

INTRODUCTION TO CUSTOMER ANALYTICS

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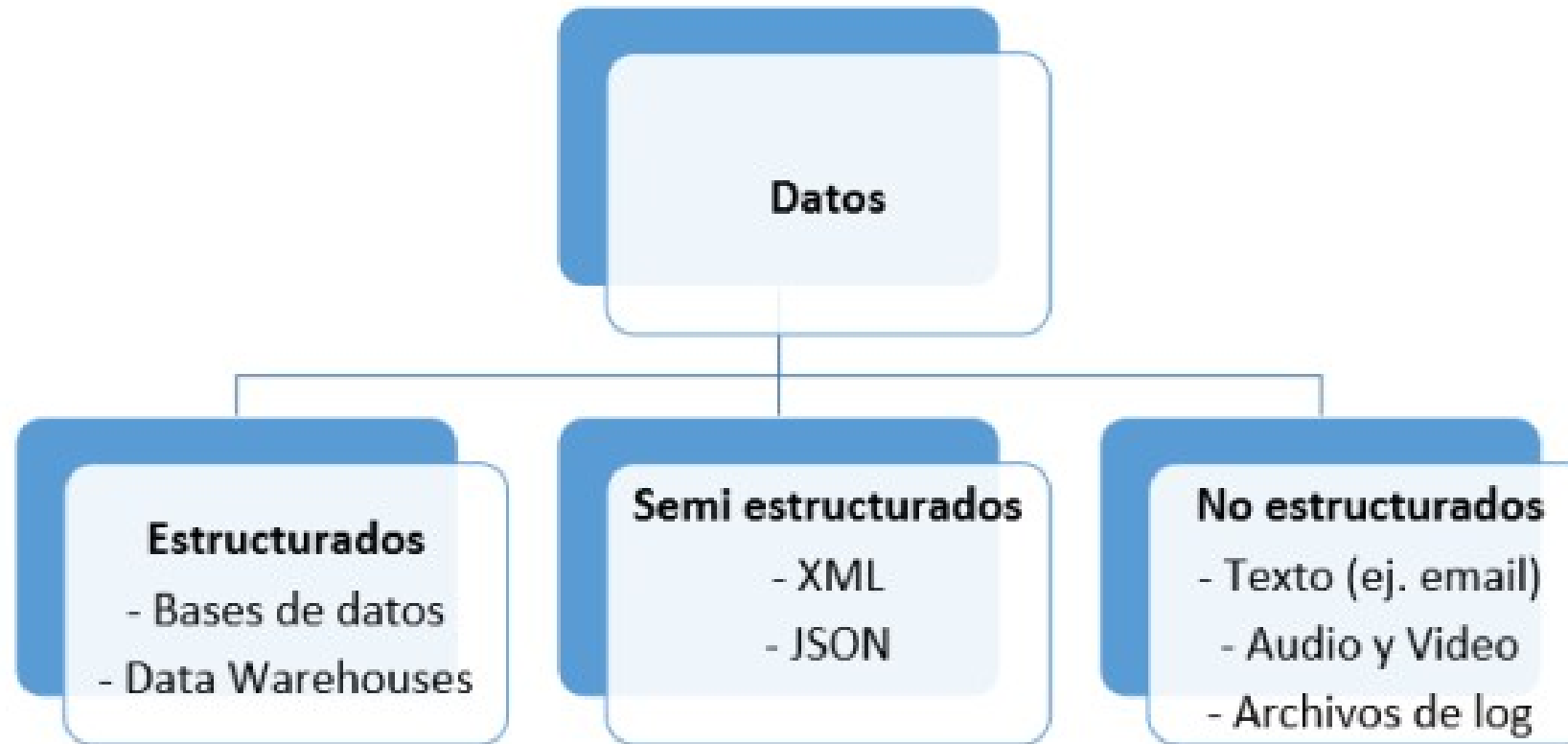


¿Qué es el análisis de clientes?

