

text\_url\_1=""Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Studies Blog Operating Company Document Download Contact Us Privacy Policy Security Policy Back to Top keyboard\_arrow\_down PigData was born as a big data collection service. I was entrusted with a lot of business improvement and business creation. The content is extremely diverse, including web data collection, formatting, visualization, analysis, problem solving using AI machine learning, and system automation. As we continue to meet the needs of our customers, we have realized that our mission is to help foster a data culture in our client companies. Against this background, PigData has been reborn as a service that supports the realization of digital transformation using data, in the fourth year since its launch. In addition to the services we have provided so far to solve problems related to data, we would like to make proposals that will lead to the evolution of a company that can utilize data. SERVICE & SOLUTION Service & Solution Scraping agency service This is a service that collects data (scraping) that supports sites, SNS information, and large amounts of data that could not be obtained with tools. Collect information related to your company Property comparison tool "Mekiki" that can acquire data used for research "Mekiki" is a property comparison tool that can be used for free. Just by entering the address, you can check the data in comparison with the surrounding properties in a list. Website monitoring tool "TOWA" that makes use of open data This tool monitors specified websites 24 hours a day, 365 days a year and extracts changes in the website. The latest sales list creation and management dashboard that can monitor your company's own and competitors' sites and prevent SNS flaming This is a cloud service that automates list creation, which is essential for a company's sales force, and can realize everything from market analysis to approach management. SNS analysis service "SocialAnalyst" This service collects and analyzes posts on SNS and other sites from various perspectives. Linking big data and internal data Creating marketing reports Tableau construction support service PigData, which has solved the problems of many customers such as data collection, analysis, and system construction, enables anyone to analyze internal data using Tableau. We will help you create such an environment. We provide a one-stop service for building an analysis DB (DWH), proposing analysis methods, and setting Tableau graphs and reports (views). Collect information related to your company Link big data and internal data Automatic shift optimization AI solution "Optamo for Shift" This is a service in which AI automatically creates optimal shifts that meet complex conditions. Easy shift management Efficient shift creation See more CLIENTS List of main business partners (all group companies) amazon nomura daikin tokyogas hayashijunyaku jvckenwood ndp sbi tokyokaijonichido nttfac srs bain&company Diamond-sha xymax arealink meiji\_uni rikkyoudaigaku nanzan hakase.com CUEBiC raynos tryt project finc CASES Implementation example 24-hour site monitoring service "TOWA" Latest sales list creation and management dashboard Scraping/crawling agency service SNS analysis service "SocialAnalyst" Property comparison tool "Mekiki" [Bid check] Business by website monitoring expansion! Batch monitoring of multiple sites Details [Finance] Real estate survey to determine loan amount Details [Real estate] Batch acquisition of data within a radius of 1 km! Efficiently enhance sales materials Details [Consulting] Data-driven advice for real estate assets! Details [New business development] Check subsidy information! This time, we will introduce a case study received from a sales representative of an IT company that provides BtoB services. Detail [Revision check] Don't miss it! 24-hour automatic site monitoring for operational reform This time, we would like to introduce a company that manually checked the laws and regulations related to the products it developed. Details [Company site management] Error detected! Automating EC site management This time, we will introduce a case study of improving operations related to website monitoring for a customer who operates their own EC site. Learn more Convert PDF data to CSV! Collect and shape data with scraping! For companies that wish to collect data from securities reports in order to verify the relationship between the financial data descri

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Shift automatic optimization AI solution "

Optamo for Shift" PigData > List of services > Shift automatic optimization AI solution"  
Optamo for Shift" Automatic shift optimization AI solution "Optamo for Shift" service  
Service FeaturesFunction IntroductionShift Creation ServiceComparison FeesFrequently Asked QuestionsRelated ServicesDocument DownloadInquiries  
lawase What is the automatic shift optimization AI solution "Optamo for Shift"? meet complex conditions  
It is a service that AI automatically creates the optimal shift to add. Service Features Monthly store manager and manager

Reduces maintenance time By automating monthly tasks, you can concentrate on tasks that you could not handle before. Shift creation using AI technology also helps reduce human errors. Would you like to be freed from the time-consuming task of creating shifts? Companies that have given up introducing other products are also welcome Shifts can be created according to the rules of each company. You can create shifts that take into account the staff's ability, number of people, and wishes. If you think, "My shift is special," please feel free to contact us. Possible to adjust shifts without personal information Shifts are created using the AI function, so well-balanced shifts are completed. Staff worries such as "I can't fit in the shift" and "I have to go to work too many days" can be solved at once. It is a perfect service for realizing a comfortable workplace. Can be introduced without disturbing the existing environment It is also possible to link with your attendance system. Please feel free to contact us as the initial cost is free. The support is also substantial, so you can use it with confidence. Function introduction A function that allows you to specify the items you want to focus on You can realize requests such as "I have work that requires special skills or qualifications", "I want to take a lot of holidays", and "I want to work on a fixed day of the week". Five levels of priority can be set for each item. Create optimal shifts for each industry, company, and department. Optimization at other stores and automation of recommendation of help staff You can display a list of staff who can help from multiple stores. By registering multiple stores and other departments that can help in your own store/department, help personnel will be automatically displayed when there is a shortage. Since the personnel who meet the necessary staffing conditions are displayed, the work to fill the shortage can be done efficiently. Special shift conditions can also be entered. Not only the arrival and departure time, but also the work content can be incorporated into the shift. An easy-to-understand shift that visualizes the work content is created at the touch of a button. There is no doubt that the work efficiency of the staff will also increase. Can be linked with famous attendance management systems Created shifts can be incorporated into various attendance management services. Helps reduce mistakes in attendance management that tend to occur. Compatibility avoidance function to prevent unmatched staff from working at the same time This is a function that allows you to select staff you do not want to work on the same day and at the same time. You can create shifts that maintain good relationships within your company. Both the work efficiency of shift creators and staff satisfaction will improve. Manned support function that allows you to ask questions about operations and results Inquiries can be made from the customer's management screen. Please feel free to contact us if you have any questions or problems. The staff will respond directly. Comparison of shift creation services Optamo Company A Company B AI function Default function Paid option Staff complement help function Excel output function Price Free trial in progress \* Optamo usage fee varies depending on the number of staff. Please check with your sales partner regarding the fee structure, minimum usage period, and free trial period. Example of implementation of "Optamo for Shift," an AI solution for automatically optimizing shifts Example of introduction to a food processing factory Issues faced by customers•Because the factory line manager created the schedule by himself, the staff sometimes complained about the possibility of artificial adjustments. •Based on the shift chart that was created once Because it was created, it was difficult to respond in detail, such as when there were multiple shift changes Effects after introduction •Working time 24 hours ÿ 8 hours (66% reduction) •Able to create shifts with the same quality regardless of who does it As a result, I was able to hand over the work to the part leader. •I was able to organize my skills as data. •The support was free and I was able to use it with confidence. Other introducing companies Information and communication companies, construction companies, call centers, hospitals, etc. Introduction flow Product explanation/site situation hearing Estimate Contract signing Setting work & test Operation start Frequently asked questions How much does it cost? Also, is there a minimum usage period? The cost of using Optamo varies according to the number of staff you use. Please check with your reseller for pricing, minimum usage periods, and free trial periods. Is the staff-only site separate from the Optamo usage fee? The usage fee for the staff-only site is included in the Optamo usage fee. Do I need to install a dedicated app on my computer or smartphone to use it? No specific application installation is required to use Optamo. As long as you have an internet connection, both administrators and staff can use Optamo on the cloud from anywhere. I'm worried about my input. Do you have a support desk? We have a support window available via email and telephone (manned support)

please Currently, we have confirmed the operation in the following environment. Management screen OS: Microsoft Windows (7/8.1/10) Browser: Latest version of Google Chrome Monitor: FHD (1920 x 1080) or higher Monitor \* Operation has not been confirmed on tablets and smartphones. •Staff screen •

OS: iOS 9 or higher Browser: Safari •OS: Android 4.4 or higher Browser: Google Chrome latest version Is it possible to install on-premises? We currently only offer cloud services.

I'm here. Contact us hbspt.forms.create({ region: "na1", portalId: "23171742", formId: "ff12a253-2ab5-4f72-b373-694e99acefd9" }); Related services

The latest sales list creation and management dashboard

It is a cloud service that can realize everything from market analysis to approach management. Tableau construction support service PigData, which has solved the problems of many customers such as data collection and analysis, system construction, etc., we will help you build an environment where anyone can analyze in-house data using Tableau.

Construction of analysis DB (DWH), proposal of analysis methods, setting of Tableau graphs and reports (views) one-stop service. Service & Solution Scraping agency service Property ratio

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Inquiries Privacy Policy Security Policy Back to top Data utilization in Japan is slow

Why? Benefits, points, and examples of data utilization PigData > Blog > Japan

What is the reason why the utilization of book data is delayed? 2022.12.22 Data utilization DX Today, various data are accumulated due to the sophistication of digital technology. Businesses are actively moving to make effective use of accumulated data, but Japan is still lagging behind in data utilization. This time, we will explain the overview of data utilization, the reasons why data utilization is lagging behind in Japan, and examples of utilization by industry. We also explain the benefits of using data and points to note when using it, so please refer to it.

**Table of Contents**

- What is data utilization? Why Japan is lagging behind in data utilization
- Advantages of data utilization
- Points for data utilization
- Examples of data utilization by industry
- Summary

What is data utilization? Improvement of work efficiency and productivity It is to improve work and business by making use of it in such fields. According to the 2020 Ministry of Internal Affairs and Communications Investigative Research on the Current Status of Measuring and Utilizing the Economic Value of Digital Data, the majority of companies are utilizing data. It can be said that efforts to utilize data will be essential for business in the future.

Difference from data analysis Data analysis is often confused with data utilization. The purpose of data utilization is to utilize various data accumulated in a company for business purposes, while the purpose of data analysis is to extract desired information from the target data. As it is acquired, the data is just a collection of numbers and strings, meaning nothing. Of course, it is also difficult to use the acquired data as it is. Analysis becomes easier only when the target data is processed and visualized. Furthermore, the meaning of the data can be understood by further unraveling the regularities and correlations of the data. The purposes of data utilization and data analysis are very different, but data analysis is the basis of data utilization. Without data analysis, effective data utilization will be difficult.

Reasons why Japan is lagging behind in data utilization One of the reasons why data utilization is lagging in Japan is that business itself has not been digitized. Merely tackling the use of data will end up failing to achieve results beyond expectations, such as cost reduction. If your goal is to reduce costs, there is no problem, but if you want to grow your business, aim for advanced data utilization. For example, if you want to optimize (flexibly change and respond to) product or service plans for each customer, you will need to analyze past customer data and verify effectiveness. To get these data, you have to be able to get the data from the business itself. In other words, it is necessary to obtain changes in the company that introduced each plan. It is essential to acquire various data such as company size, industry, and industry. Data obtained through business can be used to propose optimal plans that suit customers by deriving accurate actions using digital technology. Overseas, L'Oréal, a long-established cosmetics manufacturer, is famous as a company that is proactive in DX. The company acquired a developer of an AR cosmetics simulation app and introduced AR technology to cosmetics sales. As a result, customers are more likely to be interested in the product, and it is easier for them to imagine before and after using cosmetics. L'Oréal was able to further expand its business and establish market dominance by acquiring other companies in addition to conventional in-house DX. For future data utilization, it is essential to have a business model in which data can be obtained from businesses and optimal actions can be taken based on the analysis results.

**Advantages of Data Utilization**

Explains the advantages of data utilization for business. Strategy formulation and verification Data utilization is also effective in formulating and verifying new strategies. The internal situation is clarified, and business issues can be visualized. It is also possible to formulate a strategy for the identified issues and verify the effect from the data obtained. Ascertaining the current situation and future predictions Business trends and future predictions are important in making management decisions. By using data, it is possible to grasp the current status of the business in a short period of time, and to make grounded future predictions based on the data.

Faster decision-making Speed of decision-making is critical in business. In an era when data was not available, decisions were often made based on experience and intuition, and the time required to take action was long. In addition, it is difficult and lacks accuracy to verify whether the decisions made are correct. Evidence-based decision-making and verification can also be facilitated by engaging in data utilization. There are many examples of successful data utilization by companies that have successfully done business overseas. Please check this article for examples of successful data utilization by overseas companies.

