, rate
  - Time of day, date, and device
  - Browsing/Scrolling patterns
  - Video manipulation

# Netflix

- Audience Estimation
- User Rating Prediction
- Target Audience Segmentation (Ads)
- Poster Color Analysis
- Watching Patterns (Binge Watching)
- Recommendations

# Starbucks

## Data Gathered:

- In-store sales
- Limited Edition Drinks
- Demographic
- Population Density
- Income
- Businesses around the area (Competitors)
- Revenue
- Traffic Situation
- Location
- Time of Day
- Weather
- Promotions
- Local events

# Target

- Discount retailer
- Gathers data to create detailed customer profile
  - Shopping habits
  - Personal habits
- Analyzes data to better market products
  - E.g. Pregnancy prediction