



**Bram Adams**  
**Génie Informatique et Génie Logiciel**

M  
CIS  
I



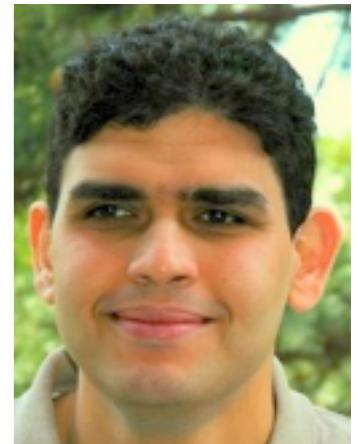
Israel J.  
Mojica



Mei  
Nagappan

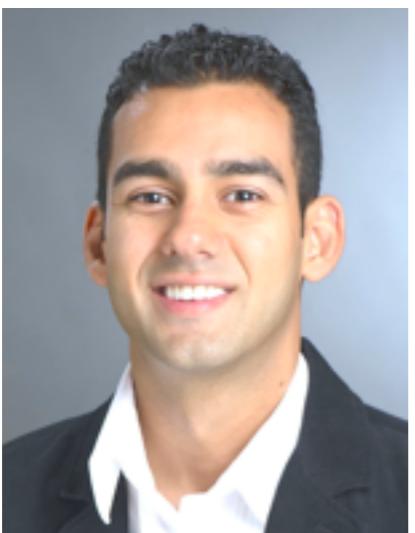


Hammad  
Khalid



Ahmed E.  
Hassan

en collaboration avec



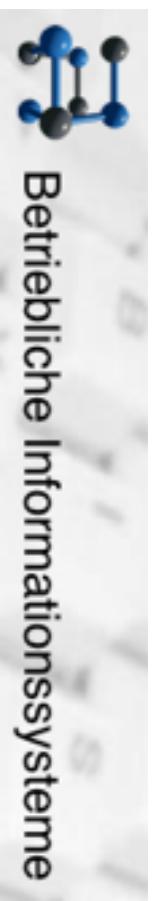
Emad  
Shihab



Steffen  
Dienst



Thorsten  
Berger

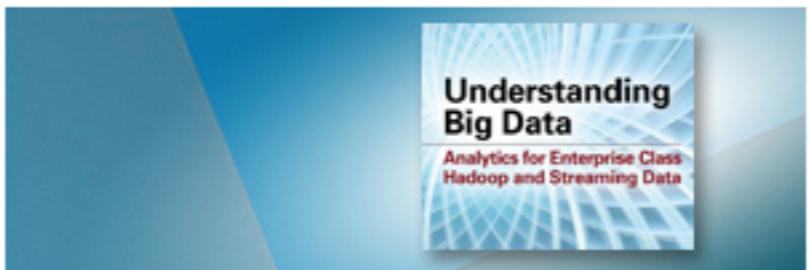


# Big Data at the Speed of Business

[What is big data](#)[Big data use cases](#)[Big data platform](#)[Big data in action](#)[Partners](#)[Overview](#)[Conversations](#)[Resource Library](#)[Events](#)

## What is big data?

Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. This data is **big data**.



Gain insight into IBM's unique in-motion and at-rest big data analytics platform.

→ [Get the ebook](#)



## Big Data at the Speed of Business

Register now for a one hour online broadcast where IBM discusses a new generation of data solutions.

[Register](#)

## NEW big data ebook

Harness the Power of Big Data: The IBM Big Data Platform

[Get the eBook](#)

## Big data spans four dimensions: Volume, Velocity, Variety, and Veracity.

**Volume:** Enterprises are awash with ever-growing data of all types, easily amassing terabytes —even petabytes—of information.

- Turn 12 terabytes of Tweets created each day into improved product sentiment analysis
- Convert 350 billion annual meter readings to better predict power consumption

## The Forrester Wave™: Enterprise Hadoop Solutions

This Wave report evaluates 13 hadoop vendors against 15 criteria with IBM being placed in the leadership category.