[DX promotion] Learn from overseas examples of data utilization! Key Points for Data Utilization Here we explain important points for data utilization. Knowing which data

Let's start by knowing what kind of data can be used and how it can be used. Examples of customer data include segmentation analysis and RFM analysis. Knowing what data you can use is the first step in developing your business. Knowing the areas in which data can be utilized It is also important to know the areas in which data can be utilized. In 2020, the Ministry of Internal Affairs and Communications announced the "Survey Research on the Current Status of Measuring and Utilizing the Economic Value of Digital Data," which shows the percentage of companies working on data utilization by industry. Overall, data utilization is progressing in the fields of "management planning and organizational reform," "standards and development of products and services," and "marketing." This information can also be an important factor in data utilization. Persons in charge of "business planning/organizational reform," "product/service standards and development," and "marketing" will need to pay particular attention to data utilization. Examples of data utilization by industry Here are some examples of data utilization by industry. Data utilization is being worked on in various industries, so please refer to it. Medical Industry In the medical field, we handle a wide range of vast amounts of data, including electronic medical records, test/imaging diagnostic data, receipt data, and research data. Efforts that make full use of these data are also active, and typical examples are discoveries that lead to preventive medicine and early detection of diseases. By utilizing the data of patients with the same symptoms from among the vast amount of medical data, it is possible to identify diseases and understand their progress. Recently, it is also possible to calculate the necessity of surgery and tests based on the development of new drugs, the number of prescription days, and the analysis of prescription amounts. Manufacturing Industry IoT (Internet of Things) is active in the manufacturing industry. Therefore, based on the data obtained through IoT, the production line of the factory can be visualized, making it easier to grasp the status of the equipment. Factories are required to produce more efficiently, so it is important to improve management efficiency and productivity. In addition, by referring to past data, it is possible to detect product deficiencies and equipment malfunctions in advance, so that shortages can be dealt with. The key to expanding sales channels is the use of big data! What is that method? Summary This time, I explained the outline of data utilization, the reason why Japan's data utilization is behind, the merits, and the points when using it. There are still many ways to utilize data, and it will become even more necessary in the future. "PigData" is a service that can collect (scrape) and utilize big data. Data can be collected according to various requests, from small operations to large-scale projects. If you are interested in data collection (scraping) and data utilization, please feel free to contact us. Click here for scraping usage examples [ý Search articles](#) [All Business efficiency](#) [Data utilization](#) [Big data](#) [Sales Marketing](#) [Scraping Basic knowledge](#) [DX Data analysis](#) [Scraping law](#) [Sedoris Restaurant](#) [Real estate](#) [Tourism SNS](#) [IT terminology](#) [Data collection Subsidy Employee](#) [wholehearted blog](#) [Monitoring AI market](#) [Research Big Data News](#) [Latest Articles](#) [What is Google Alert?](#) Explains how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? 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Use of data is necessary! ? Detailed explanation of how to use PigData > Blog > Big data for the real estate industry  
is necessary! ? Detailed explanation of how to use it 2021.07.20 Big data real estate Recently, all industries  
The concept of utilizing "big data" is spreading. The real estate industry is also using big data  
We are doing our business smoothly. However, even if you have heard the term big data,  
I don't think there are many people who understand it. Therefore, this time, we will focus on big data in the real estate industry.  
We will explain the outline of the data and how to use it. Contents What is big data? Big day for the real estate industry  
Purpose of using data Services using big data in the real estate industry Big data in the real estate industry  
Points to note when using it Summary: The use of big data in sales can maximize the approach to customers  
What is big data? Big data is a term that literally stands for large amounts of data. big de  
The target of the data is stored in the database, saved in Excel format, written  
It doesn't matter what form exists. Big data is just data, so don't use it.  
It doesn't make sense if After big data is accumulated, data analysis and analysis are performed to make use of it.  
After that, we will decide what kind of initiatives the company will take. immovable  
Purpose of utilizing big data in the industry The real estate industry uses big data for the following two reasons.  
is required. Let's explain the reasons for improving productivity and eliminating personalization.  
Reason 1: Improving productivity  
It's for Big data is a combination of AI and artificial intelligence that automatically generates data based on large amounts of data.  
will do the analysis. Automated analysis will save you more time than before. For example,  
Let's say you want to do a property appraisal. If big data is not utilized, manual data search or  
You have to start from the beginning and analyze with your own head based on the data. But big data  
By utilizing , we can consistently perform everything from data collection to analysis, reducing the waiting time for customers  
It saves time and improves customer service. Reason ý: Elimination of personalization The second reason is  
, to prevent the work from becoming dependent on the individual. Not limited to the real estate industry, the person in charge changes in various industries  
I have a problem that I can't achieve a certain result due to variations in work. Therefore,  
By accumulating various knowledge and experience in log data, analyzing and sharing the accumulated data

, even inexperienced personnel will be able to achieve certain results. Especially in the real estate industry, it is price appraisal that tends to depend on individual skills. Price appraisal requires the knowledge and experience of the individual in charge, and the local familiarity is also important. The results of the assessment will inevitably vary depending on the person in charge, so it is also related to the trust of the company that operates it. By incorporating a large amount of appraisal results into big data, it will be possible to quickly calculate highly accurate appraisal results. hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-186ec7cf0665', {"useNewLoader": "true", "region": "na1"}); The following are three examples of services that utilize big data in the industry. A service that predicts the value of investment real estate A service that supports real estate sales A service that calculates real estate prices A service that predicts the value of investment real estate The first service is the selection of investment real estate. This service is useful when Investing in real estate is one of the most popular ways of building wealth. An important aspect of real estate investment is how much profit can be obtained from the invested property. However, in order to consider it, it is necessary to investigate multiple conditions such as the age of the building, the condition of the property, the location, the facilities, the surrounding environment, etc., so it takes time and labor. Therefore, in this service, we collect as big data how much income the real estate that has been invested in so far has earned, and let AI learn from it so that it can be used as a basis for making predictions. Services that support real estate sales The second service is a service that supports real estate sales. Due to the impact of the new coronavirus, many sales positions have shifted from offline to online sales. Real estate sales is one of them, and an approach based on big data is effective for online sales. For example, information such as what kind of property was searched for on the company's website, when the email or message sent was opened, and what actions the customer took after opening the email, etc., can be collected and analyzed in big data. Good. As a result of the analysis, we can see when and how to approach the customer, which leads to an improvement in the accuracy of our approach. Service for calculating real estate prices The third service is a service that provides appraisal prices for real estate prices and price trends for each property. With the real estate price service, it is now possible for users to investigate prices by themselves, instead of relying on real estate until now. In addition, since you can compare properties with similar conditions, you can use it as a reference when selecting the property you want to purchase. Points to note when using big data in the real estate industry There are two points to note when using big data in the real estate industry. Creating a system for collecting big data What to do with analysis methods Creating a system for collecting big data In order to utilize big data, it is necessary to collect the data. Big data requires not only the acquisition of existing data, but also the creation of a mechanism for the acquisition of data to be collected in the future. Creating such a system would require a review of existing work flows and the need to build a new infrastructure environment, which would incur significant costs. If it is difficult due to time and cost, it is also recommended to outsource to a specialized contractor. What to do with the analysis method Once you have collected big data, you need to analyze it in order to make use of it. In order to analyze, you have to decide the analysis method. If you have engineers in your company, you can build an analysis program, but the current situation is that it is difficult without in-house training. Therefore, it would be better to take measures such as using analysis tools or outsourcing to an external company. Big Data Utilization in Sales Can Maximize Approaches to Customers In this issue, we explained an overview of big data in the real estate industry and how to use it. The use of big data in the real estate industry will be useful for price assessments, property comparisons, etc., and will improve productivity and reduce the dependence of work on individual skills. Our company IndigoData provides "Mekiki". Mekiki is a new real estate tech that collects big data and solves real estate data problems. 3 unique benefits of Mekiki! Compare property prices within the dashboard Collect data on new properties in Tokyo and three prefectures and reflect it on the dashboard (paid plans for other prefectures) Batch compare per tsubo with surrounding properties Big data is still being used in the real estate industry If not, please consider using big data with reference to this article. hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-186ec7cf0665', {"useNewLoader": "true", "region": "na1"});

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Inquiry Privacy Policy Security Policy Back to Top Do you have any measures for resale?

Introduction of countermeasures and recommended tools PigData > Blog > Do you have resale measures? Countermeasures and recommendations  
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You may suffer damage that you did not expect. In order to prevent such a situation, resale measures are important becomes. In this article, we will introduce specific countermeasures against resale and recommended resale countermeasure tools. eye

Next What is resale? Risk of being resold Countermeasures to prevent reselling Examples of reselling by industry Why reselling does not disappear Introduction of successful cases of reselling measures Summary What is reselling? Reselling refers to the act of selling a purchased product to another person. Therefore, the act of a retailer purchasing and selling products from a wholesaler also falls under the definition of resale, but this is generally called a "business transaction" and is distinguished from resale. However, the reality is that it is difficult to make a strict distinction between commerce and resale. Illegality of Resale Resale is basically a type of commercial transaction, so resale itself is not illegal. Making a profit by selling at a price higher than the purchase price is the basis of commercial transactions, so it is difficult to make this illegal. However, it may be illegal to resell products that have sales restrictions. For example: Selling second-hand goods without obtaining a secondhand dealer license Resale of goods whose circulation is regulated such as resale tickets for alcoholic beverages and medicines Resale of illegal goods such as counterfeit brand goods , there is a tendency to point out the illegality of selling certain products. Also, secondhand dealer license is not pointed out when selling personal items, but it seems to be pointed out if you regularly repeat resale. In addition, there are products such as tickets that are prohibited from being resold due to legal revisions. These products are illegal unless the proper procedures are followed, and the crackdown is being strengthened. Risks of being resold When the company's products are resold, the following risks arise. Loss of brand image Sales are adversely affected Customers stop making regular purchases It takes time to take measures to resell Products become targets for resellers Loss of brand image Resale of products leads to loss of brand image due to deterioration in quality, etc. There are risks. Resale does not necessarily guarantee the quality properly, and you may receive complaints such as "the product was damaged" from the purchaser. In addition, in most cases, resold products cannot be supported by the manufacturer. Because we don't know how they were treated, we can no longer support products obtained through methods other than regular channels. However, as a purchaser, it becomes a situation where "support is not provided", which is also a factor that lowers the brand image. Sales are adversely affected When your customers become customers of resellers, your company's sales are affected. This is because products that should have been purchased by the company are purchased by resellers. Also, if you sell products at a discount to avoid purchasing from resellers, there is a risk that additional resellers will buy up your products. As a result, only the resellers have the products, and the products are not distributed to the original customers. Customers won't subscribe If a reseller resells the product at a lower price than the list price, they won't be able to purchase the product at the regular store. In particular, if a product is sold at a lower price than the subscription price, problems such as cancellation of the subscription may occur. If there are no subscriptions, it will be difficult to collect CPA, which requires continuous purchases. For example, the minus of the first-time limited discount cannot be recovered. In addition to simply lowering sales, there is also the risk of making it difficult to forecast sales. It takes time to take measures for resale When your own products are resale When it becomes the target, we need measures that will not be resold in the future. Such countermeasures are time-consuming and impose unnecessary burdens. However, if we do not take countermeasures against resale, it will lead to a decline in brand image and a drop in sales. No matter which way you fall, you will be at risk, so it is essential to spend time on resale measures. Targets of resellers If products that are normally sold are perceived as "products that are easy to resell", they can become targets of resellers. In that case, resellers will buy up the products, and normal product distribution will become difficult. If you don't work on some kind of resale countermeasure, resellers may buy up your products in a short period of time. Such a situation creates another risk. Measures to prevent reselling Let's try five measures to prevent reselling. Sell in new condition Most resold items are in new, unopened condition. If you open the package and put it in a condition other than new, the value will drop significantly, so let's sell it in this condition. For example, when handing over a product, the following actions are taken on the spot. The seller will hand over the product with the packaging and exterior of the product opened. Have the customer write their name on the outer box of the opened product with a permanent marker. . Unpacking the product on the

I will. Manage your purchase history Decide who to sell your products to based on your past purchase history. It is a method of selling only to people who can be determined to be customers with certainty. Since resellers may have purchased the same product many times in the past, you can judge whether they are resellers or not by looking at their purchase history. For example, when selling limited-edition products, it is possible to determine that customers who have used a mail-order site in the past year are customers, and sell limited-edition products only to those people. It is also possible to manage product lot numbers and prevent sales of products to people who have a history of resale. Registering personal information When purchasing a product, we ask customers to provide information such as their name and place of residence, and thoroughly implement the concept of "one product per person". If you buy up all the products, it is easy to resell them, so we try to supply them to those who need them. For example, membership registration including personal information is required when purchasing products. You will have to manage your personal information properly, but it will be easier to sell it to those who need it. Install a tool By introducing a tool that detects product resale, you can grasp the resale situation. You can also ask the platform to stop selling products if necessary. For example, if you use a tool called "TOWA" that we handle, you can detect that a specified keyword such as a product name has been posted on a target site. When the keyword specified on the site is detected, an alert is raised, and it is a mechanism that instantly notices that it is being resold. Without tools, humans would have to visit all the sites. It takes a tremendous amount of effort, so tools are the best way to understand the resale situation.

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We have set extremely low prices for the first purchase only. However, such products may become targets for resale after purchase. Therefore, try not to set the initial price too low. Of course, if we raise the initial price, there may be an opportunity loss. However, if the product is resold, as explained above, there are various risks involved. It is necessary to examine both of these and set a well-balanced price. Examples of resale by industry We will explain what kind of cases there are in resale by industry. Home Appliances Popular products such as personal computers, tablets, and digital single-lens reflex cameras are being resold. Many home appliances have a high unit price and are easy to resell, so it is important to take measures against resale as much as possible. There are cases where smartphones are purchased cheaply using transfer discounts and resold. Currently, it is difficult to restrict the purchase of terminals, so it seems that there are many cases where it is difficult to deal with it. Health food First-time only You can see resale of products purchased cheaply by using discounts. Quality is important for health foods, so resale of products that are not properly managed can lead to a loss of brand image. Cosmetics Limited-time products are bought up and are subject to resale. If cosmetics are not properly managed, the quality will deteriorate, and there is a risk that the brand image will be damaged by resale. Why resale won't go away The reason why resale won't go away is that there are a certain number of people who want to buy the product even if it's expensive. If there are no buyers, resale will not be possible, but at present, even if the price is higher than the list price, they will be purchased. As long as there is a constant need like this, resale will never go away. Also, in recent years, the hurdles to reselling products have been lowered. For example, you can easily sell products by simply taking a photo with your smartphone and registering it in the app. The ease of person-to-person transactions has further accelerated resale. Introduction of Successful Cases of Resale Countermeasures Mercari Mercari, a major flea market service company, is working on resale countermeasures jointly with Fast Retailing, Oriental Land, USJ, and others. Sales of certain products are restricted and cannot be resold on Mercari. As mentioned above, the fact that even individuals can easily buy and sell is a factor in increasing resale. However, as major flea market sites no longer carry our products, we have created an environment in which it is difficult to resell our products. Consumer Electronics Stores When selling game software, etc., at consumer electronics mass retailers, we verbally confirm the product name and the names of the characters that appear in the product. Those who are only interested in reselling often don't understand the details of the product, and they filter by whether or not they can answer the question. Such countermeasures against resale are limited to the case where the product is sold over the counter, and it takes time, but it is a useful means to determine whether the person really wants to

It is a matter that can be a threat to retailers who sell products legitimately, but it can be judged by law. The reality is that it is difficult. Therefore, it is important for manufacturers and retailers to take measures against resale on their own. vinegar. Using the resale measures introduced in this article as a reference, you can reduce your company's brand image and lose sales opportunities. Let's take measures to prevent it from happening. We also confirmed the details of TOWA, which can be used as a countermeasure for resale. Please feel free to contact us. Search articles All Business efficiency Data utilization Big Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedoris Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Wholehearted Blog Surveillance AI Market Research Big Data News Latest Articles What is Google Alert? How to use in business and key Explanation of tips for setting words Introducing 7 use cases in the real estate industry evolving with the introduction of AI [2023 edition] ] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? unique charm and Explanation of use cases and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 latest] 45 IT terms you can't hear anymore What is web scraping? Non-illegal methods and procedures Introducing 5 sites where creping is prohibited Easy way to batch download images! image collection No Excel needed! 10 Recommended Graphing Tools [Sample Code Released] Scrapy How can I achieve this with VBA? Related Articles What are Google Alerts? Business utilization method and key -Explanation of tips for word settings You can streamline your work with the Diff tool! 6 Recommended Diff Tools What is web clipping? Effective utilization of data collected by knowing the merits Previous article [Latest in 2023] 3 recommended market research tools Go to blog list Next article 10 ways to use AI! What can AI do? Thorough explanation of everything from future trends to future trends Inquiries and document downloads Services & Solutions Creping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest management Business list creation/management dashboard SNS analysis service "SocialAnalyst" Tableau construction support Service shift automatic optimization AI solution "Optamo for Shift" Case study News & Blog Log Operating Company Document Download Inquiry Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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? Know the Benefits and Use Collected Data Effectively PigData > Blog > What is Web Clipping? Effective utilization of data collected by knowing the merits 2023.02.01 Data utilization Scraping monitoring big data The web is overflowing with a huge amount of information such as articles and videos. It takes a lot of time and effort to pick out only the information that is beneficial to the company from the vast amount of information. What is effective there is It's called web clipping. By using web clipping, you can not only gather information about your competitors, but also data on your brand's reputation and consumer interest trends. It is essential for modern management to pick up data, analyze it, and utilize it in company policies. In this article, I'll explain the pros and cons of web clipping, and show you how to use that data. If you want to collect data and use it for management, please refer to it.