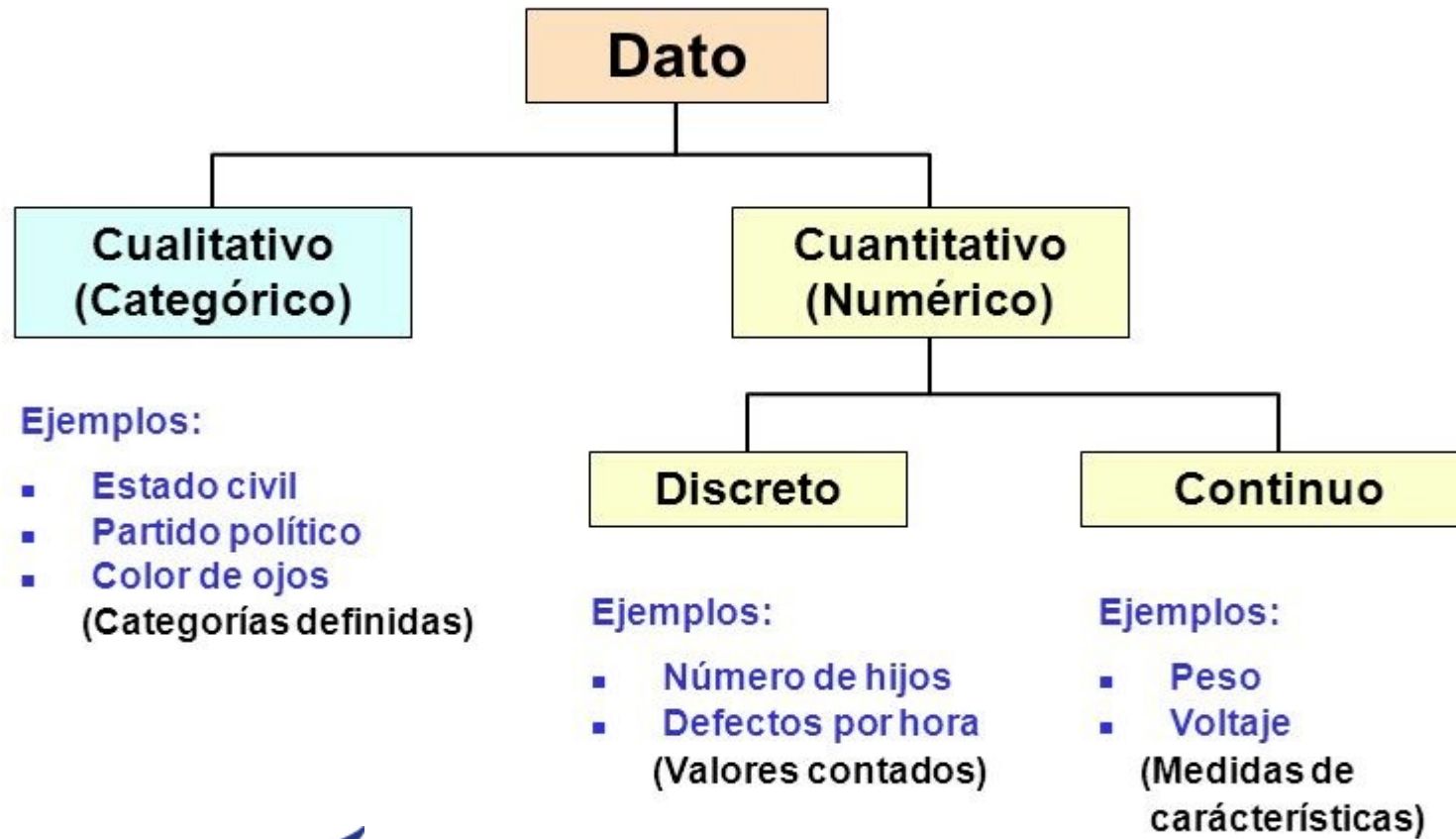
- ▶ Es el proceso en el que los datos de comportamiento de los clientes con que cuenta la empresa se utilizan para ayudar a tomar decisiones clave
- ▶ Utilizando técnicas de segmentación del mercado y análisis predictivo
- ▶ Integrar y analizar la información recogida en todas estas fuentes tan dispares
- ▶ Para definir los patrones de comportamiento que siguen los clientes
- ▶ Detectar problemas en la experiencia del cliente con el producto o servicio para mejorarla
- ▶ Segmentar a los clientes según sus comportamientos de compra
- ▶ Tomar decisiones con bases