**VOLUME**



**FLUX**



**VARIÉTÉ**



**VÉRACITÉ**

# Big Quoi?





Store

Mac

iPod

iPhone

iPad

iTunes

Support



# iPhone

Features

Design

Built-in Apps

From the App Store

iOS

iCloud

Tech Specs

Buy

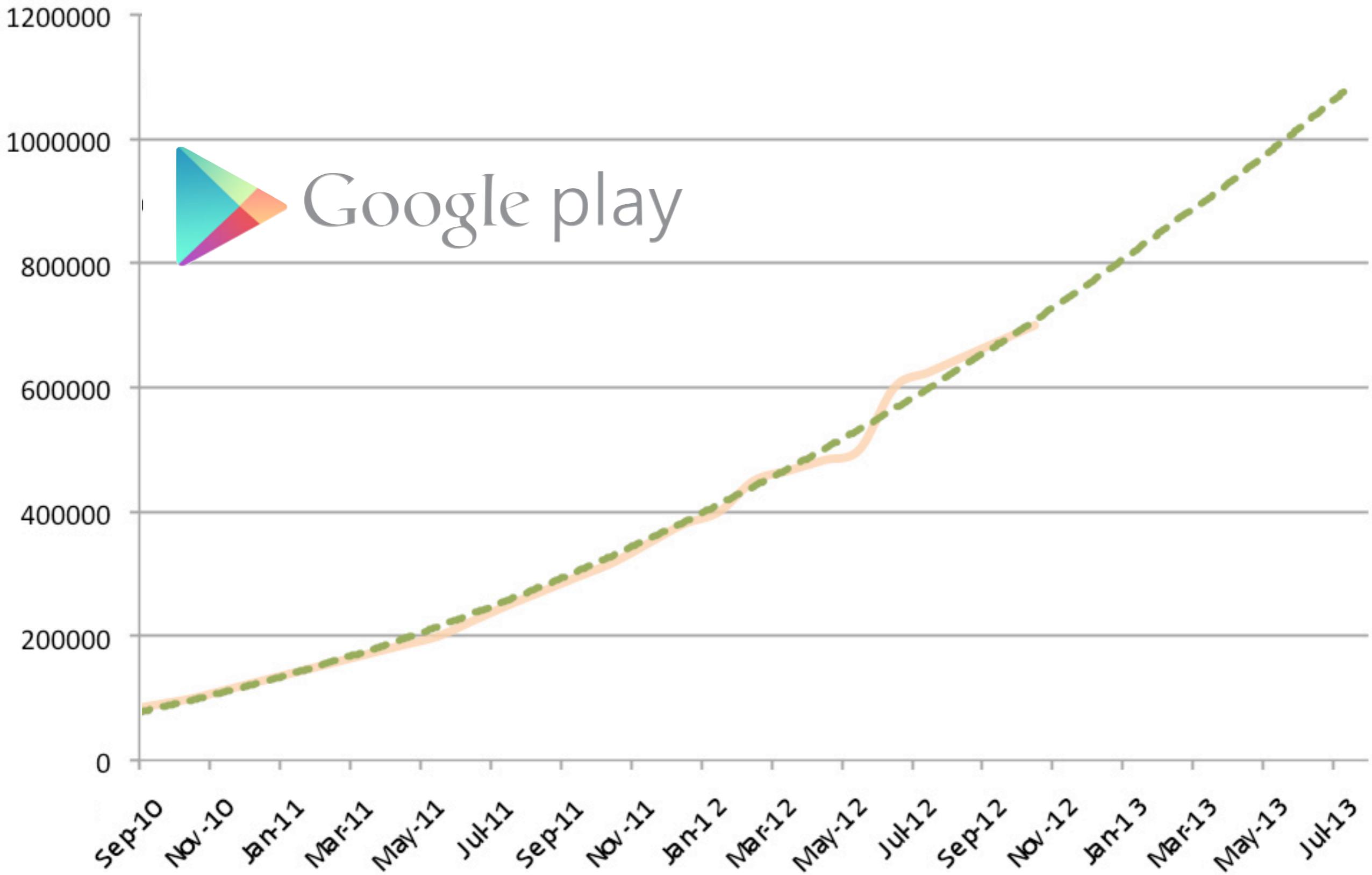


## Applications Mobiles!

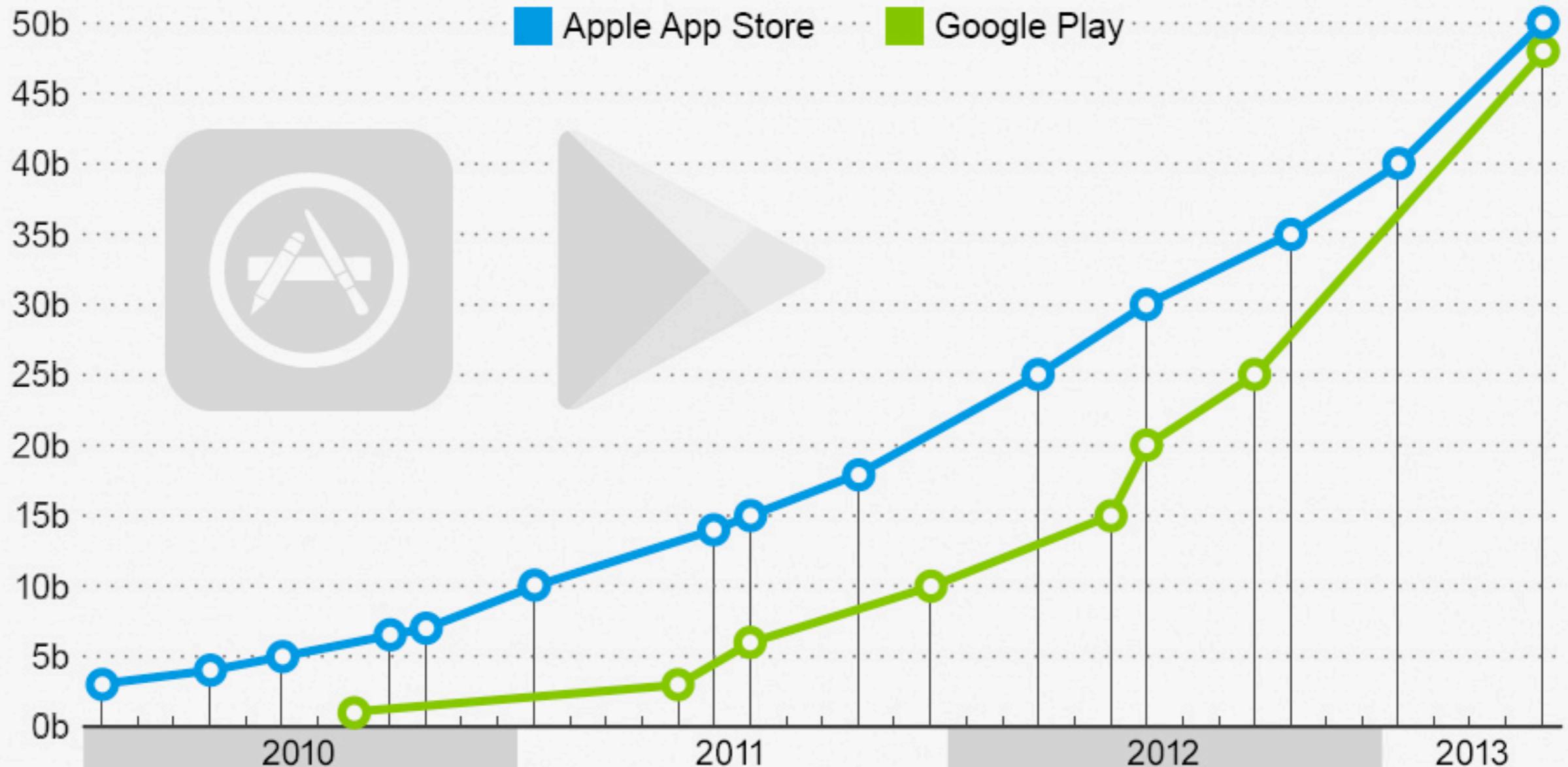
Hundreds  
of thousands  
of endless  
possibilities.

Built-in apps are just the beginning. Browse the App Store to find even more amazing apps designed specifically for iPhone — by Apple and by third-party developers. The more apps you download, the more you'll realize there's almost no limit to what iPhone can do.

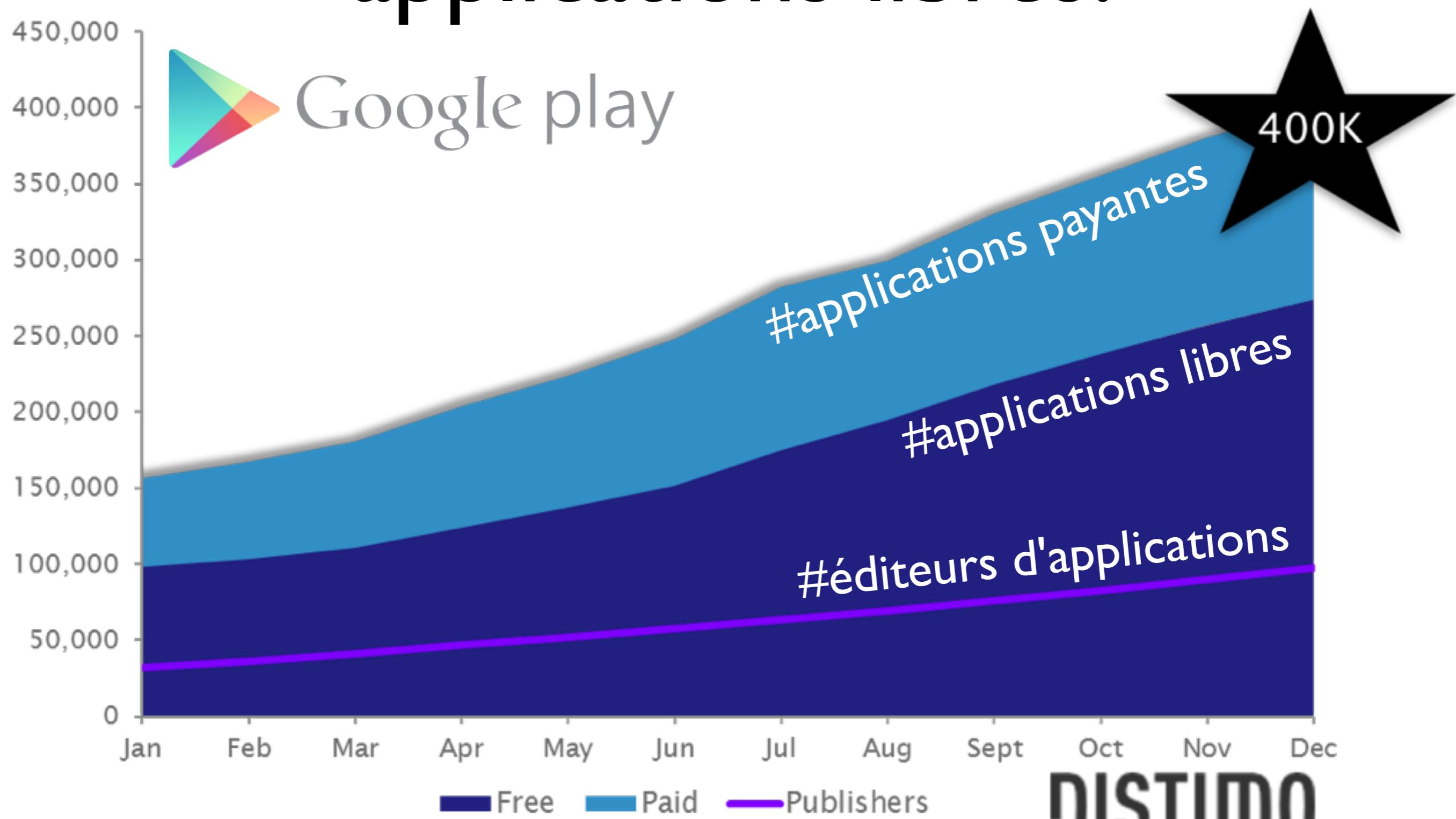
# Bientôt > 1M applications



# 100 milliards de téléchargements!

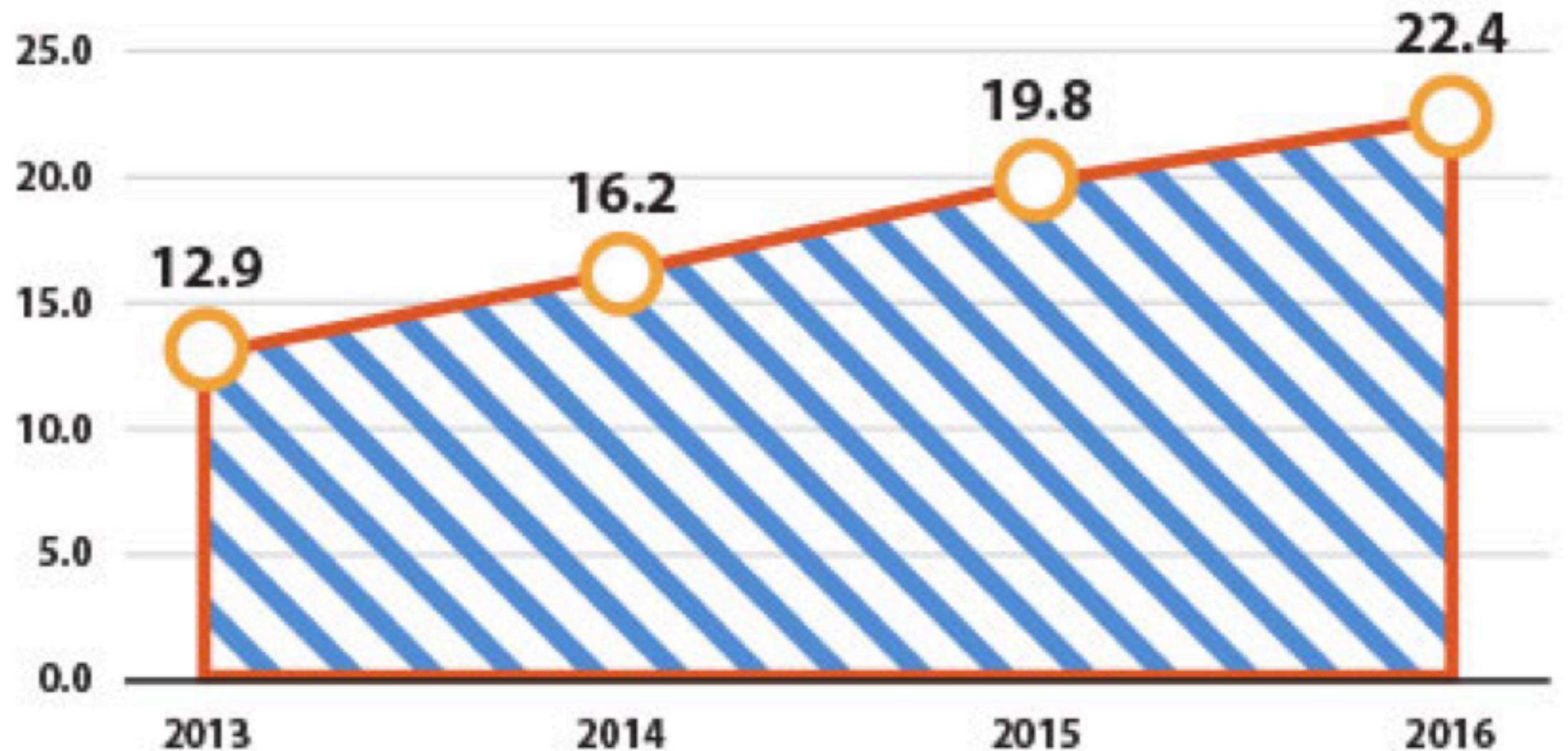


# Pas seulement des applications libres!



DISTIMO

# Revenue projetée de \$22 milliards



Yankee Group's Global Mobile Forecast, December 2012





Tant de compétition, quoi faire?



stress reliever



SHOP

MY BOOKS

MY MOVIES

MY ANDROID APPS

All results

## Android Apps

More apps results &gt;



Stress Check by A...