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- Advantages of Web Clipping
- Disadvantages of Web Clipping
- How to Use Collected Data
- Summary

What is Web Clipping

Web clipping is the research and storage of media trends on the Web. You could call it "espionage". "Clipping" is the collection of newspaper and magazine clippings, and web clipping is the web version of this. Web Clipping allows you to pick up and save interesting articles and information from the Web that you want to keep as materials. It's all digital, so it doesn't take up any physical space.

Benefits of Using Web Clipping

Using Web Clipping has many benefits for your business. Key benefits include:

- You can know trends in people's interests
- You can check the trends of hot media
- Observation of competitors' trends
- You can research the frequency of keywords you are interested in and how they are reported 24 hours a day, 365 days a year
- Data can be collected
- Analyzing the collected data will help the company determine the direction it should take and increase sales.

Let's take a closer look at each of the benefits of web clipping. By using web clipping, you can find out what people are interested in in a timely manner. Also, if you use an automated web clipping tool, it will collect social trends 24 hours a day, so all you have to do is analyze the automatically collected data. Changes and trends in society have a significant impact on how a company advertises and sells its products and services. Furthermore, web clipping not only follows social trends, but also tracks changes in the evaluation of your company's and other companies' brands. You can check the trend of burning media

You can check the trend of burning media using web clipping. In today's age where SNS is influential, unexpected things can lead to fire. In the event of a fire, the wrong response can add fuel to the fire. Whether it is a fire in another company's media or a fire in your own media, you can correct the direction of future communication by considering the direction of the cause of the fire. Web clipping allows you to observe competitors' trends and the effectiveness of your company's products, allowing you to observe what your competitors are doing. By observing the trends of other companies' new products and services in a timely manner, we can make use of them in our own new projects. Of course, you can also check how the products and services that your company sells are received in the market. You can measure the effectiveness of the products and services you sell and use them to further improve your products.

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You can research the frequency rate and reporting method of the keywords you are interested in. By setting the keywords to be extracted with the web clipping tool, you can calculate the frequency rate of the keyword and research the media reporting method. Trends such as high ratings and flames appear as keywords in web media. By looking at how these keywords appear and how they are reported, it is possible to collect information focused on what the public is paying attention to. In addition, by setting keywords related to the company's measures and narrowing down the information to be collected, data analysis becomes more efficient. One of the benefits of 24/7 data collection Web clipping is that it works 24/7 on your computer. It is impossible for humans to keep looking at the Web 24 hours a day and pick up only the necessary information from a huge amount of information. If we leave all the data collection to the computer by narrowing down the keywords, humans will have the information and articles they care about already selected.

and analyze their trends. Disadvantages of Web Clipping While there are many advantages to using Web Clipping, there are also disadvantages. The disadvantages of Web Clipping are the following two points. Espionage activities on the web are conducted against each other, which can lead to copyright infringement and personal data protection laws. I will also explain the disadvantages of web clipping in detail. Among the information published on the web, there is a lot of personal information that should be protected and content that cannot be reprinted. Reprinting data obtained by web clipping without knowing them may be punishable by law. As a result, a large amount of compensation may be demanded. Espionage activities on the Web are carried out on each other. As mentioned at the beginning, Web clipping is also information gathering and espionage activities of competitors. At that time, malicious cyber-attacks may occur, which may cause damage to your website. Therefore, security against web clipping should also be strengthened. To counter web clipping, analyze the methods of cyberattacks by web clipping and take countermeasures. How to use collected data It is important not only to collect data, but also to process it so that it is easy to analyze. Gathering information with Web Clipping does not mean that the data is ready for analysis. It is meaningless unless we process the collected data, analyze the processed data, and use it for future management. However, sorting and processing data is also the most time-consuming and labor-intensive task. These time-consuming tasks can also be outsourced. PigData allows you to process data as well as collect it. We also provide an OSINT service that protects against server attacks from other companies. If you want to concentrate on deciding management policies and working out new plans, you should ask a specialized company. [Carefully selected] 4 selections of OSINT tools! Advantages and Points Summary Web clipping is a convenient way to automatically obtain information on the reputation of competitors' products and social trends. If you understand social trends, you can effectively market your own products. However, you should be careful not to break the law when using web clipping, and be aware that your competitors are doing similar espionage activities. It is important to carefully process and analyze the data obtained by web clipping. PigData provides a service that allows web clipping (scraping) while protecting your server and data from malicious hackers. If you want to use data effectively to improve the sales of your company's products, please contact us. <script type="text/javascript"> hbspt.cta.load(23171742, 'c50eb9f4-6032-498c-8791-1c56238d6976', {"useNewLoader": "true", "region": "na1"}); script type="text/javascript"> hbspt.cta.load(23171742, '676fa9d3-92c0-4872-898e-65148354f3e6', {"useNewLoader": "true", "region": "na1"}); Search All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles Google alert What is Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from Issues Previous article Solve sales problems with DX! Data sharing enables collaboration within the company To blog list Next article What is AI? Explain the history of evolution and examples of business utilization! Inquiry/document download Service & Solution Scraping service Property comp

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lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""
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text\_url\_104=""Contact Service & Solution Scraping Agency Service

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6 recommended tools PigData > Blog > What is web defacement detection? 6 recommended tools

2023.01.17 Scraping monitoring When operating an EC site or your own website,

Web tampering problem is something we have to pay attention to. Therefore, we introduced a system for web tampering detection. should be entered. If your e-commerce site or your company's website is compromised by web tampering,

Not only will sales decline, but malware damage may also spread. This time, we will

We will introduce a web alteration detection tool to protect the company's website. Own media security

Please refer to it if you want to take countermeasures. Contents What is web defacement? What is web defacement detection?

How to detect web defacement How to choose a web defacement detection service Use a web defacement detection tool

Advantages Summary What is Web tampering? Web tampering can be broadly divided into two types. The first one,

It is a method of attacking vulnerable parts of websites. Find and attack the vulnerable part of the server OS,

Tampering with content. Posting fraudulent links to redirect users to fake pages. Two

The mechanism of the eye is a trick to take over and tamper with the administrator account. Remote work has become popular , someone stole personal account information and pretended to be someone inside the company to deface content on the web.

vinegar. It takes longer to find web tampering because it's similar to in-house legitimate procedures. web tampering

Damage caused by Web defacement damages both sales and a company's reputation. EC site is defaced

If you do so, you will not be able to sell the products that users originally intended to purchase. settlement

system may not work properly. In addition, a fraudulent link that is different from the original link

is pasted and a fake page may be displayed. Damage caused by web defacement is limited to product sales.

It doesn't just get in the way. Users using the site may

You lose credibility with users. If the credibility of the company or website declines, medium- to long-term

There is also the risk that sales will decline. hbspt.cta.load(23171742, 'ee511865-0474-40ac-96a5-aa621c7fb668', {"useNewLoader": "true", "region": "na1"}); A private railway site is actually being damaged. On the private railway website, a page was set up to alert people to the new coronavirus infection. However, this page had been tampered with by someone and led to an online casino site. This web defacement was left unattended for about two weeks.

Web tampering damage is a problem that can occur even in large companies. What is web tampering detection? to detect. As the e-commerce site and in-house media are updated on a daily basis, the amount of content will continue to increase. As a result, websites that have grown in scale are limited for human visual monitoring. Therefore, a tool that detects web tampering is used. Background of the need for tampering detection When the Internet began to spread, web tampering only changed the appearance of the screen. However, the techniques and methods of web tampering have also evolved, and now, not only the appearance of the screen but also the contents of the content are tampered with. Malware can also be planted by malicious people to cause serious damage. If the e-commerce site or homepage operated by the company is defaced, the loss, including sales and trust, will be large. Methods of detecting web defacement There are several methods of web defacement detection. Methods for detecting web tampering are as follows. Pattern matching type (source analysis type) Behavior analysis type Hash list comparison type Original comparison type We will explain each method in detail.

**Pattern Matching Type (Source Analysis Type)** One of the web defacement detection methods is the “pattern matching type”. It is also called “source analysis type”, but the detection method is basically the same. Create a pattern file based on methods and examples of web tampering. It detects web tampering with methods that conflict with patterns and prevents virus intrusion. Since this method is based on cases that have occurred in the past, it has the disadvantage of not being able to prevent web tampering with new methods.

**Behavioral analysis** There is also a “behavioral analysis” web tampering detection method. Behavioral detection methods monitor target websites in the browser of a virtual computer. If the behavior is recognized as illegal, it will be detected as web tampering. The “behavioral analysis” web detection method can detect unnatural behavior, but the disadvantage is that it is not possible to know specifically which files have been tampered with.

**Hash list comparison type** The “hash list comparison type” web tampering detection method periodically checks files placed on the web. By periodically checking the file and performing a calculation (hash calculation) to obtain a numerical value representing the data, you can check whether the file has been changed. File updates can occur not only from malicious third parties, but also from modifications and updates made by internal publishers. Therefore, it is up to humans to judge whether or not it is web tampering.

**Original comparison type** There is also an “original comparison type” Web tampering detection method. With this method, all files on the website are stored as originals on a server for monitoring. Regularly check for file changes. If it differs from the original file at the time of inspection, the possibility of web tampering can be suggested. When updating the site, you can avoid misidentification by changing the original file.

**How to choose a web tampering detection service** Web tampering detection services can be roughly divided into paid services and free services. You should make your selection based on the size of your company, the intended use, and the issues you want to solve. From here on, we will introduce recommended web tampering detection services divided into paid services and free services. Paid tools have many functions that can be used, but if you are still at the stage of considering the introduction of tools, it would be a good idea to try the free tools. Choose the service that best suits your company.

**DIT Security** Digital Information Technology Co., Ltd. “DIT Security” starts detecting web tampering the moment it occurs. Restoration work will then begin immediately. Since the work starts as soon as the web tampering occurs, the server is only overloaded at the timing of the work. Security is also improved as measures are taken against unknown cyberattacks.

**BLUE Sphere** Airova Co., Ltd. BLUE Sphere is a cloud-based comprehensive se

It also has web defacement detection. We have a multi-layered defense to protect the site from malicious cyber attackers. Even the basic plan is cheaper than other companies, but it covers all cyber-attack threats. Web tampering detection service Site Patrol AT SIGNAL Co., Ltd. Security Division Web tampering detection service Site Patrol is a paid web tampering detection system. It automatically detects and corrects web tampering, so you can rely on security with peace of mind. Accurately distinguish between site updates made by people in your company and web defacement by other companies. After detecting web tampering, we will immediately start correcting it.

gred Secure Eleven Inc. "gred" is a free website diagnostic service. A company that offers a lot of site security features publishes part of the feature, Website Diagnostics, for free. If you enter the URL of the site you want to diagnose and start it, the diagnosis will start immediately. Dangerous sites are indicated by a red sign, so it is easy to understand. Site Security Center Trend Micro "Site Security Center" is a website diagnostic service that can be used free of charge. Enter the URL of the site you want to diagnose, and web defacement detection will start working. It diagnoses with a total of four evaluations such as "safe" and "dangerous". If it is evaluated as dangerous or suspicious, it may contain malicious programs, so it is necessary to check it properly. TOWA Indigo Data Co., Ltd. "TOWA" is a website monitoring tool provided by Indigo Data Co., Ltd. It monitors your site 24/7 and detects errors. If you register the URL of your company's site, it will correct the altered site. In addition, if it detects that the web has been tampered with, it immediately notifies the person in charge. With the alert function, you can immediately see the text, images, and HTML that have been web tampered with. There is a free trial period so you can see if it fits your company's objectives. Advantages of using a web tampering detection tool The advantage of using a web tampering detection tool is that it automatically performs all of the confirmation work that would otherwise take time for humans. If the web is defaced, the site may be stopped or a virus may be planted, causing serious damage. Sites are constantly exposed to malicious cyberattacks. In order to prevent serious damage, it is advantageous to introduce a tool that can quickly respond to web tampering. Summary A web defacement detection tool is a service that protects your company's site from attacks on a daily basis. Currently, there is a risk that the text, images, and HTML within the site may be tampered with. If you become a victim, your e-commerce site will not be able to increase sales, and if you leave your website unattended, your company's credibility will drop significantly. If you install a web defacement detection tool, your site will be protected from such dangers. There is also a tool that automatically repairs after detecting tampering, so the work of the person in charge of site management can be reduced. The Web tampering detection tool is a service with no loss because it can improve the security of your company's site and reduce the work man-hours of the person in charge. Take advantage of the tools and services that suit your company and mitigate the risk of web defacement early. Click here for inquiries about our automatic detection tool