Tipos de datos



DATOS ESTRUCTURADOS



Datos

Algoritmos

Modelos

Predicciones



Ingredientes

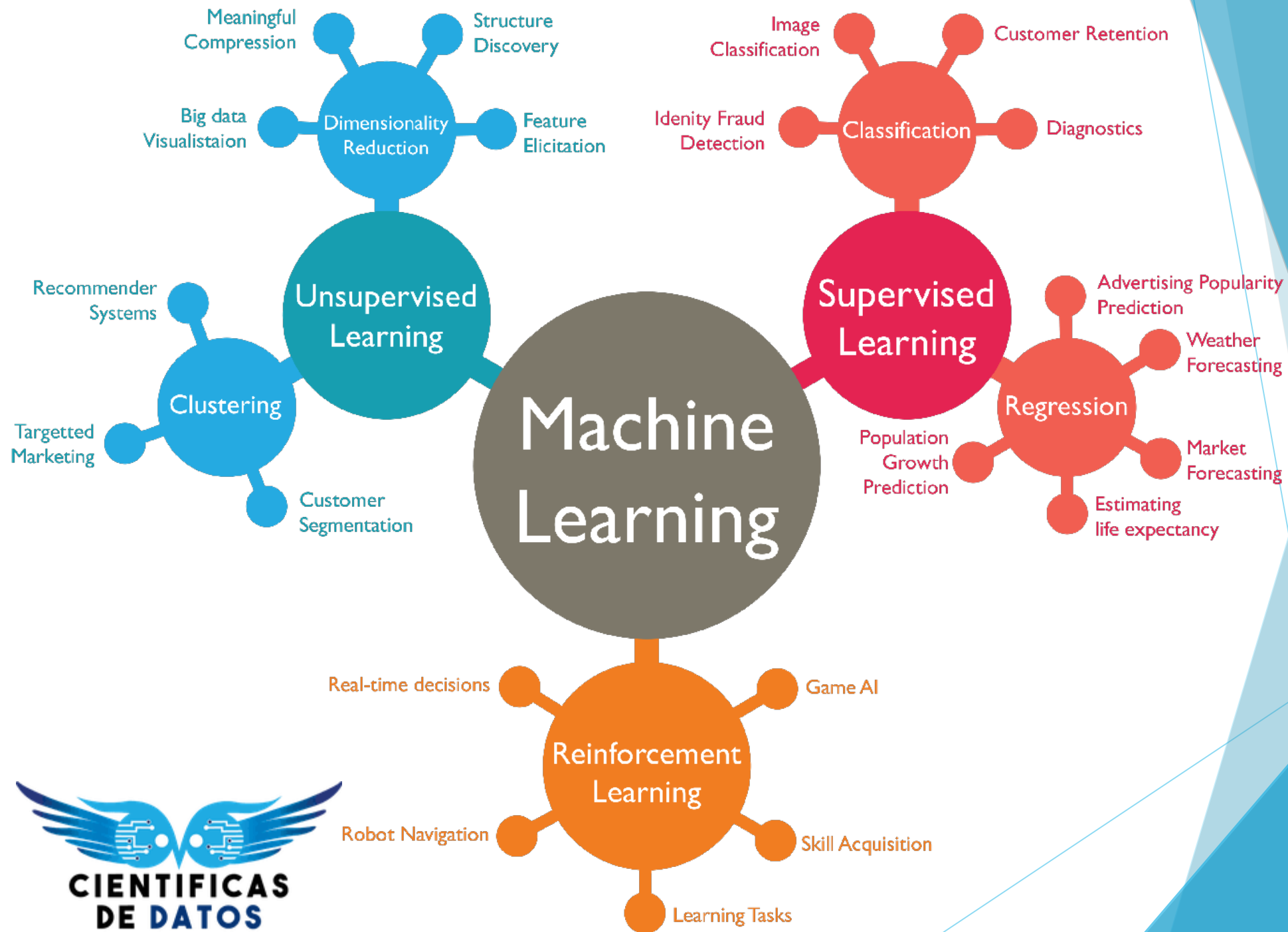
Electrodomésticos

Recetas

Platos

Analogía





BIG DATA & AI LANDSCAPE 2018

INFRASTRUCTURE

HADOOP ON-PREMISE
cloudera Hortonworks
MAPR Pivotal
IBM InfoSphere
bluedata jethro