AZUMIO INC.

★★★★★ (863)

INSTALL



Relax Lite: Stress ...

SAAGARA

★★★★★ (295)

INSTALL



Take a Break from ...

MEDITATION OASIS

★★★★★ (72)

INSTALL



Kick the Boss

GAME HIVE CORPORATI...

★★★★★ (100,725)

INSTALL



Road Stress Reliev...

PHILLIPS 66 COMPANY

★★★★★ (62)

INSTALL



Relax: Stress &amp; An...

SAAGARA

★★★★★ (65)

CAS\$3.50 BUY

## Books

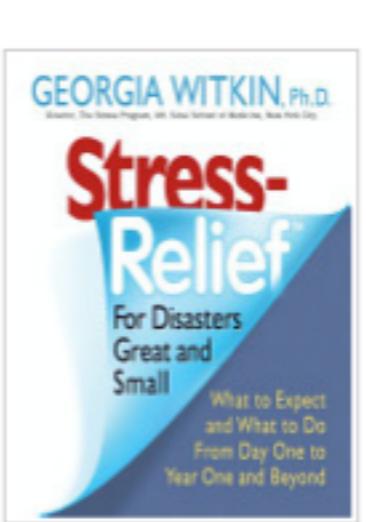
More book results &gt;



Stress Relief for Te...

CLAIREE HAYES

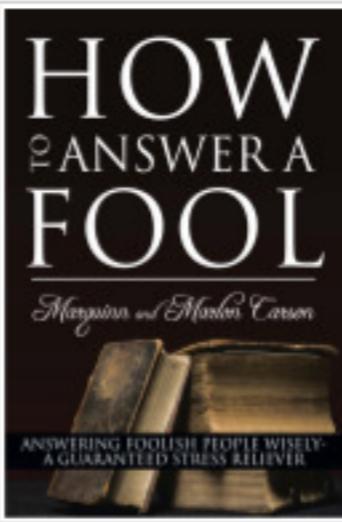
CAS\$31.45 BUY



Stress Relief for Di...

GEORGIA WITKIN

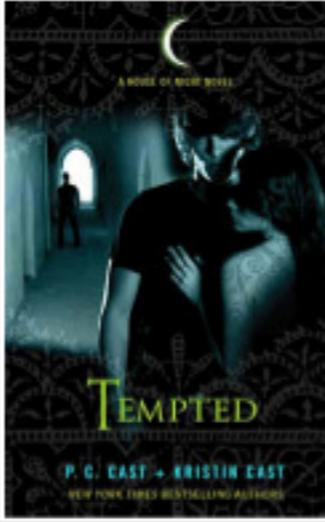
CAS\$8.99 BUY



How to Answer a F...

MARQUINN CARSON, MARC

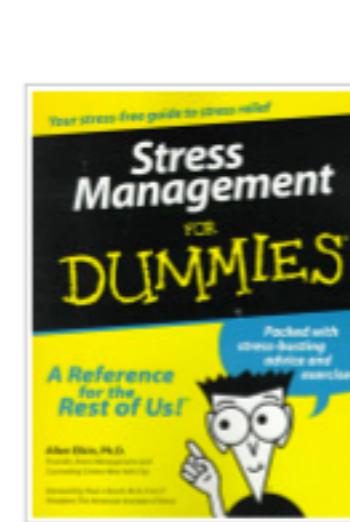
CAS\$8.41 BUY



Tempted

P. C. CAST, KRISTIN CAST

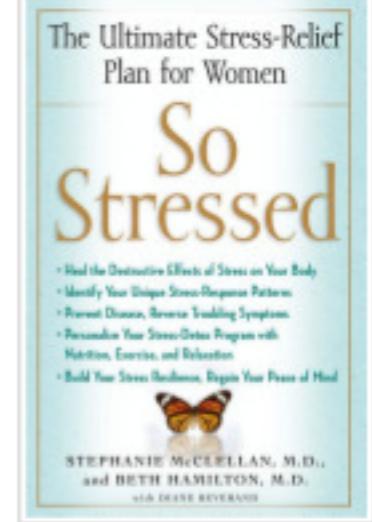
CAS\$10.99 BUY



Stress Management ...

ALLEN ELKIN

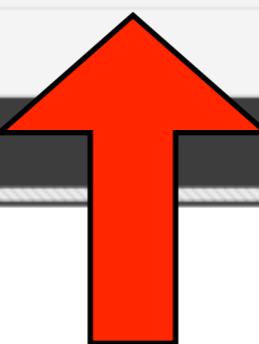
CAS\$15.99 BUY



So Stressed: The U...

STEPHANIE McCLELLAN, B

CAS\$16.99 BUY



## Description

The ultimate motivational tool.

The Whip: This app turns your Android-powered phone into the ultimate motivational tool.

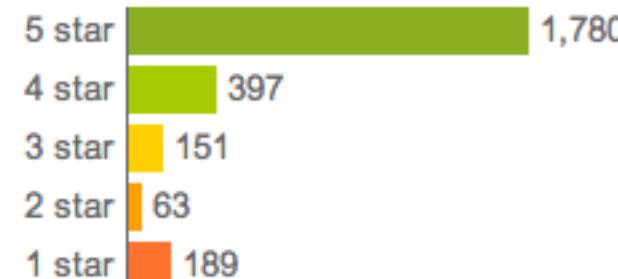
Useful whether asking your employees to work the weekend, or remarking on a friend's relationship status...

1.1 - Fix a bug, add an easter egg.

[Visit Developer's Website](#) [Email Developer](#)

## User Reviews

[Write a Review >](#)



Average rating:

4.4



Marcelangelo - March 9, 2012 - Version 1.1 [»](#)

★★★★★ The Whip!

The Big Bang Theory made me download this...I'm going to put this to great use. I tried out Pocket Whip...doesn't work very smoothly.

Drew - May 26, 2012 - HTC myTouch 3G Slide with version 1.1 [»](#)

★★★★★ Pretty good

It works really well don't really like the grunting noise and also there needs to be options to otherwise great.

## Description

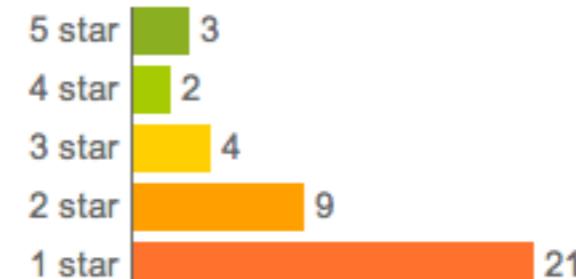
Whip is a virtual whip for your android device. Shake the android device and hear whipping sound. You can also tap whip. Part of the LameApps.com collection.



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Blows dogs for quarters

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★★★★★ Worked, but wouldn't quit

Worked, but kept working even after the app was closed.

# Évaluations

=

\$\$\$



# Évaluations

=

\$\$\$

comSCORE.



FlightPath  
Analytics In Action

guAVUS

SAP

MAA

heatma.ps

App Annie

ARBITRON | MOBILE  
Powered by Zokem Technology

mobclix™

Apsalar

Kontagent

[x]cube  
LABS

FLURRY

mixpanel

Adobe

AppBrain

adDash

Google Analytics



APPACTS



Countly

bango

APPLAUSE

AskingPoint

Localytics

AppClix

CiQ

CARRIER IQ

DISTIMO

playtomic

HeatData

Amethon

tap metrics

SpeakFeel



Inmobi™

splunkbase

motally  
mobile analytics

MOPAPP

Placed.

admob



**VOLUME**



**FLUX**



**VARIÉTÉ**



**VÉRACITÉ**

# 2 Questions de Recherche



Caractéristiques  
des évaluations?



Prédiction des  
évaluations?

# Comment obtenir toutes les versions de toutes les applications?



## Install The Whip

### Using AppBrain

Install

When you have an AppBrain account, you can use either the AppBrain sync mechanism or the [Fast Web Installer](#) to directly install the app to your phone. If you don't have an account yet, clicking the install button will guide you through the 2-minute setup process.