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w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var
ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')
[0];ul.async=1;ul.src=add;tag.pare
nthNode.insertBefore(ul,tag);})('//uh.nakanohito.jp/uhj2/uh.js', '_uhtracker');_uhtracker({id:'uhtsXIWMj1'}); /
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var leadin_wordpress = {"userRole":"visitor", "pageType ":"post", "leadinPluginVersion":"10.1.16"}, /bin /boot /
dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /
usr /var ]]> *"""
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2022.09.29 News Real Estate On September 12, 2022, a free property comparison tool "  
Mekiki" has been released. Mekiki is a new  
Real estate tech. Recommended for people like this! Reins can no longer output CSV, making it easier to compare properties  
I want to be the first to know about new properties that are difficult to find, but checking real estate sites every day is a hassle  
We are consulting for industrial companies, but we are unable to make appropriate property proposals in line with logic.  
Introducing 3 unique benefits of Mekiki! Compare property prices within the dashboard  
Collect new property data and reflect it on the dashboard (paid plan for other prefectures) Surrounding properties and unit price per tsubo  
Bulk comparison Time-consuming property comparison work can be done efficiently and in a short time using "Mekiki"!  
A little sneak peek at the Mekiki dashboard! \*Search results are samples Simple and easy to use  
The Sui Dashboard allows you to compare at a glance the average unit price per tsubo of nearby properties. free  
You can try it at , so please take advantage of this opportunity! \* Free tool use ends without notice.  
may end. hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-
186ec7cf0665', {"useNewLoader":true", "region":na1});  
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ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')
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bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /
tmp /usr /var <![CDATA[ corpus_pig -data/ itscoco/ legacy/ my_deeplake/ var wpcf7 = {"api":{"root":"https://pig.data.jp/wp-
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{"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"} ; /bin /boot /dev /etc /home /init /lib /lib32 /
lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""
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I don't want to lose money by exchanging money. So when you sell or buy something  
In such cases, it is only natural to find out in advance what seems to be a reasonable price. In addition, the spread of the Internet  
In today's modern age, when looking up something, many people probably use the Web. Better  
Real estate transactions such as houses, condominiums, etc. involve large amounts of money. Fixed price for real estate

Because there is no price, everyone will want to know the fair price. However, since real estate transactions are conducted one-on-one between the seller and the buyer, the amount is not disclosed to the public. There are websites where you can find out what properties are on sale and how much they actually cost when buying and selling such real estate transactions. That's Reins. Information on renting real estate is also available. However, there are restrictions on its use. This article introduces the overview, features, restrictions on use, etc. of the website "Reins" used in the real estate industry. Contents What is Reins? Is there a way for ordinary people to see Reins? Advantages of REINS What is an alternative to discontinuing the provision of REINS CSV Replacing REINS CSV data with scraping What is REINS? increase. Overview of REINS REINS is a computer network system for real estate distribution. The name comes from the initials of Real Estate Information Network System. Operator of REINS REINS is operated by Real Estate Information Network System designated by the Minister of Land, Infrastructure, Transport and Tourism. In addition, it is divided by region, and four websites are operated by each organization. Website Operating organization Target area East Japan Real Estate Information Network System Hokkaido, Tohoku, Kanto, and Koshinetsu 17 prefectures in total Chubu Rains (Public corporation) Chubu real estate distribution system Chubu 7 prefectures Kinki rains (Public corporation) Kinki real estate Distribution system 6 prefectures of Kinki West Japan Reins (Public corporation) West Japan real estate distribution system 18 prefectures of West Japan, Shikoku and Kyushu Public interest foundation: public interest incorporated foundation Public interest incorporated association It is a database that collects information and information on sales and lease agreements that have already been concluded. Real estate agents who are members register information with REINS on behalf of customers who want to sell or rent real estate. Customers who want to buy or rent can also be introduced to real estate information registered by real estate companies. Real estate transaction opportunities are provided by registering real estate information for sale and rental on REINS, which can be referenced by other real estate companies. In addition, when a transaction is closed, information such as the closing price will be left on REINS. By keeping the transaction information, it is possible to use it as a reference for the appropriate price in subsequent transactions. When a client asks a real estate company to sell real estate, an intermediation contract is concluded, but in cases other than a general intermediation contract, the real estate company is obligated to register real estate information with REINS. In other words, a system has been created in which a large amount of real estate sales information is gathered at REINS. Another feature of REINS is that since the actual contract price is left as information, it becomes very specific reference information when buying and selling real estate later. How to use Rains Customers who wish to sell or rent out their property sign an intermediary contract with a real estate company regarding the sale or rental. The real estate company registers the information of the target real estate with REINS on behalf of the customer. Members are required to register literature information even if they have potential contract partners outside the system, except in some cases. A customer looking for a property asks a real estate company to search and inquire about property information from REINS. You can search for properties that meet your desired conditions, even if they are not handled by the real estate company you requested. A real estate company establishes a business by acting as an intermediary between customers and Reins. Since the Reins website collects a large amount of data on sales and lending, it functions as a large matching site for each user. In addition, since Reins collects a large amount of reliable information on real estate transactions, it also plays a role in projecting real estate transaction market prices as an information source. For the purpose of examining this market price, real estate agents also use Rains as a reference when appraising properties. Restrictions on the use of REINS REINS can only be used by members of each real estate distribution organization of the management organization. Only real estate brokers (real estate companies) can become members. Functions that download data all at once are also restricted to prevent unauthorized use such as secondary use. In the past, there was a function to batch download information registered with REINS in CSV format, but as of August 2022, it has been discontinued.

hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-186ec7cf0665', {"useNewLoader": "true", "region": "na1"});

Reins is a website that collects useful information about real estate transactions. It's a website that everyone wants to see at least once.

Uka Unfortunately, ordinary individuals cannot use Rains directly. REINS is a member-only site of the Real Estate Information Network System, where only real estate brokers (real estate companies) can become members. To become a building lots and buildings trader, a license must be issued by the Minister of Land, Infrastructure, Transport and Tourism or a prefectural governor and must be another business operator. Although it is not possible to see REINS directly, there is a way for ordinary people who are not real estate brokers to refer to past transaction information posted on REINS. It is to refer to the site using the information of Raines. For example, you can refer to the information posted on REINS at "REINS Market Information". However, please note that the following points are different from Reins. The merits of REINS differ depending on the customer who wants to do business with the real estate company, the management organization and the position. Let's take a look at the benefits of each. Only past data after transactions have been completed can be referenced. There are differences in the items that can be referenced. For items that can be referenced in particular, personal information such as the name of the seller is excluded, but the purpose is to find out the market price for similar properties. etc. will be very helpful. Advantages of REINS The merits of REINS differ depending on the customer who wants to do business with a real estate company, the management organization, and the position. Let's take a look at the benefits of each. Property owners and property buyers who want to trade Secure transactions via the system Real estate companies Can trade properties handled by many real estate companies Able to conduct transactions quickly Able to collect useful information based on facts Another advantage of this is that the data collected by REINS can be used as market prices for real estate transactions regardless of position. Since the information source is clear and there are many examples of actual sales and rentals, it is a very reliable source of information for the market price of transactions. What is the alternative to discontinuing REINS CSV provision? REINS has discontinued the CSV data provision function in January 2021. The purpose is to prevent unauthorized secondary use of downloaded data. If you were doing business using CSV data of this Raines, the abolition of the function is an important issue that cuts off the information source. Some kind of alternative is needed, but one promising option is to collect and use real estate transaction information by web scraping. Currently, there are cases where real estate transaction information is open on websites other than Rains. This information can be collected by web scraping and made into reliable data. \*If the collection source permits it Please refer to this article for details on the abolition of the CSV function of REINS and alternative methods. CSV function of Reins is abolished! Introducing countermeasures that can be taken immediately Replace Raines CSV data with scraping Our company IndigoData provides "Mekiki" as a tool for comparing properties free of charge. Mekiki is a new real estate tech born to solve the problem of real estate data. 3 unique benefits of Mekiki! Compare property prices within the dashboard Collect new property data from Tokyo and three prefectures and reflect it on the dashboard (paid plan for other prefectures) Batch comparison of surrounding properties and unit price per tsubo Mekiki is a real estate data alternative to Rains can also be output as CSV. (Paid plan) Scraping (crawling) itself is not illegal because it is not the purpose of collecting data. From the information collected by scraping, we also accept data shaping and analysis for assessment. hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-186ec7cf0665', {"useNewLoader": "true", "region": "na1"}); If you want to streamline your property comparison, please consider Mekiki. Search articles All work efficiency data utilization big data sales marketing scraping basic knowledge DX data analysis scraping law Sedori restaurant real estate tourism SNS IT terminology data collection subsidies employees whole body blog monitoring AI market research big data news latest articles Google alerts and teeth? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites How to easily download all images! Solve the problem of collecting images No

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Vpig data.jp/vwp-json/","namespace":"contact-form -7Vv1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /
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var leadin_wordpress = {"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"}; /bin /boot /
dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc / root /run /sbin /snap /srv /sys /tmp /
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To abolish! Introducing countermeasures that can be done right now PigData > Blog > Rains' CSV function is abolished! right now  
2020.04.14 Business efficiency real estate ol {<br /> position: relative; <br /> margin: 0; <br /> padding: 0;<br /> }<br /> ol li {<br /> list-style: none; <br /> list-style-position: outside; <br /> margin: 0; <br /> padding-left: 1.25em;<br /> }<br /> ol li span { <br /> position: absolute; <br /> left: 0; <br /> margin: 0;<br /> }<br /> .centerimg {<br /> padding: 5px; <br /> text-align: center; <br /> }<br /> Reins' CSV data download, which was rumored in the industry

Road depreciation was officially announced on October 1, 2019. Next system operation period 2021

January 4, 2020 (Monday) 7:00- \*Scheduled to stop the system due to system migration rehearsal August 6, 2020

Scheduled for Thursday to Sunday, June 16th. April to May 2020

There is no plan to stop the stem. Abolition of search CSV data download Prevention of unauthorized use such as secondary use

To prevent this, it is assumed that property information is obtained using the Reins IP-type website search function. ȏMy

Reins' in-house property management function will remain unchanged. \* Data provided via subcenters (

Discussions on establishing rules, etc.) <East Japan> Quote: Concerning the construction of the next Rains system Major additions, changes, and deletions

Overview of the function The full-scale specification change will be in January 2021, but it seems that the system will stop in August 2020 as a rehearsal. Search What impact will the removal of CSV data downloads have on related industries? Based on the impact on the industry, we will also introduce solutions to avoid problems after the specification change of REINS. Table of Contents What is the impact of Reigns' csv abolition? It's okay to change the specifications of rains! 3 latest technologies to save the real estate industry Reins specification change is solved by scraping (crawling)! Conclusion What kind of impact will the abolition of Raines' csv have? This specification change is expected to have a major impact on the following companies. If the function is abolished, there is a problem that it will not be possible to obtain these property data collectively. Every day, we have sales to customers and meetings with business partners. Site management companies that assess properties using REINS CSV data Many companies that conduct simple assessments that assess properties based on property information on the Internet may be handling REINS CSV data. . In that case, there is a concern that due to the abolishment of the CSV data download function this time, there will be a shortage of data for assessment. There are many companies that provide systems that link the CSV data of the property management system company Reins using Reins' CSV download function with websites. If the function is abolished, there will be no linked data, so the system itself will not be able to provide it. Site operating companies using the system of 3 In the case of a site using the system described above, the data to be handled cannot be acquired in the first place, so the operation itself becomes difficult. If your company also has its own data, the problem is that the amount of information posted on the site will definitely decrease, even if the operation will not stop completely. In this way, it is expected that real estate-related companies that use CSV data will be greatly affected by the specification change of REINS. So what is the solution to overcome this problem?

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hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-186ec7cf0665',
{"useNewLoader": "true", "region": "na1"}); Rains specification change is fine! 3 latest technologies to save the real estate industry Analyze huge amounts of real estate data with AI Property appraisals require huge amounts of data, so REINS' CSV data is often used. However, with the latest AI services, by analyzing big data such as property information that has already been accumulated, it is possible to easily perform market analysis, property assessment, and visualization of property surrounding information. Therefore, there is no need to retrieve the data each time. Examples of real estate tech that actually utilizes AI include a service that analyzes over 100 million pieces of big data to assess properties for several decades into the future, and a service that analyzes accumulated customer tastes and preferences. There is also a service that automatically proposes suitable properties for each individual. Collective management of real estate data using blockchain To utilize AI and blockchain, it may take time to prepare an environment for implementation. Scraping (crawling) is also recommended for those who want to use the data easily so that they will not be troubled even after the Raines CSV data is abolished. For example, you can select and extract only the data you want, such as property type, location, and price, from a property information site. Data can also be acquired automatically at a desired cycle, so there is also the advantage of reducing the time and effort required to acquire data. Property data is not only stored in a database as it is, but is also used for a wide range of purposes, such as appraisals and future price predictions, by analyzing the data. Automate the collection of real estate data necessary for scraping (crawling) In order to utilize AI and blockchain, it may take time to prepare an environment that can be implemented. If you want to quickly acquire data similar to Raines CSV data, scraping (crawling) is also recommended. For example, you can select and extract only the data you want, such as property type, location, and price, from a property information site. Data can also be automatically acquired at a desired cycle, so there is also the advantage of reducing the time and effort required to acquire data compared to the download function of REINS. Complete web scraping! If you read this, you can understand everything Reins' specification change is solved
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However, since there are multiple sites other than Reins that post the latest property information, If you scrape (crawl) the data, you will get the same data quality as Raines and the following items It is possible to output in CSV format as follows. Items that can be selected in Raines CSV data Examples of items that can be acquired on the property information site Item Raines Property information site ) Type of property (condominium for sale, condominium rent, detached house for sale, etc.) Newly built/used category Type of land right/lease right Presence or absence of trade name × Purchase application, etc.) × Price, area, etc. Facilities, conditions Location Date of construction Summary Many companies involved in real estate have been affected by the abolition of REINS' CSV download function. It is assumed that Overcome this crisis by using the real estate tech introduced this time I want to keep going. Our company IndigoData is also a real estate tech service that solves real estate data problems service. "Mekiki" is a free property comparison tool. Unique to Mekiki 3 benefits! Compare property prices within the dashboard. , reflected on the dashboard (paid plan for other prefectures) Comprehensive comparison of surrounding properties and unit price per tsubo Mekiki It is also possible to output real estate data as an alternative to inds in CSV format. (paid plan)  
hbspt.cta.load(23171742, '0d1de7e1-17ab-40cb-a564-186ec7cf0665', {"useNewLoader": "true", "region": "na1"});