HADOOP IN THE CLOUD
aws Microsoft Azure
Google Cloud IBM InfoSphere
TREASURE DATA Databricks altiscale
CAZENA CenturyLink

STREAMING / IN-MEMORY
aws databricks stream
confluent GridGain ORACLE
dataArtisans hazelcast
TERRACOTTA KX FASTDATA
WallarooLABS

NoSQL DATABASES
Google Cloud AWS
ORACLE Microsoft Azure
mongoDB MarkLogic
KEROPIKE DATASTAX
ArangoDB Couchbase
redislabs SCYLLA

NewSQL DATABASES
SAP Clustrix Pivotal
Cockroach LABS nuodb
MEMSQL influxdata
MORIO DB VOLTDB
citustdata splice
paradigm4 Tidb

GRAPH DBs
neo4j Amazon Neptune
IBM ORACLE
OrientDB
InfiniGraph
Objectivity

MPP DBs
TERRACOTTA VERTICA
IBM Data Warehouse Systems
Cobion
Kognitio
Exasol
dremio

CLOUD EDW
aws
Google Cloud
Microsoft Azure
Pivotal
snowflake

DATA TRANSFORMATION
talend pentaho
alteryx TRIFACTA
tamr Paxata
StreamSets UNIFI

DATA INTEGRATION
SAP Data Services Informatica
Hadoop snappylog
enigma podium
Segment alicoma xplenty
ZALONI
Stitch import.io
Infoworks ATTUNITY

DATA GOVERNANCE
Informatica
IBM
McAfee Skyhigh Security Cloud
collibra Alation
WATERLINE
IKMUTA OKERA

MGMT / MONITORING
aws New Relic actifio
rubrik APPDYNAMICS
WAVEFRONT
dynatrace
splunk SignalFx dnuvo
Moogsoft unravel
pagerduty Numerify

STORAGE
aws Google Cloud
Microsoft Azure IBM Storage
PURE STORAGE
ALLUXIO
nimblestorage
CUMULUS
COHERITY

CLUSTER SVCS
aws Kubernetes
docker
MESOSPHERE
CoreOS
CRKT

APP DEV
Lightbend
Keen IO
rainforest
CRSK

CROWD - SOURCING
amazon mechanical turk
Upwork
figure eight
HIVE

HARDWARE
Google TPU ARM
INTEL AI GRAPH CORE
MYTHIC
NVIDIA
Movidius
WAVE
HALO
bryltek PG-Stream

GPU DBs
kinetica
MAPD
SOREM
bluewinch
BLAZINGDB
bryltek PG-Stream

ANALYTICS

DATA ANALYST PLATFORMS
Microsoft pentaho alteryx
Digital Reasoning GUAVUS AYASDI
ATTIVIO Datameer Quid Incorta
interana ClearStory Origami
ENDOR MODE Bottlenose switchboard

DATA SCIENCE PLATFORMS
IBM KNIME dataiku
DOMINO rapidminer
CONTINUUM ANALYTICS ALGORITHMIA
DATAWATCH JANGBOB SAS

BI PLATFORMS
Microsoft AWS
Domo Wave Analytics
looker ThousandEyes
ARCADA DATA AT SCALE
GoodData Information Builders
MicroStrategy FIRST

VISUALIZATION
tableau SAP
Google Cloud CELONIS
Qlik Periscope Data
ZEPL GOMDA plotly
CHARTIO TOUCAN TOCO

MACHINE LEARNING
Azure Machine Learning AWS
Google Cloud H2O
DataRobot gamalon
ELEMENT VISENZE
deeplogic bonsai

COMPUTER VISION
Microsoft Azure
Amazon Rekognition
clarifai
EVER AI deepomatic
twentybn neurala

HORIZONTAL AI
IBM Watson Cortana Face++
sentient Voyager Labs
Affective PROPHESIES
Numeta PETUUM
nalogics CURIOUS AI OSARO
BLUE VISION