Google play

**Je veux toute l'app  
store, maintenant!**



# Alors, espionnons l'app store!

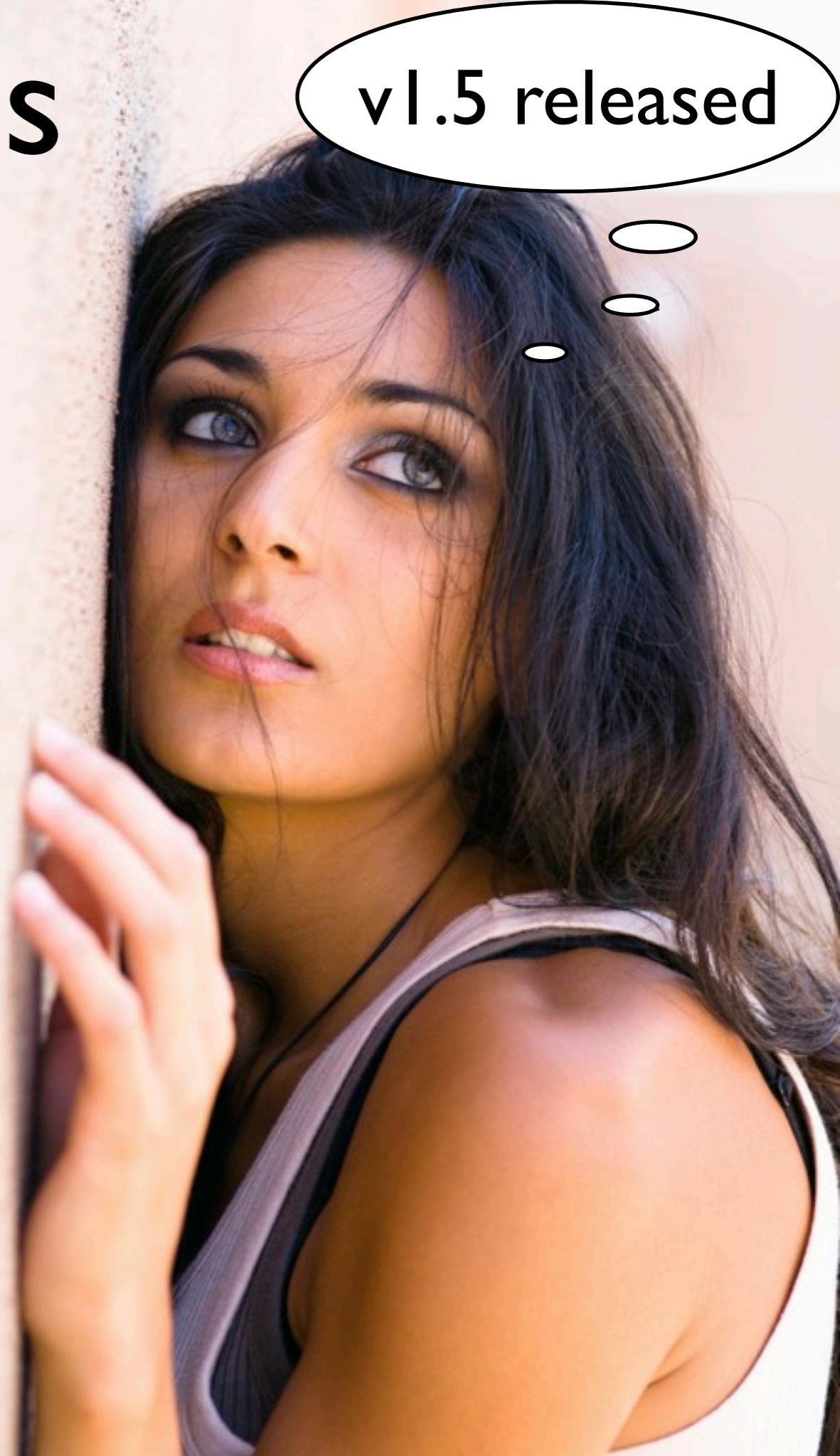


v1.5 released



# Alors, espionnons l'app store!

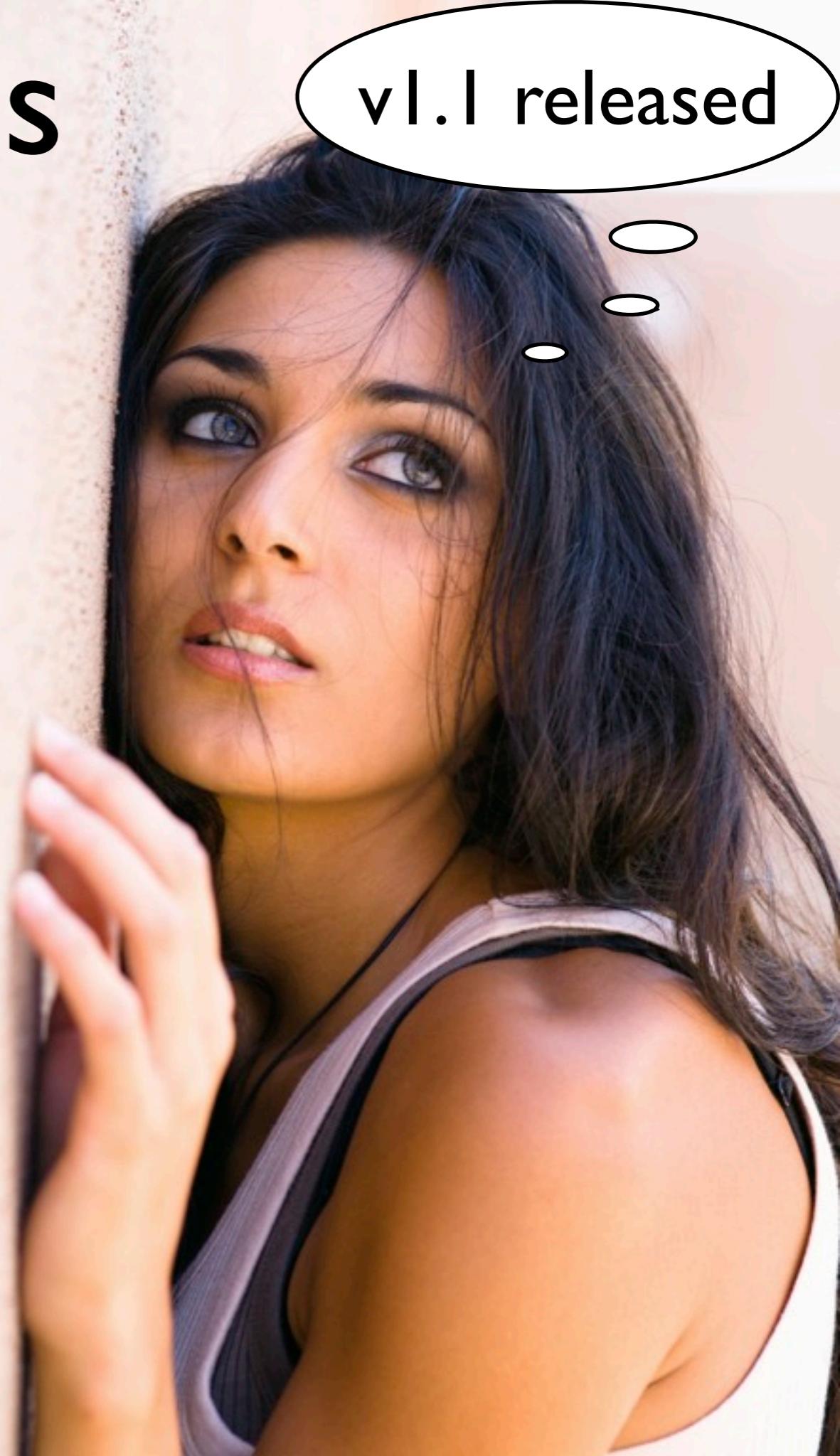
v1.5 released



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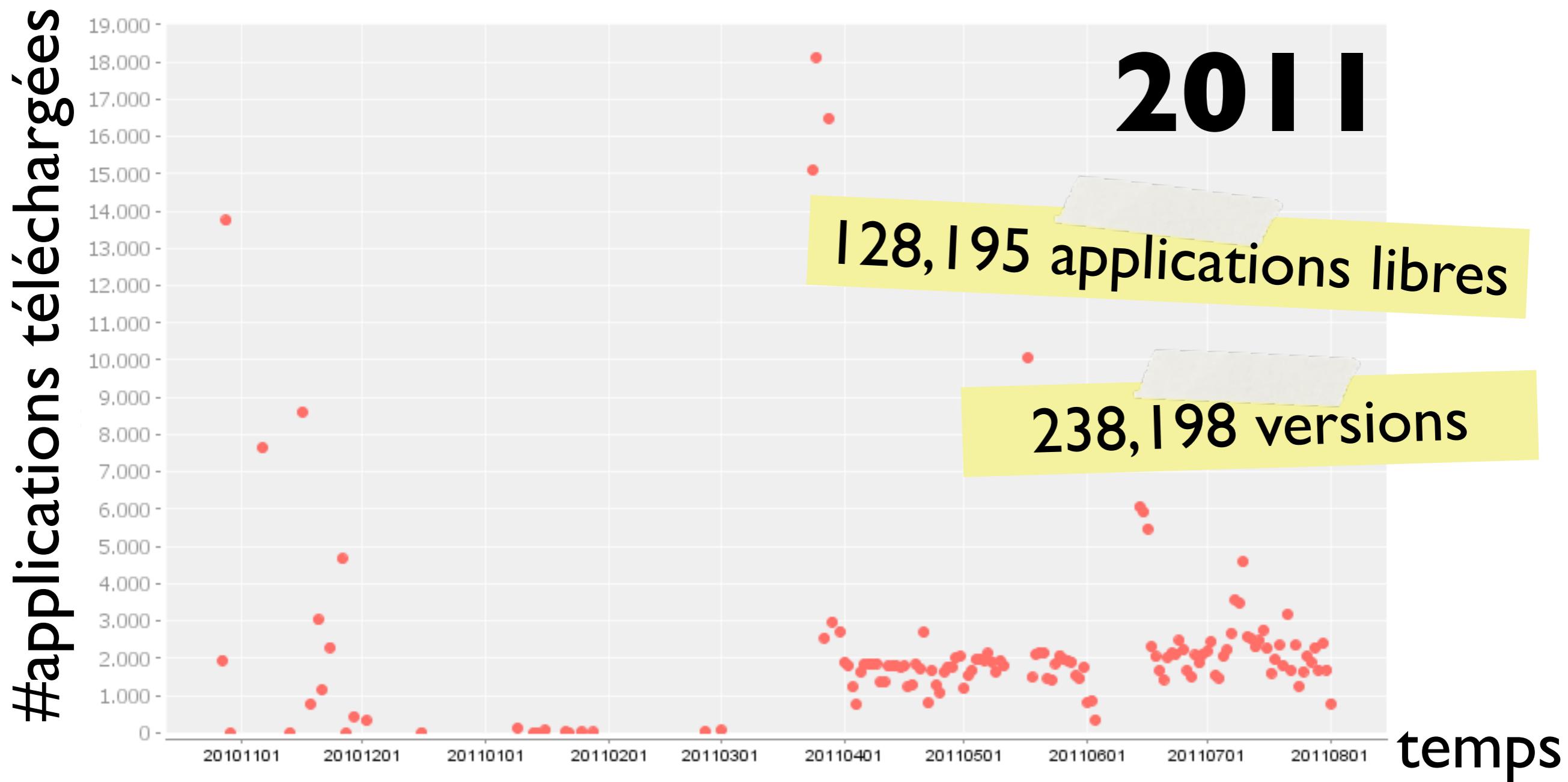


Mais comment?