For those who want to utilize real estate data, please consider Mekiki. Search all articles Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX data data analysis scraping law sedori restaurant real estate tourism SNS IT terminology data collection subsidy company Blog Surveillance AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords 7 activities in the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues: Turning an old private house into a business You can use it! ? Explain the unique charm, use cases and how to find it Latest in 2023! AI terms you should know 20 selections Popular articles [2023 latest] 45 IT terms that you can't hear anymore Web scraping What is How not to become illegal and introduce 5 scraping prohibition sites Easy image batch download The only way you can! Solve the problem of collecting images No need for Excel! 10 recommended charting tools Sample code released] How to realize scraping with VBA? Related Article Evolving with the introduction of AI Introducing 7 Use Cases in the Real Estate Industry [2023 Edition] What are the Future and Trends of the Real Estate Industry? think from the task Observation You can use an old private house for business! ? Explaining the unique charm, usage examples and how to find it Previous article [Decision Edition] Essential languages for web scraping, what you need to know To blog list Next article Restaurant , What are the measures against COVID-19 that can be done right now? Creping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest management Business list creation/management dashboard SNS analysis service "SocialAnalyst" Tableau construction support Service shift automatic optimization AI solution "Optamo for Shift" Case study News & Blog Log Operating Company Document Download Inquiry Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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{window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){(window w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})('//uh.nakanohito.jp/uhj2/uh.js', '_uhtracker');_uhtracker({id:'uhtsXIWMj1'}); / bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv / sys /tmp /usr /var <![CDATA[ corpus_pig -data itscoco/ legacy/ my_deeplake/ var wpfc7 = {"api":{"root":"https://wpig data.jp/vwp-jsonV","namespace":"contact-form -7Vv1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 / lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> corpus_pig-
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itscoco/ legacy/ my_deeplake/ var leadin_wordpress =
{"userRole":"visitor","pageType":"post","leadinPluginVersion":"10.1.
16"}; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /
run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""

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text\_url\_108=""Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top How Real Estate Tech Uses Data from American Cases PigData > Blog > How Real Estate Tech Uses Data from U.S. Cases 2018.12.25 Business Efficiency Real Estate In my last blog, I reviewed the basics of real estate tech. What is real estate tech? 12 basic services to keep in mind Real estate tech has been attracting a lot of attention in Japan in the past few years, but it is said that real estate tech in Europe and the United States is 10 years ahead of Japan. So what kind of companies are working with what kind of technology? Let's take the cutting-edge United States as an example. Table of Contents Real Estate Tech Cases in the U.S. Undoubtedly, "Web data" is essential for the future real estate industry How to collect unstructured data in Japan U.S. Real Estate Tech Cases Trulia (Reference: Trulia) Trulia All kinds of information can be visualized on a map, including properties in a specific area, their average price, and price trends, as well as crime rates, traffic volume, school deviation values in that area, distances to schools, the number of restaurants, and age groups of residents. can be filtered and searched. General consumers can search for real estate based on reliable data, as the information is highly transparent. In order to obtain such data in Japan, it is necessary to check many websites, such as the Metropolitan Police Department website for crime information and the website of each prefecture for school deviation values. By arranging the properties in one place, general consumers will be less dissatisfied when looking for real estate, or after purchasing or leasing. Compass (Reference: Compass) Compass's main business is a real estate brokerage business based on platform operation that visualizes real estate sales and rental information. The platform operated by Compass has a list of agents who are in charge of properties. We also have systems in place to reassure employees. In addition, as a feature, it is a platform that specializes in luxury properties. We also provide smartphone apps targeting both general customers and agents so that they are easy to use. Similar to the website, the app for general customers includes property information, agent information, neighborhood information such as seasonal changes and events with photos, allowing users to obtain a large amount of information. The app for agents analyzes property prices across specific positions and visualizes median house prices with graphs. Satisfaction is increasing. Roofstock (Reference: Roofstock) Real estate investment platform specializing in detached houses. Investors can check the factors that will be the basis for making decisions when considering properties on the website. You can also use Roofstock's proprietary algorithms to generate profitable forecasts and yield simulations. In addition, many of the properties on the market already have tenants, so there are some properties called "owner change properties" where you can receive rent from the day you become the owner. In order for those who are considering purchasing to be able to make an investment decision without going to the site, we will conduct a survey of the property, estimate the repair cost, analyze the price of the property for sale based on the local market and property analysis, rent conditions and rent.

Information is calculated from a lot of data such as review of delinquency history. hbspt.cta.load(23171742, '0d1de7e

Looking at the above examples, popular companies working on real estate tech are uniquely utilizing various data in addition to the property information already possessed by the real estate industry to provide services. you can see it's stuck. There are two types of web data: "open data" and "unstructured data". "Open data" refers to publicly announced or formatted data. On the other hand, "unstructured data" refers to unformatted web data that exists in many different forms. Since much of the data in the United States is open to the public as "open data," it is possible to obtain "local crime information" and "specific area residents information," which are difficult to obtain in Japan, as in the example above. I can. However, since various information can be obtained as "unstructured data" even in Japan, collecting web data, which is "unstructured data", is an important task in working on real estate tech in Japan. How to collect unstructured data in Japan In order to collect unstructured data, you need to check many websites. I look to event portals and restaurant portals to get local information, copy and paste repeatedly to collect data from them, and check the website for updates. I have to check the same website every day. However, if you use an easy-to-use "web data collection tool," you can save yourself this trouble. Our company IndigoData provides "Mekiki" as a free property comparison tool.

Mekiki is a new real estate tech that collects big data on the web and solves the problems of real estate data. 3 unique benefits of Mekiki! Compare property prices within the dashboard Collect new property data from Tokyo and three prefectures and reflect it on the dashboard (paid plan for other prefectures) Batch comparison with surrounding properties by unit price per tsubo Various data on the web In the future, Japanese real estate tech will be required to create unique services using these technologies. hbspt.cta.load(23171742, '0d1de7e1-17ab 40cb-a564-186ec7cf0665', {"useNewLoader": "true", "region": "na1"}); Please consider. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles Google What is an alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Real Estate Industry Evolving with the Introduction of AI, Introducing 7 Use Cases [2023 Edition] What are the Future and Trends of the Real Estate Industry? Consideration based on issues Old folk houses can be used for business! ? Explaining the unique charm, use cases, and how to find it Previous Article Five viewpoints that the construction and tourism industry should know about inbound measures To blog list Next Article What is tourism big data? Inbound measures that can be started with web data Inquiries and document download Services & solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction Support Service Automatic shift optimization AI solution "Optamo for Shift" Case Studies News & Blog Operating Company Document Download Inquiry Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag'] = cla; window[cla] = window[cla] || function() {(window[w[cla].q = window[cla].q || []].push(arguments))}, window[cla] .l = 1 \* new Date(); var ul = document.createElement('script'); var tag = document.getElementsByTagName('script')[0]; ul.async = 1; ul.src = add; tag .

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 ! Batch monitoring of multiple sites [Finance] Real estate survey to determine loan amount [Real estate] 1 km radius  
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 [Research company] Acquiring hundreds of thousands of data necessary for research in 3 days for one year To collect information for your company  
 , check only the information you want to know from open data 1 2 3 4 5 Next >> See more  
 expand\_more No more case studies No pages to load var infScroll = new InfiniteScroll( '.postWrap',
 { //Selector for outline append: '.post', //Selector for boxes to load path: '.pagination .next ', //next page

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'Next' button selector to jump to hideNav: '.pagination', // pagination
selector button: '.moreButton', //selector for 'more' button
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keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)  
  
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srv /sys /tmp /usr /var ]]> \*/"  
  
text\_url\_110="""Contact Service & Solution Scraping Agency Service  
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above is a must. Because the company's profit margin depends on the management strategy carried out by forecasting demand  
is. Demand forecasting can intelligently use existing techniques and tools to forecast demand efficiently and accurately.  
to come. This time, I will explain why demand forecasting is necessary in the first place. On top of that, with the demand forecast  
We also introduce the challenges we face and the solutions to them. If you are a company manager or executive, please refer to it.  
please give me. Table of Contents What is demand forecasting? Why is demand forecasting important?  
Demand forecasting that can be done Key points of demand forecasting No calculation required! To grasp the latest demand Summary Demand forecast and  
Demand forecasting is the forecasting of demand for goods and services offered by a company. demand forecast is  
It must be done from both a short-term perspective and a medium- to long-term perspective. Specific planning method of the company  
Needs are based on demand forecasts. It is also related to expenditure aspects such as purchasing, advertising, and equipment investment.  
Therefore, demand forecasting is essential for management. Why demand forecasting is important Management policy will change  
Therefore, demand forecasting is important for the company. To increase your profit margin, you need to reduce your expenses and increase your income.  
I have to. From here, we will explain why demand forecasting is important for the process from production to sales.  
I will break it down and explain it in detail. Optimizing Purchase Quantity Demand forecasting allows us to optimize purchase quantity.  
increase. When producing a product, it is necessary to set the expected number of sales in advance.  
The amount of the purchase will be the expense of the company as it is. If you have too many more than you can actually sell,  
There will be a stockpile remaining, and the purchase price will be higher than the sales price, and the business will end up in the red. Also, sales expectations

If you buy too little for the quantity, you will miss out on sales opportunities. If you can accurately forecast demand, you will be able to purchase just the right amount. Improving the Accuracy of Analysis of Sales Trends If you manage your business based on demand forecasts, you will be able to analyze sales in chronological order. The sales of the products and services provided by the company change over time from the start of provision. Changes in sales trends are complex, as they involve all sorts of factors, including consumer awareness and advertising effectiveness. Precisely observing and analyzing chronological sales trends and predicting future demand from the present will also increase accuracy. You can see consumer trends Demand forecasts also play an important role in ascertaining consumer trends. The development and sales volume of the company's products and services are influenced by consumer trends. Demand is also influenced by social trends and high awareness. When forecasting demand, it is necessary to keep in mind social movements and trends. By tracking consumer trends, we can adjust the volume of product production. It is also possible to develop new products and services that match consumer preferences.

Issues with Demand Forecasting Demand forecasting is important for management, but there are also many issues. You need to understand the challenges of demand forecasting and tackle them efficiently. Demand forecasts are not always completely correct One issue is that demand forecasts are not always completely correct. Therefore, even if management is based on demand forecasts, the balance between the number of purchases and the number of sales may not be balanced, resulting in a deficit. It should be noted that the demand forecast is just a "prediction" because no one can "predict" the future. However, just because a demand forecast is not completely correct does not make it obsolete. If the demand forecast is off, it is important to store it as data and analyze it. The accuracy of demand forecasts can be further improved by analyzing data and using it to change forecast models, extract reasons for unpredicted forecasts, and propose solutions to problems. Occurrence of the Unexpected One of the challenges of demand forecasting is the occurrence of the unexpected. Demand forecasting is generally based on historical data. At this time, the effects of natural disasters, political economy, and rapid changes in society as a whole are not taken into account. However, the unexpected can always happen. For example, the COVID-19 pandemic was an unforeseen event that had a significant impact on society and forced the company to take some measures. It should be recognized that demand forecasts do not take into account the unexpected. Time and effort required for demand forecasting Demand forecasting is an important task, but one of the issues is that it takes time and effort. It takes a lot of effort from data collection to data selection and analysis results. Furthermore, demand forecasting is not something that can be done easily by amateurs, and is a special skill that can only be performed by people with experience and knowledge. The reality is that even if you outsource only the demand forecasting work, it will cost you money. Demand forecasting methods There are several methods of demand forecasting. Predicting demand according to methods that have already been developed is a shortcut to saving time and making accurate forecasts. Typical demand forecasting methods are as follows.

Moving average method The moving average method is a method of calculating profit by using the average unit price of purchases up to the previous year as the cost of sales. The purchase amount, sales amount, and sales amount vary from year to year. Therefore, we have to make calculations every time we make purchases, but we can respond sensitively to changes in sales.

$\text{Moving average unit price} = (\text{purchase amount} + \text{total amount of inventory}) \div (\text{number of purchases} + \text{number of inventory})$

Weighted moving average method The weighted moving average method is a type of the above moving average method. Add information by dividing the values calculated by the moving average method into periods determined by the company. The sales volume of the products and services that the company sells changes according to the time of year when the company puts effort into advertising, the season, and changes in social trends. The weighted moving average method can analyze changes in demand over time, from month to month or quarter to quarter.

Exponential Smoothing Exponential smoothing is also a type of moving average method. Predict future sales from time series data. It differs from the moving average method in that it emphasizes newer data. Sales of goods and services increase steadily when conditions are good, and decrease when conditions are bad. By focusing on newer data, you can predict the future and get clues about how to solve problems.

Regression Analysis Method Regression analysis method is a method of calculation that takes into account factors that are thought to have causal relationships. Different products and services have different variables involved in sales. For example, in the case of restaurants, the "time of day" has a large impact on sales.

Then, the "area" of the sales floor is also related to the sales volume. Regression analysis takes into account the factors that affect sales, so you can calculate average annual sales. Multivariate analysis Multivariate analysis is a method of analyzing the relationships between factors that are predicted to affect changes in sales. Many factors contribute to changes in sales of goods and services. Postings on SNS, special features on TV programs, social trends, etc. are also related to changes in sales, so we will make a comprehensive demand forecast. It is a complicated method because it uses multiple data. Automated demand forecasting Demand forecasting can be automated using existing tools and services. Computers not only make business more efficient, but also perform high-speed calculations that humans cannot. By using AI and demand forecasting systems, it is possible to solve the problems faced by conventional demand forecasting methods. Leveraging AI Demand forecasting can be automated with the help of AI. Since it is based on machine learning, we will forecast demand while improving accuracy. When using AI All the work that humans do is to read the data and run the AI. AI also extracts factors that change sales numbers that could not be predicted in the past as feature quantities. AI can operate 24 hours a day, 365 days a year as long as there are no errors, and there are no human-like mistakes in calculations. Using AI for demand forecasting can lower costs and maximize effectiveness. Utilizing demand forecasting systems You can also utilize commonly available demand forecasting systems to automate demand forecasting. The demand forecasting system is not only equipped with conventional forecasting methods, but also has a system for inventory management and forecasting and proposing the optimal quantity to be purchased. Various demand forecasting systems have already been released. You can choose a service that suits your company, from a system that can be used by people who are not familiar with AI and computers to a system that is equipped with a crisis management system that collects the latest information on disasters.