SPEECH & NLP
Google Cloud twilio
amazon alexa narrative science
semantic machines
Wavuu Movio Eigen Technologies
SoundHound Inc. PRIMER
MindMedia voicebox
snips
twilio yscop

SEARCH
ORACLE
elasticsearch
EXALEAD covéo
Lucidworks ATTIVIO
swiftype algolia
alphasense MAANA
omni:us SINEQUA

LOG ANALYTICS
splunk sumologic
GGLY
TIMBER
kibana logz.io

SOCIAL ANALYTICS
Hootsuite sprinklr
NETBASE
synthesio
simple reach
billy predata
SimilarWeb

WEB / MOBILE / COMMERCE ANALYTICS
Google Analytics
mixpanel AMPUTUE
sumall Airtable
RESCI SIGOPT
granify custora

APPLICATIONS - ENTERPRISE

SALES
einstein CHORUS
INSIDESALES.COM
conversica
clari aviso tact.ai
fuse machines TROOPS

MARKETING - B2B
RADIUS App Annie
EVERSTRING Lattice
MINTIGO sense
tubular DataFox
ENGAGIO mrp

MARKETING - B2C
Zeta bloomreach SendGrid
BlueYonder [PERSADO] kahuna
ACTIONIQ SAILTHRU BLUECORE
QUANTIFIND mparticle Ampero
amperity TEALUM Simon Lytica

CUSTOMER SERVICE
MEDALLIA zendesk
CLARABRIDGE
Gainsight NG DATA
DigitalGenius afiniti
AUTOMAT frame.ai
msgi INTERCOM Ca#Desk

HUMAN CAPITAL
HireVue entelo
hiQ GIGSTER
textile RESTLESS BANDIT
Woods & Wendy Stella
mya uncommon

LEGAL
RAVEL
Seal
Everlaw JUDICATA
IRONCLAD
FREEMANTRON
ROSS
casetext

FINANCE
Anaplan
ZUORA
SAP HANA
TRADESHIFT

ENTERPRISE PRODUCTIVITY
slack
ORACLE
lumia DIFFBOT
claro talla
butterai Kasisto

BACK OFFICE AUTOMATION
UiPath
hyperScience
blueprints
AppZen
WorkFusion

SECURITY
CYLANCE zscaler
StackPath Illumio CODE42 CipherCloud
DARKTRACE ANOMALI Trend Micro VECTRA
CyberArk Guardicore
DATAVISOR sift science
SCIFY SentinelOne SecurityScorecard SOCCURE
BlueLumina Recorded Future feedzai CyberX
AELA

APPLICATIONS - INDUSTRY

ADVERTISING
AppNexus
criteo xAd Integral
ORACLE MOAT
theTradeDesk
distillery
TAPAD
Clupier

EDUCATION
Lullibot
KNEWTON
Clever
edureka
kidaptive
PANDORA
edX
gradscope

GOVERNMENT
OPENVUE
mark43
GRIDSMAST
LiveStories
Passport
SmartProcure
STREETLIGHT
OpenData

REAL ESTATE
Opendoor
VTS
CREDI
reonomy
COMPSTAK
CAPE

FINANCE - INVESTING
KENSIC
Dataminr
ADDEPAR
NUNERA
ISENTIUM
ALGORIZ
FlaventPack
PINGATA

FINANCE - LENDING
onDeck affirm
KREDITECH AVANT
TALA Finance Upstart
INSIKT Upgrade 100Credit
WeLab WeCASH
TrueAccord MoneyLion
ActiveAI aire cignih

INSURANCE
Metromile
Lemonade
CYENCE
Shift Technology
TRACTABLE

HEALTHCARE
flatiron Clover XRYUS HealthTap
METABIOTA Gingerio Glow babylon
3D Med zebra PathAI Ovia
TEMPUS patientScribe AICure
RECURSION prognos entic imago
Qventus BAYLABS ARTERYS CLOUDEX
IMAGEN Long Health PAIGE DATAVANT
Genentech innovacore Locus

LIFE SCIENCES
Genentech Color Genentech
BenevolentAI verily
WUXI NextCODE ZEPHYR HEALTH
Clear Labs
freemove
DMPAnus
CITRINE
Atomwise
Phosphor
twoAR
Atomwise
Phosphor
twoAR