# Avec persévérance et automatisation :-)



# 2 Questions de Recherche

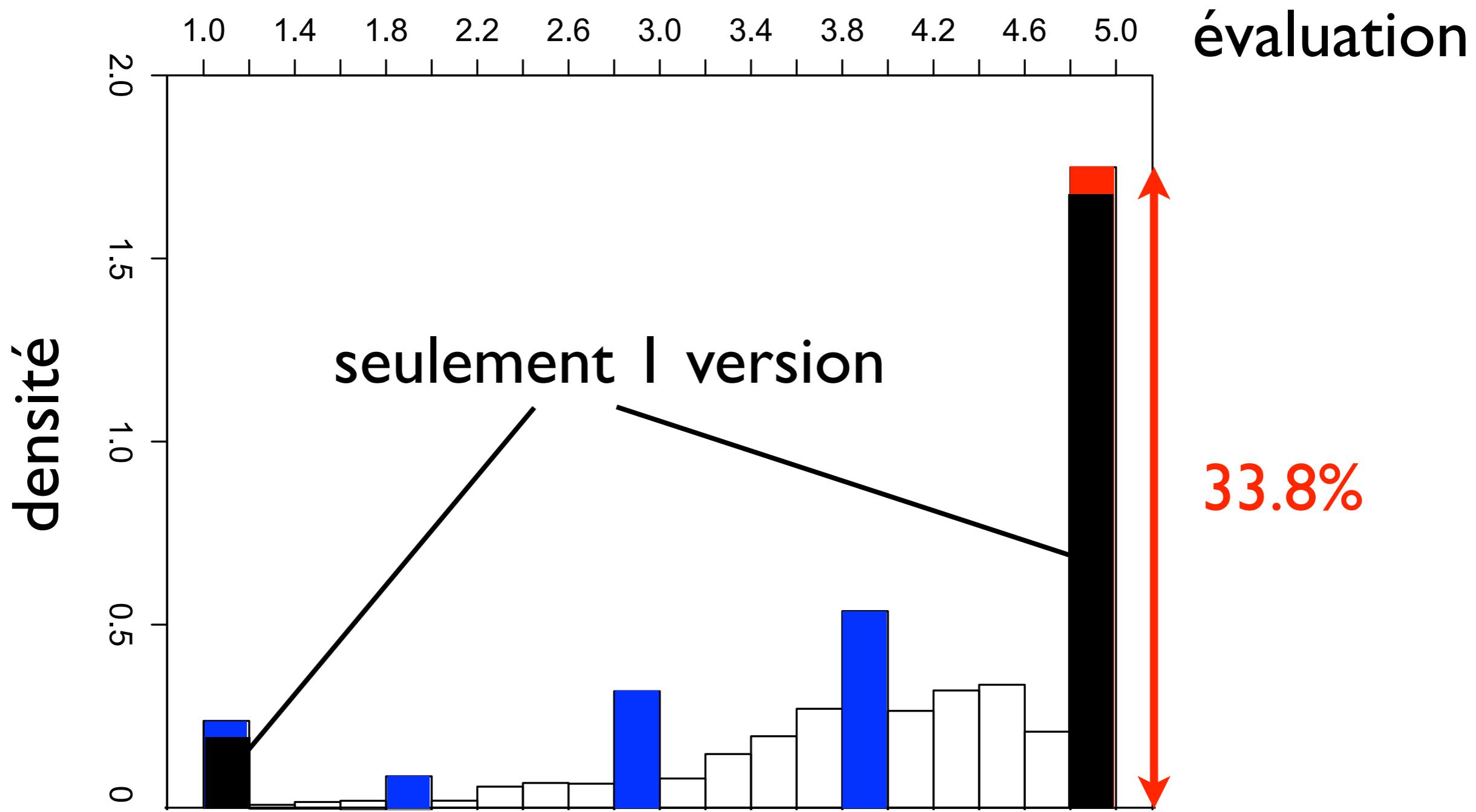


Caractéristiques  
des évaluations?



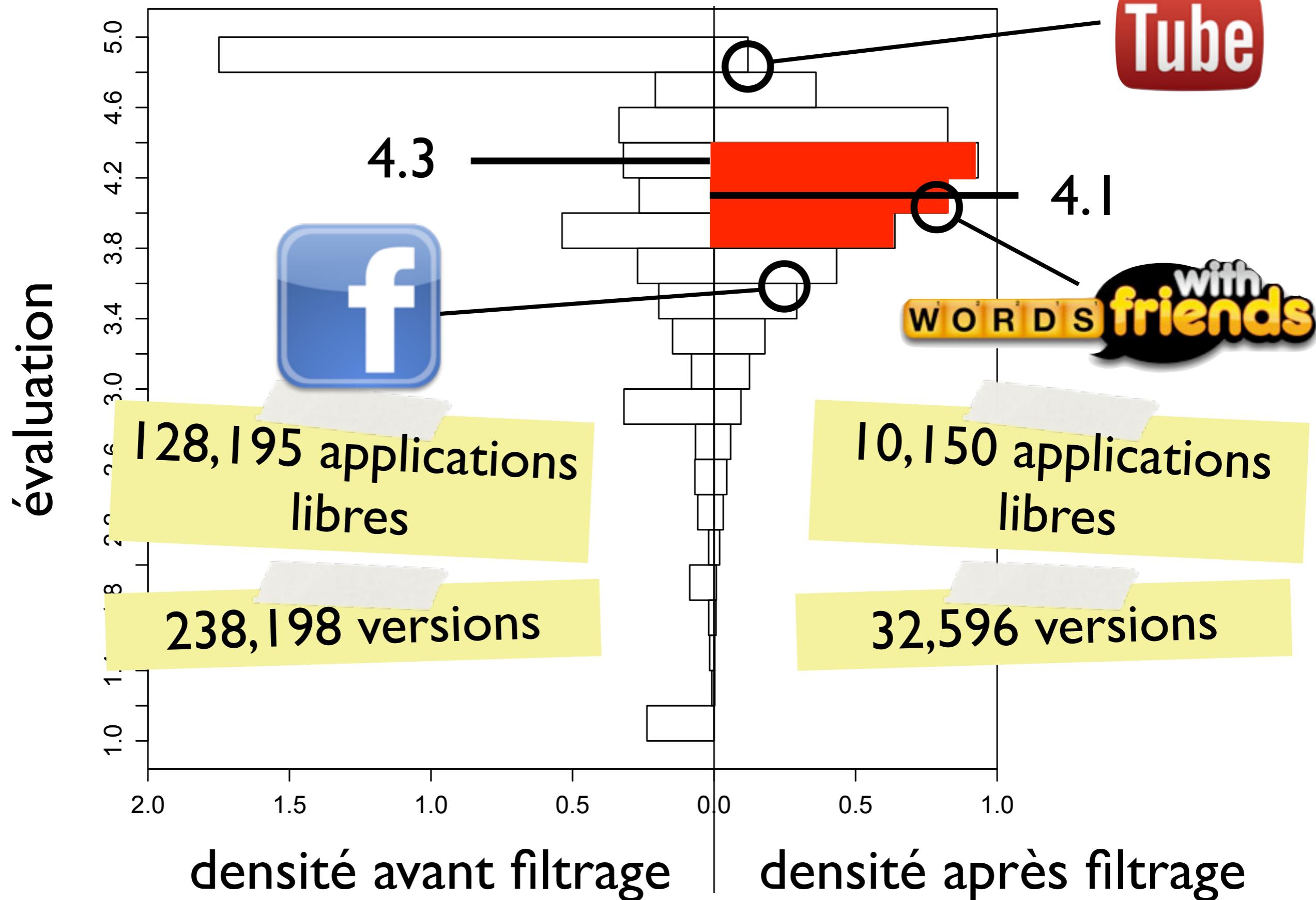
Prédiction des  
évaluations?