**Key Points of Demand Forecasting**

There are several key points in using demand forecasting to increase its effectiveness. If you don't grasp the important points and put them into practice, the effect of demand forecasting will fade. Here are some tips for getting the most out of demand forecasting.

**Company management based on demand forecast**

As a company policy, we must create a system for company management based on demand forecast. Demand forecasting is meaningless just by making forecasts. Predictions must be acted upon across the company. You can recognize the company's profit margin by performing everything from purchasing to inventory management and grasping the number of sales based on demand forecasts. In addition, by collecting data on the company's profit margins, future demand forecasts and profit margin improvements can be expected.

**Repeating thought and error**

One of the points is to repeat thought and error while being conscious of the difference between the number of purchases and sales proposed in the demand forecast and the actual number of purchases and sales. As I explained earlier, the demand forecast is not completely accurate. However, by repeating thought and error based on the results, it becomes possible to identify factors that cause discrepancies between predictions and actual results.

**Demand forecasting is all about data-driven analysis and new perspectives.**

Utilize the existing demand analysis system It is also a point to utilize the existing demand analysis system. Demand analysis systems have a wide variety of services, even those that are generally provided. It is more efficient to use a demand forecasting system that has convenient functions than to start demand forecasting from scratch. Utilizing a demand forecasting system will lead to a reduction in labor costs and the elimination of unnecessary time.

**Collection and Analysis of General Data**

The key to improving the accuracy of demand forecasts is the collection and analysis of general data. In order to ascertain the trends of general consumers in society, it is necessary to collect not only the data that can be obtained in-house, but also a wide range of data. Competitors' new product information and sales also affect the sales of their own products and services. In addition, it is also important to understand trends by checking the posts and flames on SNS by consumers. Collecting and analyzing general data provides hints for measures to improve sales and for new product development. Storing and analyzing company-specific data Storing and analyzing company-specific data is also an important point for demand forecasting.

**Sales data for your company's products and services**

must be properly stored and analyzed. Your company's sales data is unique to your company and is valuable data not found in other companies. The impressions and complaints received by the company are also valuable materials. In order to improve the accuracy of your company's products and services, company-specific data is as useful as analysis results based on general data.

**Quantity and quality vs. data collection**

A key point for demand forecasting is to balance quantity and quality of data. While a large amount of data is important for improving accuracy, it is also important to ensure that the data is relevant and accurate. Quality data is more valuable than quantity data, as it provides more accurate insights into consumer behavior and market trends.

plug. Therefore, data collection is a fundamental point. Demand forecasts can be expected to improve in accuracy depending on the amount of data. General data can also be collected on the Internet, since there is a huge amount of it. Also, in order to improve the accuracy of demand forecasting, it is necessary to improve the quality of the data by sorting it out rather than simply collecting a large amount of data.

However, data collection and selection are too labor intensive for humans to do. Scraping is an effective way to collect a huge amount of data, sort it out and improve its quality. No calculation required! How to keep up to date with demand There are ways to know demand without calculations or analysis. Demand forecasting generally requires the use of difficult calculations and tools. However, there are times when we want to know the demand for products and services and consumer trends right now. Here's a quick and easy way to figure out what your demand is right now. Check the Website One way to keep up with the latest demand is to check the Web content reflects past and present trends. Historical and current trends are valuable sources for analyzing demand. For example, articles that introduce products and services in a ranking format have changed from the past to the present. By analyzing the process of change from the past to the present, it is possible to predict consumer behavior and demand. Reading from Competitors' Latest Products and Services Demand can also be read from competitors' product development and service sales information. Competitors are increasing profit margins while differentiating similar services. Competitors are also developing products and offering new services based on demand forecasts. New products and services are conceived to meet consumer demand. When forecasting demand, you can grasp demand by analyzing the content of new products and services being offered by competitors and the strategic trends of competitors.

Summary There are many methods of demand forecasting. Using AI and demand forecasting systems, humans can greatly reduce the man-hours performed by and streamline your work. However, even if it is automated using a demand forecasting system, it is necessary to collect the latest data from time to time. The amount and quality of collected data can significantly change demand forecasting systems. Scraping can efficiently collect useful data. In addition, you can forecast demand by obtaining website information and understanding the trends of your competitors. The website check tool "TOWA" provided by our company Indigo Data can be used to notice changes in the trends of competitors and changes in the market simply by registering a specific website and notifying you of any changes to that site. It is a tool that can If you want to understand the trends and demands of your competitors, please use TOWA.

hbspt.cta.load(23171742, 'ee511865-0474-40ac-96a5-aa621c7fb668', {"useNewLoader": "true", "region": "na1"}); Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Whole Body Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Real Estate Industry Evolving with the Introduction of AI, Introducing 7 Use Cases [2023 Edition] What are the Future and Trends of the Real Estate Industry? Consideration based on issues Old folk houses can be used for business! ? Explanation of unique charms, use cases, and how to find them Previous article Easy-to-understand explanations of machine learning methods! Use cases that can be used as reference are also available. To the blog list Next article How to use ChatGPT in business! Inquiries and document download Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift Optimization AI solution "O

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Advantages of de | What is the solution when it is not possible? PigData > Blog > CSV data download

Advantages | What is the solution when it is not possible? 2023.01.31 Data utilization scraping For company management

Therefore, it is essential to analyze data and improve profits. for data analysis

must first collect data. In particular, websites contain a large amount of various open data.

It exists as data, so it is very useful if your company does not have the data. efficiently

If you only want to collect data, a site with a CSV download function is convenient.

. Because it's easier to manage and analyze data. For CSV download, you can easily analyze the data.

There are many advantages. Recently, however, CSV download

More and more sites are deprecating the functionality. If you cannot download the CSV data, what

Is there a solution like This article explores the benefits of downloading CSV data.

We will introduce the data collection solution for sites that do not have a download function. table of contents

Advantages of the CSV data download function The number of sites that abolish CSV data downloads is on the rise.

Solution for No CSV Download Functionality Disadvantages of Data Scraping Scrapy

Advantages of the CSV data download function The CSV download function is

It has the advantage of being able to obtain comprehensive data with just a few clicks. CSV files are highly compatible

Since it is data, it can be applied to existing software and tools used by the company. in short

, data can be managed and processed within the tools used by the company, so purchasing new tools for analysis no need to enter. Even data that is difficult to manage can be divided into categories for comparison and analysis.

You can From here, we will explain the merits of the CSV data download function in detail.

Easy CSV data download If the site has a CSV data download function,

A large amount of data can be obtained in a short time. Click the download button on the site

and it will automatically save to your computer. CSV data has extra decorations, etc.

Since the data does not contain data, you can extract only the information you want to know individually. The fact that the amount of data used is small is also attractive for saving data. CSV data is highly compatible CSV data is highly compatible and can be used with many tools. Each company analyzes data differently and uses it differently. Also, the tools for analyzing the data are different. CSV data can be loaded into leading tools such as Excel and Google Sheets, as well as other data analysis tools. Easy to process and manage for data analysis By using CSV data in combination with an analysis tool, you can not only store the data but also process it for analysis. Data is meaningless just to have it, it becomes useful by comparing and analyzing it. As mentioned above, CSV data is highly compatible and can be used with many tools. Among them, by importing it into an analysis tool, it becomes possible to process and analyze it as it is. A lot of data needs to be formatted and processed to be usable by the tool. However, if it is CSV data, it can be managed and used as it is without any special manipulation of the data. Increasing number of sites discontinuing CSV data download Although CSV data has many advantages, the number of sites discontinuing the download function is increasing these days. CSV data has the advantage of being highly compatible and convenient, but it also has many disadvantages for the provider. For example, Raines, a computer network system that deals with real estate, discontinued the ability to download CSV data in 2020. It is expected that the number of such sites will increase in the future. Therefore, it is a big problem for those who have been searching for products using CSV data downloaded from websites, and for those who have been conducting comparison studies and data analysis. Rain's CSV function is abolished! Introducing countermeasures that can be taken right now Solution when there is no CSV download function If the CSV data download function obtained by downloading has been discontinued, what methods are there to collect that data? Is not it. Even without the ability to download, there are still ways to collect data. There are two main methods. "How to use AI service" and "How to use scraping". Now let's take a closer look at the two methods of collecting data. Analyzing huge amounts of data with AI services With modern AI services, you can get data similar to CSV downloads. With an AI service, there is no need to collect data each time the site being investigated is updated. Furthermore, in the case of AI services, it will suggest products suitable for the theme you want to analyze and the target individual. For example, AI analyzes big data and introduces the best properties. However, the disadvantage is that it is a web service and can be expensive. Collecting data by scraping There is also a method of collecting data by scraping. By scraping the target site you want to collect data, you can get the same data as you were collecting with CSV. Moreover, with scraping, you can collect only the data you want. It's more efficient than a CSV download because it retrieves the data without any unnecessary data for your company. Top 5 web scraping service companies! Automate cumbersome data collection Disadvantages of data scraping Even if the CSV data download function is abolished, scraping technology can still collect the necessary data. However, acquiring scraping technology requires programming knowledge, so it is necessary to hire experienced personnel. If you do scraping without knowledge, it includes the risk of being punished by Japanese law. The disadvantage of scraping is that it requires a lot of initial investment and involves risks. 5 web scraping prohibited sites! What is a scraping method that does not become illegal? Scraping can also be outsourced Data analysis is essential for management, and as the CSV download function tends to be abolished, scraping is an effective solution. However, scraping is a special technology, and it also has the disadvantages I mentioned earlier. To solve the disadvantages, entrusting the work to a professional company is cost-effective and reliable. Of course, specialists have a wealth of knowledge and technology, so they are familiar with the law and can quickly acquire data with little risk. Of course, there will be temporary costs, but it will be less troublesome than hiring specialized personnel, and the costs will definitely be cheaper. Summary Many sites operated by compa

has the ability to download CSV data. CSV data is highly compatible and It can be saved and managed by Yuru apps and data analysis tools. it takes a long time to download The operation is simple, and the data itself has no unnecessary decorations, so it is easy to use. can be inserted. However, more and more companies are ditching CSV downloads year after year. that This makes data collection difficult for companies that have traditionally used the CSV download function. . If the website you want to get does not have CSV download functionality, scraping will do the same. data can be obtained. Scraping involves entering data in a form that is easy to analyze for company purposes. How to hand. However, if you do it in-house, scraping takes time and effort, and it is a special technique. Therefore, it is necessary to hire specialized personnel. We aim to improve future sales by analyzing data. If so, entrust the scraping part to a specialized company and concentrate on developing a new plan.

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Utilization big data sales marketing scraping basic knowledge DX data analysis scraping

Ping Law Sedor Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidy Employee Wholehearted Blog Superintendent Visual AI Market Research Big Data News Latest Articles What is Google Alert? Use in business Explanation of methods and keyword setting tips Introducing 7 use cases of the real estate industry evolving with the introduction of AI [ 2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Germany Commentary on special attractions, use cases, and how to find them Latest in 2023! 20 AI Terms You Should Know Well Read [2023 latest] 45 IT terms you can't hear anymore What is web scraping? if it's illegal Introducing 5 methods and 5 scraping prohibited sites Easy way to download images in bulk! Solve the problem of collecting images No need for Excel! Top 10 Recommended Graphing Tools [Sample Code Released] ] How to realize scraping with VBA? RELATED ARTICLES 7 ways the real estate industry evolves with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues: old private house as a business can be used for ? Explains the unique appeal, examples of use, and how to find them Previous Article Learning from AI Use Cases, Introduction Successful Tips | From Failure Examples to NG Patterns To Blog List Next Article Resolving Sales Problems with DX! De Inquiries/Document Downloads Services & Solutions Creping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest management Business list creation/management dashboard SNS analysis service "SocialAnalyst" Tableau construction support Service shift automatic optimization AI solution "Optamo for Shift" Case study News & Blog Log Operating Company Document Download Inquiry Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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/media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> \*/\*" text\_url\_112="""Contact Us Services &

Solutions Scraping Agency Service Property Comparison Tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" Case studies Blog Operating company Document download Inquiries Privacy Policy Security Policy Back to Top Learn from AI Use Cases, Tips for Successful Introduction | NG Patterns from Failure Examples PigData > Blog > Learn from AI Use Cases, Tips for Successful Introduction | In recent years, AI technology has been attracting attention as the number of use cases has increased. In fact, the concept of AI has existed for some time, but it has not been put into practical use due to performance and cost issues. It is only recently that it has started to spread widely due to advances in research, higher performance of computers, and success in reducing costs. However, although the image of AI as an amazing technology that can realize various things is spreading, there are many people who are unclear about the actual usage scenes and how to use it. Even if you want to apply it to your business, it is a good idea to know examples that can be used as a reference. In this article, we will introduce specific examples of AI utilization as well as tips for successful utilization. Table of Contents AI is a technology evolved by AI Advantages of using AI Six selected examples of AI use Causes of AI introduction failures Tips for successful use of AI What is AI? It is a system for making complicated decisions. Language comprehension, reasoning, prediction, and problem-solving are also targeted. When translated into Japanese, it becomes artificial intelligence. Basically, rather than creating something out of nothing, it is a mechanism that learns from a large amount of data in the background and improves the accuracy of plausible judgment criteria. Technologies evolved by AI There are a wide variety of technologies that have evolved by AI. I will describe the case. Image Recognition Judgment by image recognition will be easier to lead to correct judgment by using AI. For example, various face recognition schemes can be made more accurate by collecting data patterns of people's faces. In addition, since it can be used for things that can be recognized as images, it is also used for inspections to detect appearance abnormalities at manufacturing sites. Detecting Abnormal Data Continuous There is also a method of using it to detect abnormal values in data that occurs continuously and catch signs of problems at an early stage. For example, we can think of a usage method that continuously collects data from equipment used in industry and prompts maintenance when abnormal values or signs of abnormal values are found. Building sentences and pictures Collecting information and summarizing its trends is also a function that AI excels at. For example, it is possible to collect images related to a specific keyword and create a picture by combining them, or to extract the characteristics of a specific person's sentences and create similar sentences. Various types of prediction AI can also make predictions by collecting and learning from a large number of specific data movements. As an example of its use, we can think of cases where it is used for financial or stock market forecasting. Building a Conversation Another use is understanding language and choosing an answer for it. In other words, it is possible to establish a simple conversation. Chatbots and the like have been put to practical use as mechanisms that utilize this. Extracting relevant data from user attributes As a technology with a wide range of applications, AI is also good at collecting specific information and deeply related information. The so-called recommendation function uses this technology. From the user's attributes, it is possible to examine the history of users with similar attributes and present options that appear frequently. Advantages of using AI The advantages obtained by using AI are as follows. Various effects can be expected depending on how AI is used. Improve productivity Reduce labor costs and eliminate labor shortages Improve accuracy of work Create user experience Discover new perspectives Six successful cases of AI utilization increase. Ministry of Justice Immigration Bureau | Face Recognition Gate For those returning to Japan from overseas, the immigration procedures at the airport are complicated work. As a solution that contributes to this streamlining, the Immigration Bureau of the Ministry of Justice has introduced face recognition gates that use AI image recognition. It is a system that verifies the identity by matching the face image in the IC chip embedded in the passport with the fa

We are contributing to the operational efficiency of the immigration bureau, which responds to visitors. JINS<sup>®</sup> Recommendation of recommended eyeglasses JINS, which sells eyeglasses, offers "JINS BRAIN," which recommends eyeglasses to users. It is a service that uses AI to recommend the shape and products of eyeglasses that suit the user's face shape and atmosphere, synthesizes it as an image, and shows the degree of suitability. It can also be used for online purchases, and it is a system that supports eyeglass purchasers by linking with the inventory of nearby stores. Mercari | Automating listings with AI The online flea market app "Mercari" is promoting the use of AI in various fields. Among them, as a particularly convenient service

"AI exhibition" is mentioned. AI Listing is a mechanism that automatically searches for product information from images of products to be listed and adds various information. Personalize product names, brands, product categories, etc. It is held in the AI catalog, and AI identifies the product from the image and assists the user's listing work. It can be said that it is a way of utilizing AI that lowers the usage hurdles for users and brings convenience.