TRANSPORTATION
UBER TESLA
CLEARPATH
drive.ai
nauto
PILOT AI
OPTIMUS
moovit
hexar
comm.ai
netradyne
Civil Maps German Automobile

AGRICULTURE
FARMERS
Granular
JOHN DEERE
BLUE RIVER
FarmersEdge
FarmLogs
TARANIS
GAMAYA
prospero

COMMERCE
Instacart
STITCH FIX
Dorco
RetailNext
NewGood
Heuritech
FarmersEdge
FarmLogs
TARANIS
GAMAYA
prospero

INDUSTRIAL
AVEVA SIEMENS
PREDIX
UPTAKE
OSIsoft
TACHYUS
Alluvium SCORTEX

OTHER
eharmony stem rethorica
ByteDance hoppen select
BEXEVE VERDIGIS duoetto
U Unbabel Jadedeck
remesh ASAPP

CROSS-INFRASTRUCTURE/ANALYTICS

aws Google Cloud Microsoft IBM SAP Hewlett Packard Enterprise SAS 1010DATA vmware TIBCO TERADATA ORACLE NetApp syncsort MAPR cloudera

OPEN SOURCE

FRAMEWORK
Hadoop
Hadoop
Hadoop
Flink YARN TEZ
MESOS
Spark CDAP

QUERY / DATA FLOW
Spark SQL
presto
SLAMDATA
Google Cloud Dataflow
Flink

DATA ACCESS
cassandra nifi mongoDB
Apache Drill
CouchDB
HBASE
OPENTOS
riak
Cloud Spanner
accutulo

COORDINATION
talend
ZooKeeper
Apache Ambari
Apache Airflow

STREAMING
Spark
Flink
kafka beam
druid
STORM

STAT TOOLS
python
ScalaLab
SciPy
julia

AI / MACHINE LEARNING / DEEP LEARNING
TensorFlow theano
Caffe
Microsoft Cognitive Toolkit
OpenAI
Apache SINGA
FeatureFu
mxnet
neon
DSSTNE
mlib
DL4J
MAHOUT
Aerosolve

SEARCH
elasticsearch
Solr
Lucene

LOGGING & MONITORING
elasticsearch
kibana
logstash
Prometheus

VISUALIZATION
BeakerX
Rodeo

COLLABORATION
jupyter
KNOX
ANACONDA

SECURITY
Apache Ranger
Sentry

DATA SOURCES & APIs

HEALTH
Apple
VALIDIC
practicefusion
fitbit GARMIN
HUMAN API kinsa

IOT
GE Digital
UPTAKE
helium
thingworx
samsara

FINANCIAL & ECONOMIC DATA
Bloomberg THOMSON REUTERS DOW JONES
S&P CAPITAL IQ CB Insights xignite Quandl
ENVESTNET VOLLEE PREMISE estimote
Eagle Alpha StockTwits PLAID Thinknum earnest

AIR / SPACE / SEA
Orbital Insight planet
Airware AIRBOTICS
spire kespri
WINDWARD
DroneDeploy
MarineTraffic

PEOPLE / ENTITIES
axiom experian
EPSON
Crimson Hexagon
BASIS
SAFE GRAPH

LOCATION INTELLIGENCE
FOURSQUARE
sense360
PlaceIQ
esri
factual
CARTER
Mapillary
Streetline
cubiq Radar

OTHER
qualtrics
DATA.GOV
enigma
mobilewalla
CRUX
HIGH-CHART

DATA RESOURCES

DATA SERVICES
Palantir
OPERA
DATA SCIENCE
fractal kaggle
DataKind
EXL innoPLEXUS

INCUBATORS & SCHOOLS
PLURALSIGHT
DataCamp DataElite
INSIGHT The Data Incubator
METIS

RESEARCH
facebook research
OpenAI
MIRI
VECTOR INSTITUTE
CSAIL
ALLEN INSTITUTE
ARTIFICIAL INTELLIGENCE

<http://mattturck.com/bigdata2018/>

Other approach:
<https://www.learnbigdatatools.com/category/big-data-catalog-2018-2019/>



FIRSTMARK
EARLY STAGE VENTURE CAPITAL