# Il y a du biais dans les évaluations!



# Filtrage du biais

You  
Tube





**VOLUME**



**FLUX**

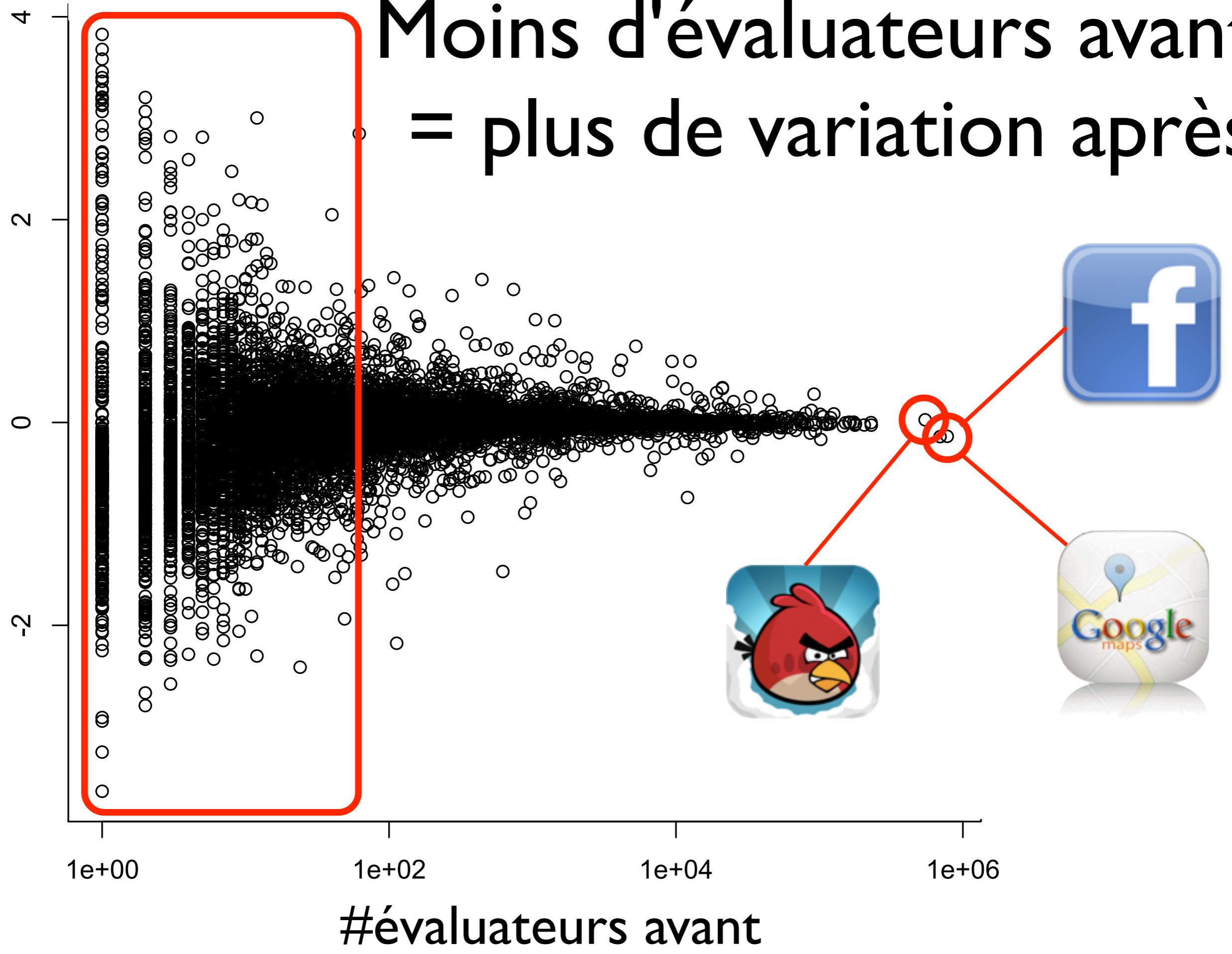


**VARIÉTÉ**



**VÉRACITÉ**

variation après dans les évaluations

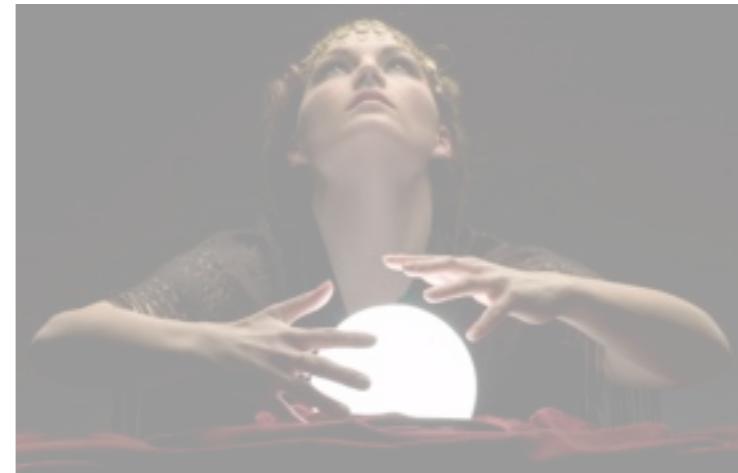




## Caractéristiques des évaluations?

biais dans les  
évaluations

vibrations dans  
les évaluations



## Prédiction des évaluations?



Caractéristiques  
des évaluations?



Prédiction des  
évaluations?