NETFLIX<sup>®</sup> Casting of original works NETFLIX, which operates a video content provision service, has long adopted a recommendation system that recommends content related to the content that the user is watching. It is a mechanism that recommends highly relevant content by comparing user attributes and usage history with the vast amount of user information held by NETFLIX. It is said that 80% of content playback by users is based on recommendations, and it is safe to say that this technology forms the core of our business. As an initiative to further develop such a recommendation system, there is the introduction of recommendations by AI in the production of video works. It is a mechanism in which AI searches for suitable works from the huge amount of user data in terms of selecting works to be visualized and casting for newly created content. Although the effects and degree of use have not been disclosed, it can be said to be one of the ways AI is used to build businesses that meet user needs. Softbank<sup>®</sup> Selection of new graduates Since 2017, SoftBank has been using AI to evaluate entry sheets when hiring new graduates. It was announced as an efficiency measure to reduce the work of personnel recruiters by 75% by using IBM Watson, an AI developed by IBM. ASKUL | Inquiries using a chatbot ASKUL, which conducts mail-order and EC business of office supplies for corporations, has introduced an AI-type chatbot "Manami-san" for inquiries in the EC business called LOHACO. We are able to respond to inquiries 24 hours a day, which is also useful for labor saving. The chatbot uses AI technology to deepen its understanding by using inquiry history as learning data, so it is possible to improve accuracy by continuing to use it. This is a measure that allows the person in charge of inquiries to focus on actual customer service and improve customer satisfaction. Causes of AI introduction failure Misunderstanding the means and the purpose Introducing AI is just a means, and the original logic is to use AI because it can solve problems efficiently. . If the purpose is to "introduce AI" and the method of its utilization is neglected, it will not be possible to set the goal results correctly, and there are many cases that will lead to failure. Ideas are too advanced In cases where solutions using AI are started from the demonstration experiment stage, caution is required if ideas are advanced and too vivid utilization methods are planned. From demonstration experiments to business utilization, guiding AI utilization projects requires budgets and the approval of upper management. If good-looking, harsh-sounding, and flashy AI utilization is set at an early stage in order to secure the budget and understanding of upper management, there are cases where the flexibility in utilizing AI is lost and it does not go well. To do. We do not understand what AI can and cannot do Currently, AI is not general-purpose, and it is assumed that it will be used according to specific patterns. AI is not a magical convenience that can do anything. It must be used for its intended purpose. Let's use AI to understand what it can do and what it's suitable for, create a usage plan based on that, and take on the challenge. If you think of it as a black box that can solve problems and use it, it will lead to failure. Tips for Successful Use of AI When considering the use of AI, the bottleneck tends to be the preparation of data for AI to learn. Take into account where and how you collect data. You need to have the right data to get the results you want. Quantity is also important, as AI can become more accurate by learning more. Also, even if data is collected, it cannot be used for AI learning as it is. AI learns data

One trick is to shape it into a shape that is easy to handle. Provided by Indigo Data Co., Ltd.

PigData is a data collection service for big data. PigData just collects data

It also provides a shaping function, so it can be used for AI learning data.

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Introducing open data usage examples and how to obtain it PigData > Blog > Even beginners can understand! Introduction of open data utilization examples and how to obtain them 2022.10.07 Data utilization scraping Open data refers to data that is publicly available on the Internet and can be used by anyone. Open data is also actively used in app development and economic analysis. In addition, the use of open data is useful for new service and product development. In this article, we will explain open data and introduce specific use cases. Marketing that utilizes open data and new product development will be possible. Contents What is open data? Easy-to-understand explanation Sources of open data Reasons why open data is attracting attention Five examples of using open data Points to note when using open data Points for efficient data collection and analysis Summary What is open data? Easy-to-understand explanation Open data is public and private sector data owned by governments, local governments, and businesses. Data published on the Internet that can be "processed", "edited", and "redistributed" by anyone. The data themselves are presented in a format that is easy for a computer to read. Each and every citizen is expected to conduct economic activities and solve social problems through the analysis and utilization of data. It also plays a part in increasing the transparency and trust of the government. Sources of open data Open data are provided by governments, local governments, business operators, and others. A search for "open data" on the Internet will bring up many results. There is a vast amount of open data available. Moreover, the data is not only available in Japan, but open data from all over the world can be used and viewed. In order to quickly extract the data you want to analyze, it is convenient to go to a portal site that collects open data. Reasons why open data is attracting attention The reason why open data is attracting attention is the adoption of the Open Data Charter at the 2013 G8 Summit. This charter made it possible to widely provide data held by governments and local governments. Before the adoption of the Charter, we had no access to what is now called open data. But by releasing open data, private businesses can also boost economic activity. It is also possible for the government and the private sector, which have not cooperated in the past, to cooperate with each other in conducting projects. Top 5 Use Cases of Open Data From here on, we will look at specific examples of how open data is actually being used. Conducting case studies of use cases will be a reference for developing your own services. Please compare it with the case that matches your company's service and plan. [Spotify] Music streaming service "Spotify" is an application that provides a world-famous music streaming service. Open data is also used in familiar applications such as this one. Data such as titles, artist names, countries and languages in the app are obtained from MusicBrainz. Open data improves user convenience. [Karlij] Unification of Library Databases "Karlij" is a service that allows users to search for collection information and loan information from 6,705 libraries nationwide. Library collection information and lending information are also open data. Book lending can be reserved at the library that best suits the individual user. In addition, you can access Amazon and Rakuten Books from Karlij, so you can not only rent books but also purchase them smoothly. [Surrounding environment scouter] Provides Japan's largest town information "Surrounding environment scouter" is an application that provides information on rental condominiums and apartments and quantifies livability. We use location data of various facilities such as restaurants, supermarkets, and nursery schools from open data. We also recruit from the app and guide people to real estate brokerage sites. [Welmo] Integrating data in the nursing care field "Welmo" is a service that collects and integrates information on nursing care for the elderly and support for welfare. It is an office search application that is easy to use for both nursing care support specialists, the person requiring nursing care, and their families, and matching is also possible. You can search for the most suitable office for the person requiring nursing care and their family members, so you can receive excellent nursing care support. [Navitime Japan] Addition of local government evacuation sites "Navitime Japan" utilizes information on evacuation sites published by local governments and information on evacuation sites provided by the Ministry of Land, Infrastructure, Transport and Tourism. In addition to providing traffic information and navig

By linking with the Time service, you can check the map from your current location to the evacuation site and tell how to get there. [Learning from case studies] How to use data to improve sales Points to be aware of when using open data Although open data exists on the Internet and is easy to use, there are some points to be aware of when using it. . Open data must not be used in a way that identifies individuals. Do not accept data from data brokers who mishandle personal information. Data should be used in accordance with the data provider's instructions. In some cases, you may be punished by law. Be careful when using open data. What is web scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Key points for efficient data collection and analysis Analysis and integration are important to utilize open data for new service and product development. Open data can often be collected by "downloading" the items you need, but if you want to collect data continuously, you will have to download it each time. In such a case, there are companies that specialize in data collection and analysis, so it would be a good idea to consider outsourcing. You can leave the analysis results and data collection to us, so you can concentrate on developing new services and making plans. In addition to open data, there are other types of data that can be used on the Web, so it is possible to use them in your business. However, since web data is subject to copyright, caution is required when using it. Summary Open data is public and private data held by governments and businesses that anyone can use. By collecting and utilizing open data, it is possible to derive new plans, measures, and solutions to social problems. A large amount of open data has already been published on the Internet and is being used to develop applications and provide services. By learning how open data is used in existing services, it will serve as a reference for developing your own services and products. Open data is useful, but it can cause problems because it must be used according to the instructions of the data provider. By outsourcing data scraping, you eliminate the risk and get only the data you need.

PigData enables continuous data collection as well as data collection from various websites. Since it is a company that specializes in data utilization, it is possible to outsource without worrying about legal matters. Also, if you want to keep track of changes such as open data updates, we recommend using a website monitoring tool. The website monitoring tool "TOWA" is a tool that notifies you only when there is a change in the set website. Let's make good use of open data and data from other websites for new projects and measures. hbspt.cta.load(23171742, 'ee511865-0474-40ac-96a5-aa621c7fb668', {"useNewLoader": "true", "region": "na1"}); Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedoris Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Whole Body Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Real Estate Industry Evolving with the Introduction of AI, Introducing 7 Use Cases [2023 Edition] What are the Future and Trends of the Real Estate Industry? Consideration based on issues Old folk houses can be used for business! ? Explanation of unique charms, usage examples, and how to find them Previous article [Limited to 10 companies free] Website monitoring tool "TOWA" beta version finally released! To blog list Next article What is API? A wide range of explanations, including benefits and examples of introduction Inquiries and document downloads Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" The latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support Support service Automatic sh

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my_deeplake/ var leadin_wordpress = {"userRole":"visitor","pageType ":"archive","leadinPluginVersion":"10.1.16
my_deeplake/ var leadin_wordpress = {"userRole":"visitor","pageType ":"archive","leadinPluginVersion":"10.1.16

"}; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /
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Inquiry Privacy Policy Security Policy Back to top Market expansion is big day  
Utilization is the key! What is that method? PigData > Blog > Utilizing big data is the key to expanding sales channels! ancestor  
What is the method of 2022.05.13 Data utilization big data The purpose of the company is to expand profits  
vinegar. In order to increase profits, one theory is to increase the number of consumers. Expansion of sales channels  
can be said to be essential to increase the number of consumers. So, what is market expansion in the first place?  
What does it mean and what are the specific ways to do it? In this article, sales channel expansion  
After explaining the meaning of , we will introduce how to develop new sales channels. Big day to expand sales channels  
The key point is the utilization of data. If you are a company with sluggish sales, please refer to this article.  
please. Table of Contents What does market expansion mean in the first place? How to expand sales channels by direct sales by people  
How to expand sales channels in the online era Big data can collect target information Online  
How to utilize big data by expanding sales channels Summary What is the meaning of expanding sales channels in the first place? "Expansion of sales channels  
To put it simply, "big" means expanding sales channels and increasing sales. One sales channel  
Rather, it exists in a wide variety. Because a single sales channel limits the number of consumers  
, there is a limit to the expansion of sales. In order to increase the number of consumers and improve sales, we will increase the number of sales channels.  
This is the general meaning of expanding sales channels. Broadly speaking, there are two types of sales channel expansion methods.  
I have. "How to expand sales channels by direct sales by people" and "Expansion of sales channels online". directly operated by people  
First of all, I will introduce how to expand the market where people operate. The four main methods are:  
is. Participation in events such as exhibitions and academic conferences Advertising in paper media such as magazines Tele appointments and jumping in  
We will introduce each sales channel expansion method in detail. exhibition  
Participation in events such as exhibitions and academic conferences Participation in events such as exhibitions and academic conferences is one way to expand sales channels.  
It's a way. People who participate in exhibitions and academic conferences are useful for new products, services, and new projects.  
We gather in search of research and development. Therefore, if it leaves an impression on the participants, it is easy to expand sales channels.  
. However, competitors also display their products at trade shows and academic conferences. Always compared to competitors  
You may not be able to get the attention because the Advertising in paper media such as magazines  
Placing advertisements in magazines sold in Japan will also expand sales channels and recognition. especially in professional journals  
If the subscriber is limited. Since the target can be narrowed down, the company's products and services and parent  
If you select a magazine with a high affinity, you can approach a target with a high advertising effect. This method  
It also leads to converting consumers once obtained into customers. However, identification of areas with high advertising costs and routes to attract customers