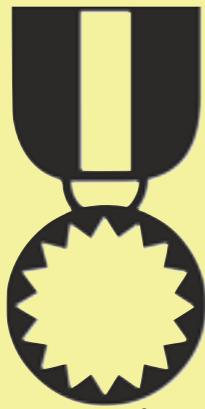
biais dans les  
évaluations

vibrations dans  
les évaluations

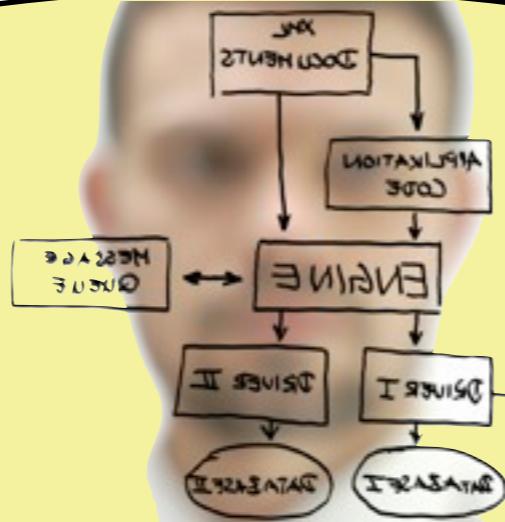
# Dimensions d'applications



taille



réputation de  
l'application



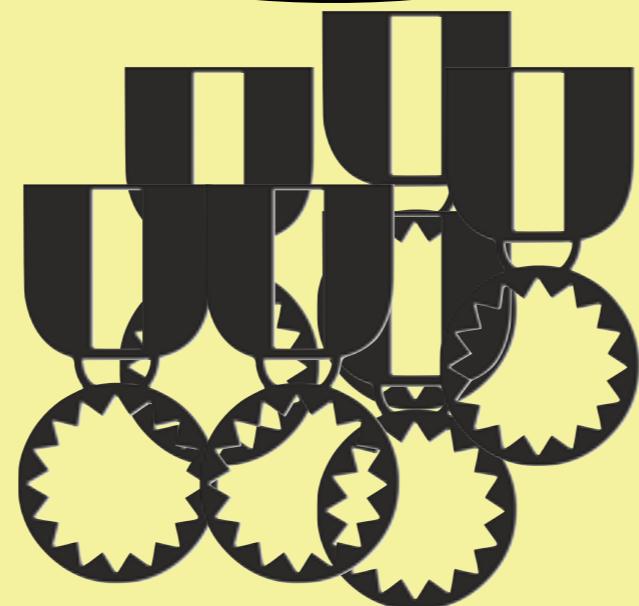
conception



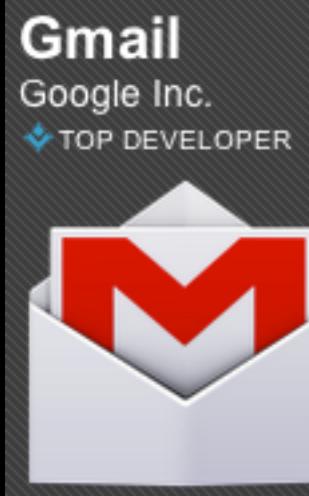
réutilisation de  
code



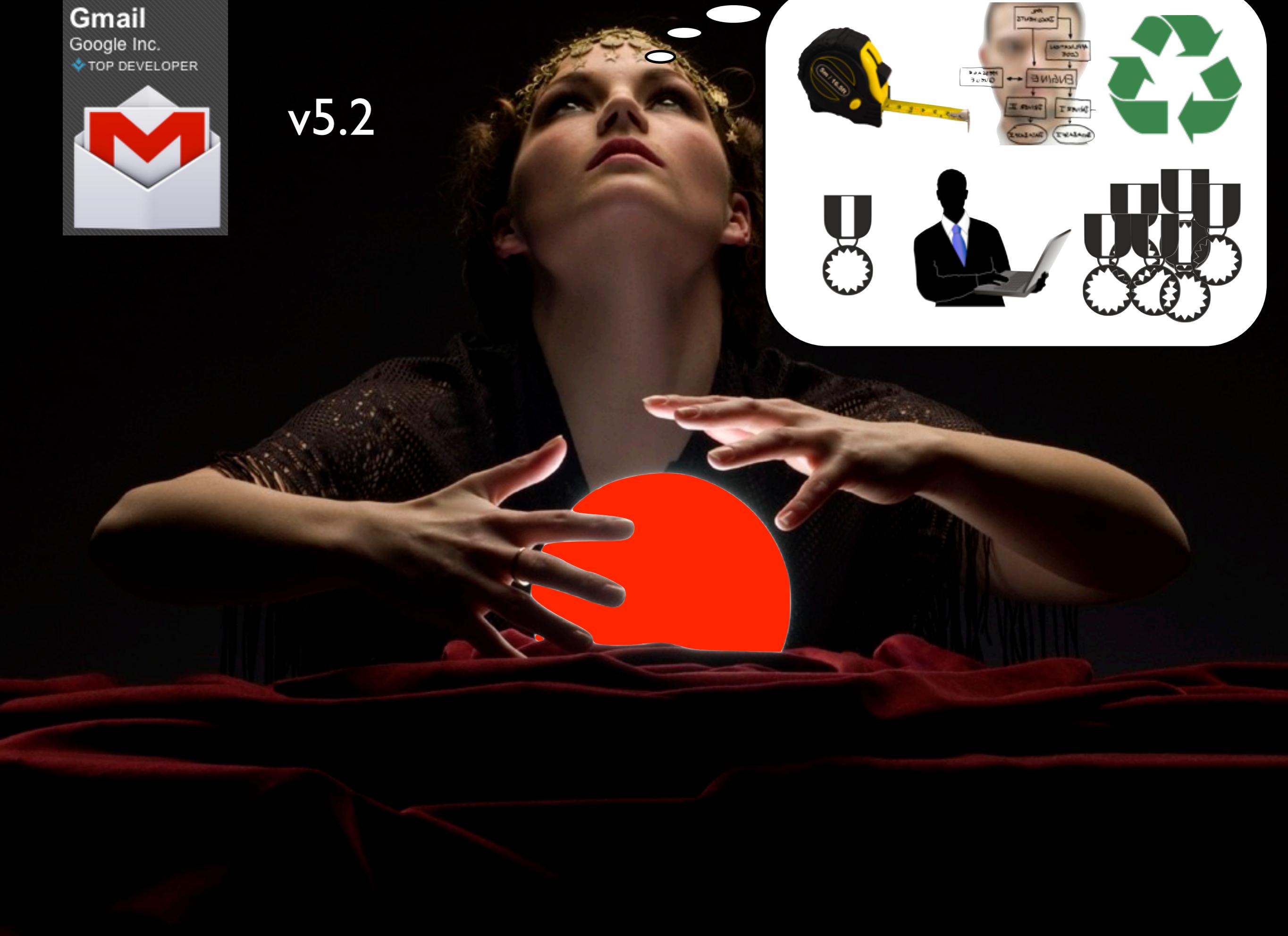
marketing



réputation de l'entreprise



v5.2

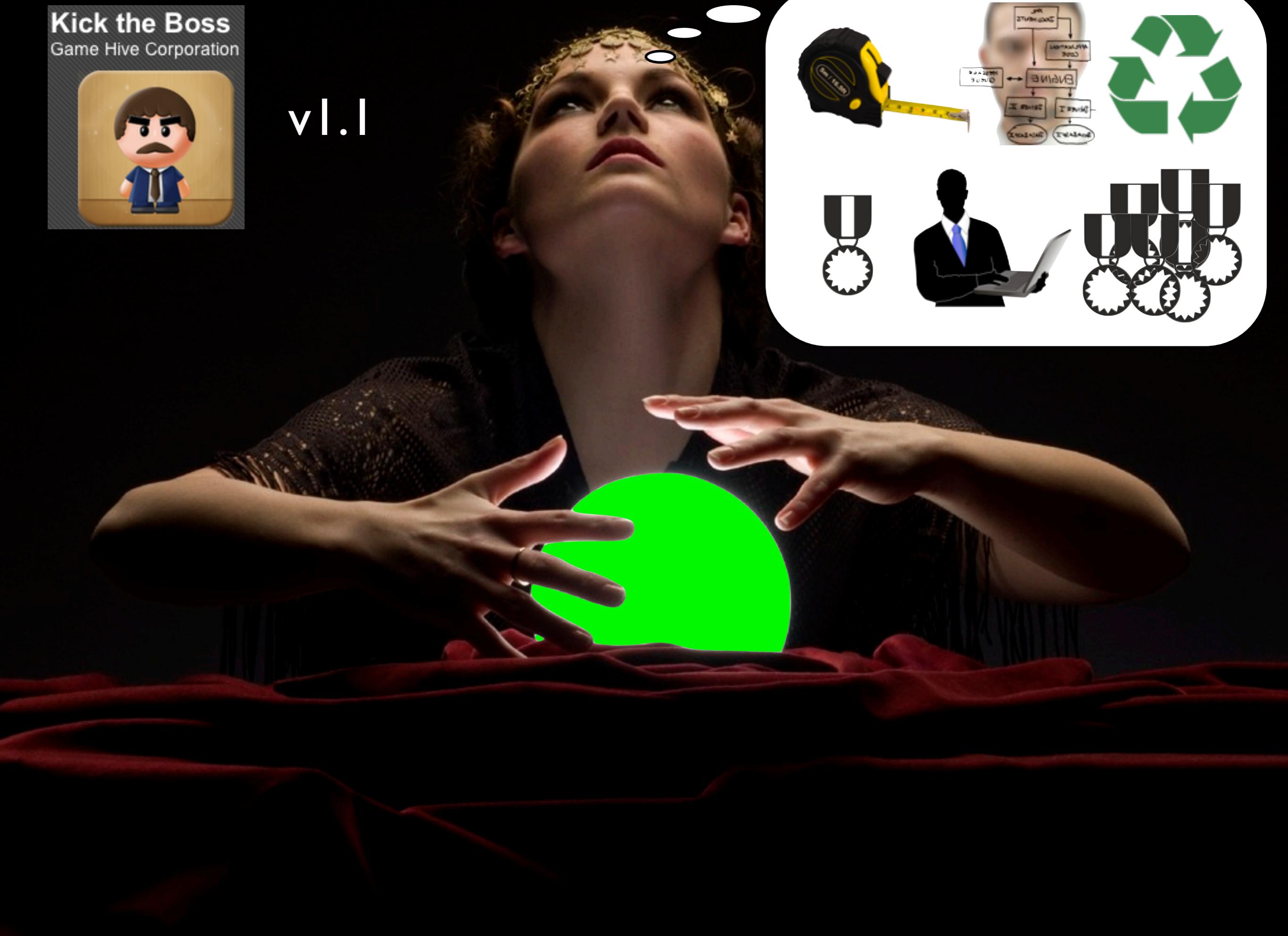


# Kick the Boss

Game Hive Corporation



v1.1

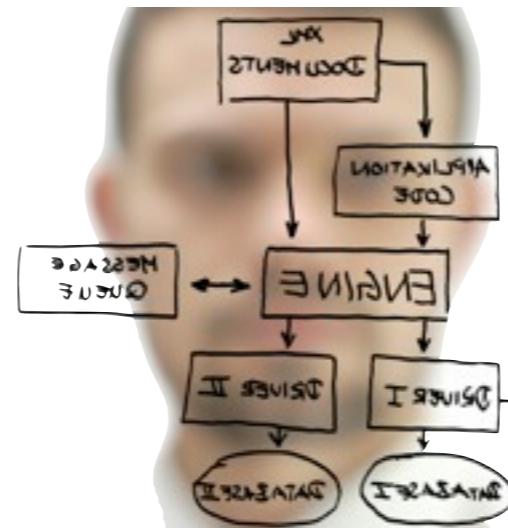


**64% précision**





taille



conception



réutilisation de code

application  
large

être réutilisé  
plus

réutilisant plus

fonctionnalités  
ajoutées

plus large  
interface public



## Caractéristiques des évaluations?

biais dans les  
évaluations

vibrations dans  
les évaluations



## Prédiction des évaluations?

exposez  
seulement du  
code bien testé

réutilisez du code!



VOLUME



FLUX



VARIÉTÉ



VÉRACITÉ

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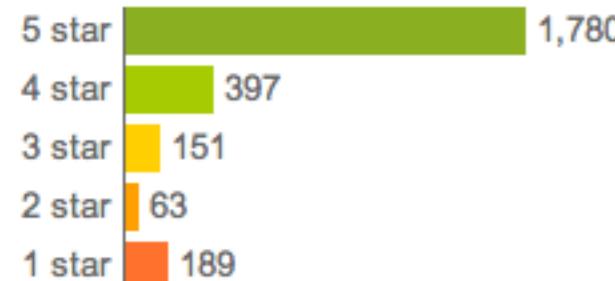
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2,580

## Description

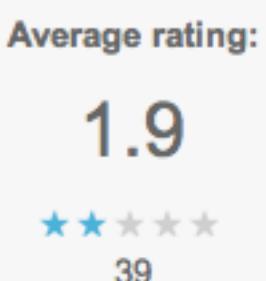
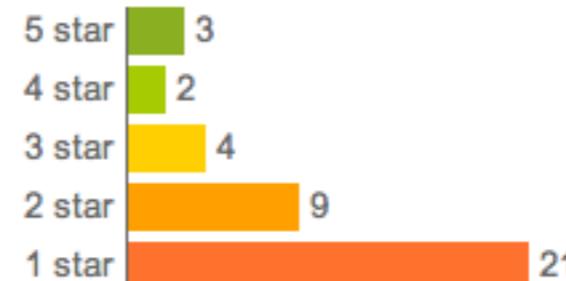
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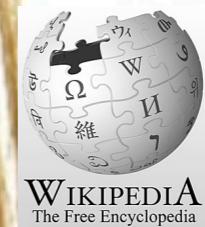
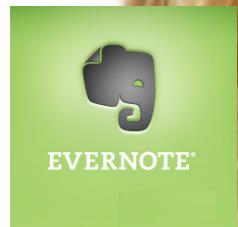
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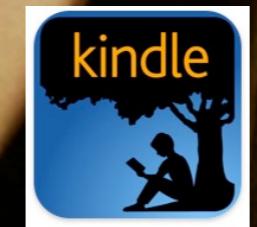
★★★★★ **Worked, but wouldn't quit**

Worked, but kept working even after the app was closed.

# Analyse manuelle de plus de 6,300 commentaires



hulu



last.fm

Weight Watchers

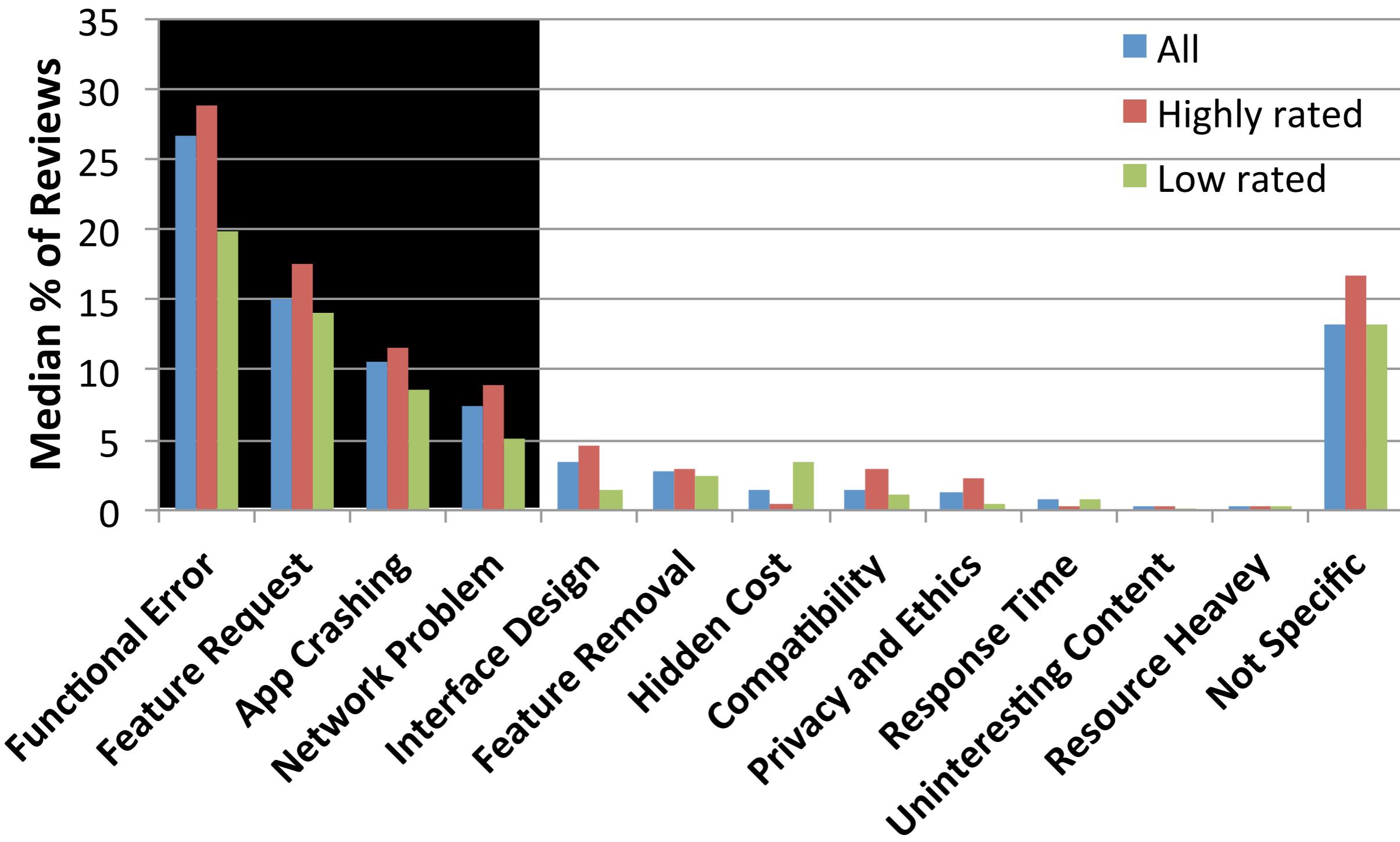
foursquare



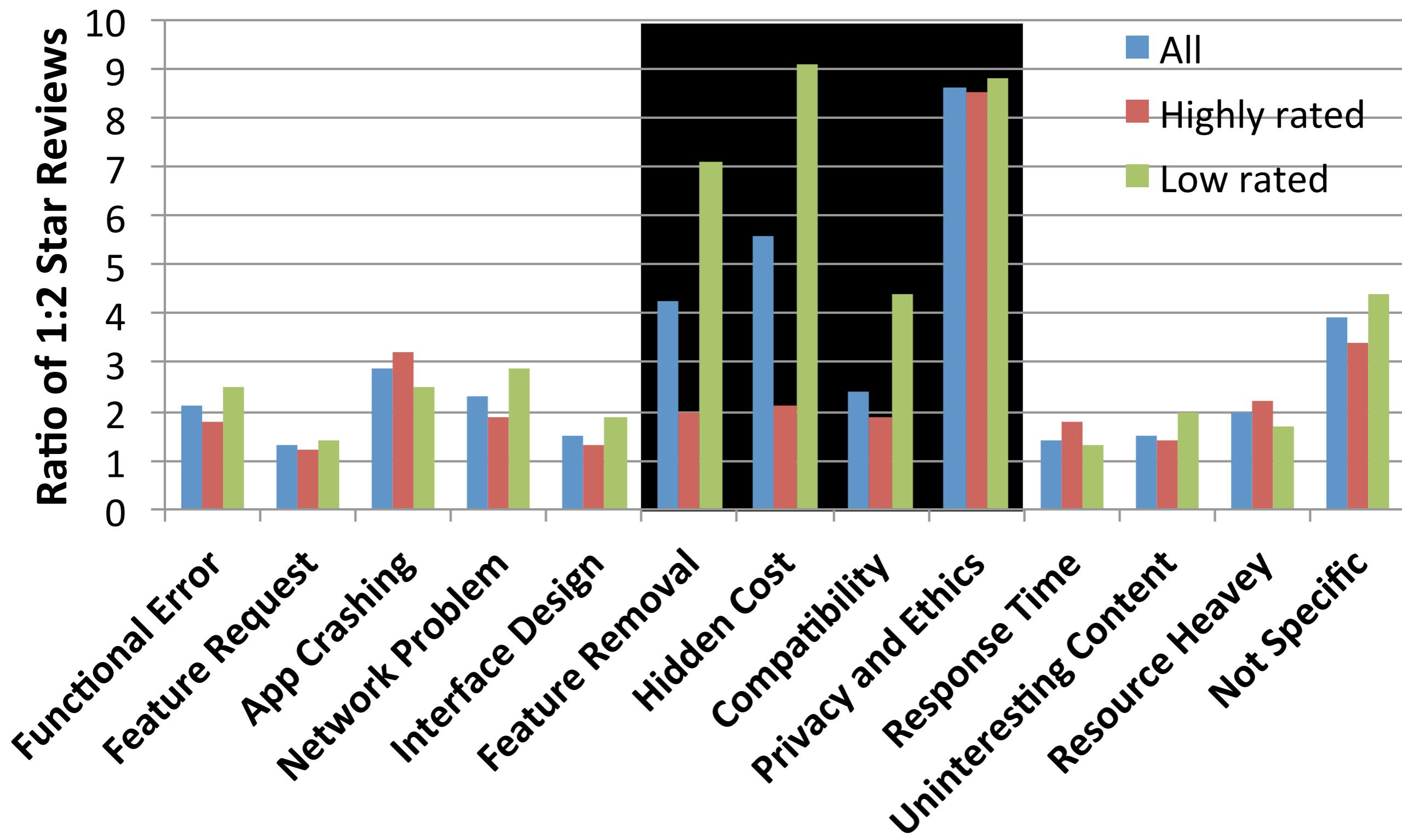
FARMVILLE



# Erreurs et nouvelles fonctionnalités discutés le plus



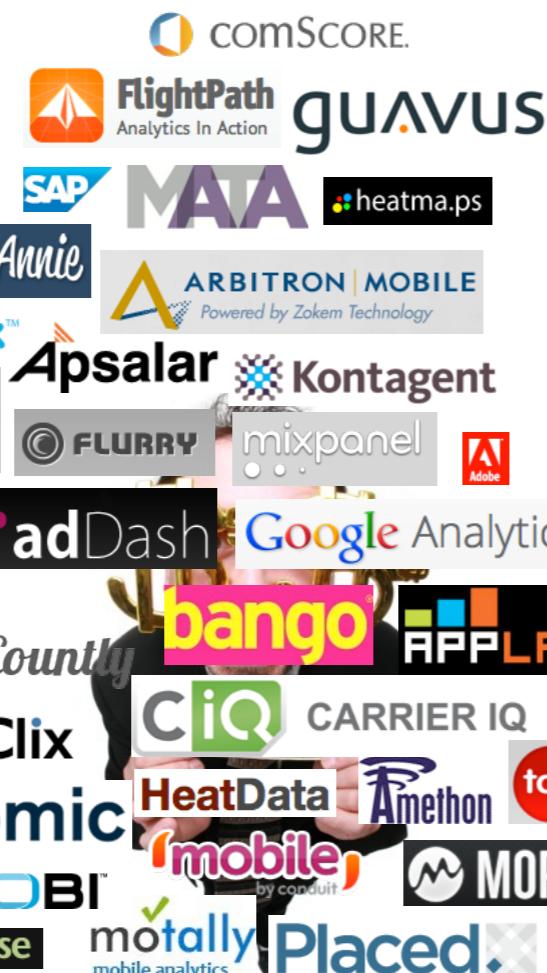
# ... mais impactent les évaluations le moins



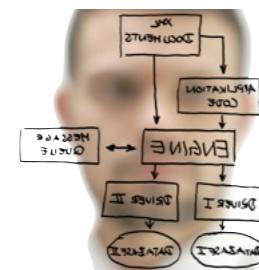
# Évaluations

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\$\$\$



taille



conception



réutilisation de code

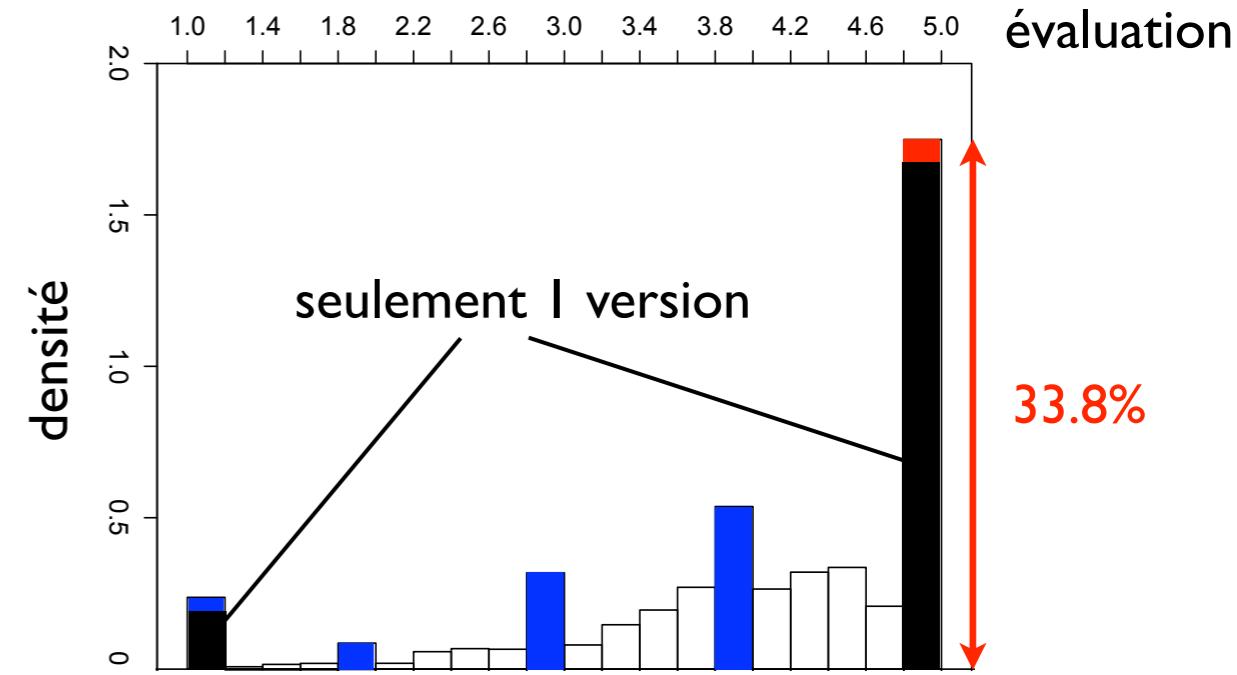
plus grande application

être réutilisé plus

réutilisant plus

fonctionnalités ajoutées plus grande interface public

# Il y a du biais dans les évaluations!



... mais impactent les évaluations moins