There is also a disadvantage that it is difficult to Tele appointments and walk-in sales. Tele appointments and walk-in sales are also ways to expand sales channels. You can listen to your voice over the phone, and since this is a face-to-face business, you can give the other person a sense of security. It also has the advantage of making it easier to explain the features and convenience of the product, as the product can be introduced in a practical manner. Disadvantages of tele appointments and walk-in sales are that some people distrust them, and the cost of selling a single product is high. Referrals from acquaintances and clients Another way to expand sales channels is to get referrals from acquaintances and clients. If you are introduced to a customer by an acquaintance of a company employee or a client who has already used the product or service, there is a high possibility that you will be able to quickly build a trusting relationship and sell. Since the expansion of sales channels depends on existing personal connections, it leads to an increase in sales, but it takes time to expand sales channels. How to expand sales channels in the online age You can also expand your sales channels online. With the spread of the Internet and SNS, more and more people purchase products and services online. In addition to selling in stores and distributors, we need to explore ways to sell through the Internet. Even small businesses and small businesses can compete with their larger competitors by selling online. Even if you sell through the Internet, there are roughly three sales channels. Operation of the company's ES site Information dissemination on SNS Customer strategy by direct mail Each has its own characteristics, so I will explain them in detail. Operation on own e-commerce sites There are two types of e-commerce sites: sales from own sites and sales from malls. If you own your own media, you can sell while keeping your expenses down with only the server and management costs for site operation. However, it takes time and effort to make consumers aware. A mall-type EC site saves you the trouble of advertising because many consumers have already gathered. However, since a commission is taken to list, the expenditure is higher than the own site. Dissemination of information on SNS There is also a way to expand sales channels by disseminating products and services on SNS. Many consumers also buy from text- and image-based Twitter and Instagram, and video-based TikTok and YouTube. Depending on the type of SNS, the age group using it can be narrowed down, and it also has the power to spread information. If you do marketing with influencers who send out information with a high degree of affinity, you can increase recognition and sales even further. Customer strategy through direct mail Direct mail to customers and mail magazines are also sales channels. Customers who are already members are likely to purchase your products again. They want products that are better than the products and services they have purchased in the past. By distributing information on newly developed products, services, and campaigns by direct mail, you can expand your sales channels. This is a particularly effective means of expanding sales channels for companies that already sell popular products and have acquired customers. Will expanding online sales channels lead to increased sales? By choosing the Internet as a method for expanding sales channels, it becomes possible to collect big data on the target consumers. Various data such as the number of visitors to the company's product/service site and the time of access are accumulated. It will be possible to further increase sales by utilizing such big data. [Must-see] Big data utilization is the key to increasing sales! Techniques for using big data to expand online sales channels Some people do not know how to expand sales channels even if they collect big data. From here on, I would like to introduce an example of a company that increased profits by utilizing big data through the expansion of online sales channels. Analyzing big data can also help develop new products and services. Please refer to it in light of your own business. Retail In the retail industry, product sales are increasing on e-commerce sites. Online sales accumulate big data. Big data can be collected and analyzed to understand consumer needs and product reputation. In addition, trends can also be found. The products we sell have ups and downs in popularity, and these fluctuations can be read from big data. By comparing product sales volume using big data, it is possible to adjust the optimal amount of incoming goods. Inventory shortages and excesses are minimized, so you can increase your profits while keeping your expenses down. Education Industry The education industry can also use big data to provide optimal education. Due to the impact of the coronavirus in the education industry, the number of online classes is increasing. Privately run cram schools and preparatory schools have also gone online, and popular classes attract students from all over the country. By going online, the tre

Grasp. By collecting big data, it is possible to optimize the form of cram schools and preparatory schools that students want. You can increase your sales if you use big data to manage your business in line with changes in social needs. Travel and tourism Big data can also be used in the travel and tourism industry. By analyzing posts posted on SNS, it is possible to obtain data on popular sightseeing spots and trending sights at travel destinations. In addition, once all bookings and payments from SNS and websites are completed, more detailed data can be collected. At tourist destinations, the ability to attract customers depends on trends. For example, power spots can become popular, and Instagrammable spots can become popular. Travel plans can expand the range of customers by incorporating trendy spots into the schedule in addition to standard sights. Food and Beverage The food and beverage industry is an industry that is exploring ways to use big data. By issuing coupons and disseminating campaign information on SNS and websites, you can collect data on visitors from online information. Digitizing store orders also makes inventory management more efficient, as we can identify popular products. If you have a personal email address, you can use it as an opportunity to visit the store again by sending individual direct mail. Big data collected from online advertisements can be used to identify popular products, as well as the attributes of people who use them frequently. Use big data to attract customers in the food and beverage industry. Entertainment Industry The entertainment industry collects big data through its own credit card issuance, online reservations and online payments. In addition, companies that provide streaming services are able to provide content optimized for individuals by analyzing the attributes of members who view them. Consumer trends collected and analyzed by big data can be used to create new content in cooperation with cinema complexes and amusement facilities. Big data is also used to predict the entertainment experiences consumers want and to provide services.

- measures. Expanding sales channels means preparing multiple leads for consumers to purchase products and services, and increasing the population of consumers who are likely to purchase. In the online sales channel expansion method, not only advertising and attracting customers but also big data can be accumulated at the same time. By using big data, it is possible to understand the image of targets who are willing to purchase. In addition, since it is possible to analyze trends in consumer needs, it can also be used in product development that meets the needs of the times. Already, various industries are using big data to increase sales. However, it takes time and effort to collect and utilize big data. If you want to obtain big data that has been processed into a state that can be analyzed, you can ask a company that specializes in scraping. Let's aim to expand sales channels and improve sales by utilizing big data. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explaining how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old private house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related article The real estate industry evolving with the introduction of AI, introducing 7 use cases [2023 edition] What are the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? How to find unique charms, usage examples, and how to find them Commentary Previous Article What is Python? Explaining why it is attracting attention, what it can do, and its merits To the blog list Next article Latest in 2022! Recommended Web Crawler Service Selected by Experts Inquiries/ Document Download Services & Solutions Scraping Agency Service Property Comparison Tool "Mekiki" Website Monitoring Tool "TOWA" Latest Sales List Creation/Management Dashboard SNS Analysis Service "SocialAnalyst" Tableau Construction Support service Automatic shift optimization AI solution "Optamo for Shift" Case study New

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var leadin_wordpress = {"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"}, /bin /boot /
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Contact Us Privacy Policy Security Policy Back to Top What is Data Mining?

? Three representative analysis methods and tools are also introduced PigData > Blog > What is data mining? representative  
2022.04.21 Data utilization big data data analysis

Data mining is being used as one of the marketing methods in this age of data generation.  
is. This time, I would like to talk about what data mining is and how to use it effectively.  
I will explain about it. Table of Contents What is Data Mining Data Mining Procedures Data Mining  
Techniques Specific analysis techniques for text mining Examples of data mining applications Data mining tools  
What is data mining? What is data mining?  
It is a technology for finding "knowledge" such as regularities and relationships from data. IoT and  
With the development of technologies such as cloud computing, and the spread of the Internet and SNS,  
, companies now have more data at their fingertips. Keep that huge amount of data  
There is no value in just being. Therefore, "data mining" is necessary to utilize data.

It will be required. Data mining procedure (1) Data collection Data mining starts with analysis  
You need data to do this. It is possible because the more data, the more credible the analysis.  
It is a good idea to collect as much data as possible. Anyone with limited data in-house  
One way is to make use of open data and web data that are available. lots of data  
As a data storage place, a "data warehouse" is often used for the sole purpose of accumulating data.  
It's good. hbspt.cta.load(23171742, 'c50eb9f4-6032-498c-8791-1c56238d6976',  
{"useNewLoader":true,"region":na1});

In many cases, it cannot be used for analysis as it is. Adapted to a format suitable for analysis using certain rules.  
It is necessary to It is a good idea to remove outliers and missing values that interfere with the analysis.

. What is data cleansing? Detailed introduction of basic knowledge and methods ўData analysis Collected data  
Data mining is performed using analysis methods suitable for the purpose of data. data mining techniques  
Data mining includes "machine learning" that does not prepare hypotheses and "statistical analysis" that makes hypotheses.

I will. The method differs depending on the problem you want to solve, so let's grasp the characteristics of each.

Machine learning Machine learning is a technique in which machines discover patterns and rules from large amounts of data and clarify which elements contained in the data influence the results. With this method, computers make judgments based on data alone, without formulating hypotheses, so they can discover new classifications of data and relationships that humans cannot comprehend. Machine learning is also good at analyzing and optimizing issues involving complex conditions, such as "identifying the cause of a certain phenomenon" and "selecting the optimal marketing scenario for each customer." Statistical analysis Statistical analysis is a method of making a hypothesis in advance and using statistics and probability theory to determine whether the hypothesis is correct. In order to perform statistical analysis, we collect the necessary data and analyze it using an appropriate analytical method according to the issue or phenomenon that we want to verify. The goal of statistical analysis is to judge whether a hypothesis is correct or not, so unlike machine learning, there are no unexpected results. Also, the initial hypothesis may not be correct. Hypotheses are verified through statistical analysis, new hypotheses are formulated, and the cycle of data collection and analysis is repeated.

Specific Analysis Methods of Data Mining There are several analysis methods for data mining, and we will introduce three typical analysis methods.

- Clustering Clustering is an analysis technique that divides data into groups based on similarity. For example, for a certain product, divide those who are interested and those who are not, group those who are interested by some characteristics such as age and gender, and visualize the data by sorting and classifying according to multiple conditions. . There are two types of clustering: hierarchical cluster analysis and non-hierarchical cluster analysis. Hierarchical cluster analysis creates a dendrogram from the most similar combinations for finer classification. Non-hierarchical cluster analysis is a method of grouping similar properties from those with different properties. It is suitable for analyzing complex data groups such as big data that cannot be classified into hierarchical structures.
- Logistic Regression Analysis Logistic regression analysis is an analytical technique that predicts a particular outcome by discovering relationships between data and events. This is especially useful when analyzing something that clearly defines "yes" and "no". For example, by investigating the relationship between data on alcohol intake and number of cigarettes smoked per day and the presence or absence of cancer development, it is possible to predict the development of cancer in people who exceed the relevant intake.
- Market Basket Analysis Market Basket Analysis is a technique for finding products that are often purchased together from sales data. It is possible to clarify products that seem to be unrelated but are actually often purchased together, and conversely, products that seem to be related but are rarely purchased at the same time. For example, in 1992, an American systems company analyzed data from a certain supermarket and found that diapers and beer were more likely to be purchased as a set. Diapers and beer are completely unrelated, but basket analysis can increase store sales.

Examples of data mining applications Data mining is used in a variety of industries. Here are some examples of how data mining is being used in each industry.

- Finance In the financial industry, theft of cash cards and skimming of credit cards are detected based on behavioral patterns such as the locations of branches and ATMs that customers usually use, and the amount of payments, thereby minimizing fraudulent use. helps. In addition, past policyholder data can be used to promote sales of financial products such as loans and investment trusts to prospective customers, as well as to predict cancellations of existing customers and take countermeasures.
- Manufacturing In the manufacturing industry, data mining is often used mainly for analyzing manufacturing equipment. For example, by analyzing information on production equipment in real time, it will be possible to carry out maintenance and maintenance of equipment before equipment defects occur, which can be expected to improve safety and productivity.
- In the medical field, past medical charts can be used to derive highly effective treatments for each patient's characteristics through data mining. In the medical field, there is a tendency to rely on doctors' empirical judgments. Even an inexperienced doctor can make an accurate diagnosis.
- Retail In the retail industry, by analyzing customer data, weather, day of the week, time of day, sales performance, etc., it is possible to ascertain when and how many products are selling. Based on this information, it is possible to make effective approaches such as adjusting the timing and amount of product purchases, developing campaigns with narrower targets than before, and introducing services.
- Education By analyzing learning progress and test results, educational institutions can understand the subjects and content that students are good at and not good at, as well as the level of understand-

It is possible to implement measures such as executing a score improvement program based on the results, and executing the completeness of assignments in advance. Introduction of data mining tools Next, we will introduce data mining tools. Choose a tool that suits your purpose. SOFIT Super REALISM SOFIT Super REALISM is provided by Nippon Soft Co., Ltd. It centrally manages vast and diverse data in companies, and performs processing such as searches, tabulations, and calculations at ultra-high speed. Utilizing internationally patented technology, it boasts the world's fastest level of processing speed. can process large amounts of data. Visual Mining Studio Provided by NTT Data Mathematical Systems. It is a high-performance general-purpose tool that can be applied to various fields such as manufacturing, finance, transportation, and biotechnology. Even beginners without specialized knowledge can use it. Because it is a self-developed package, it can meet various needs such as support and customization, and it is also possible to use part of the package as an analysis engine if necessary. Data Mining Caveats Some people may feel that data mining is all you need to do, follow the right steps, have the data and the tools. However, it is also possible that this alone will fail. Here are some things to keep in mind when doing data mining. Don't rely completely on tools Data mining tools are intended to quickly analyze large amounts of data, and they do just that. Since data preparation and setting conditions for this purpose are performed by humans, it is necessary to prepare data and hypotheses in advance. Knowledge of data analysis is required Data mining cannot be performed without knowledge of data analysis, such as what kind of analysis method is appropriate and which tool should be used from a huge amount of data. If you start off with just the sales pitch of the tool, such as "You can analyze XX, you can understand XX" without any knowledge, the analysis itself may become meaningless. Conclusion In this article, we have explained what data mining is, how to use it, procedures, and examples. In an era where a large amount of data is being generated, data utilization is essential for corporate growth. Data mining is widely used in various industries, and it is an easy-to-start technology for data utilization. However, data mining requires specialized knowledge and "usable" data.

PigData collects and formats data from a huge amount of websites to help solve problems related to data utilization. If you have a problem such as wanting data for data mining or wanting to make good use of the data you have, please feel free to contact us. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Real Estate Industry Evolving with the Introduction of AI Introducing 7 Use Cases [2023 Edition] What are the Future and Trends of the Real Estate Industry? Consideration based on issues Old folk houses can be used for business! ? Explanation of unique charms, use cases, and how to find them Previous Article How to Create Effective Marketing Reports To Blog List Next Article Web Scraping Comprehensive! All you have to do is read this Inquiries and document download Services & solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction Support Service Automatic Shift Optimization AI Solution "Optamo for Shift" Case Studies News & Blog Management Company Document Download Inquiry Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add,

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[0];ul.async=1;ul.src=add;tag.pare
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No, a thorough explanation of the features and purposes PigData > Blog > What is CDP? Thorough understanding of the differences, characteristics, and purpose from DMP  
Commentary 2022.03.18 Data utilization big data data analysis  
? "I often hear about CDP and DMP as a set, but what is the difference?"  
CDP and DMP are indispensable for But what exactly are CDP and DMP?  
I don't really know what it is. In this article, in order to solve such doubts, we will introduce "What is a CDP?"  
mosquito? " and "About the difference between CDP and DMP". Contents CDP and DMP in the first place  
To? Difference between DMP and CDP Summary What are CDP and DMP in the first place? Both CDPs and DMPs  
It will be a platform that can collect, analyze and utilize data. both are similar  
It seems that the purpose and characteristics are clearly different, so I will explain it. What are the characteristics of CDP? CDP is customer  
Abbreviation for Tamar Data Platform. What is it mainly used for?  
It is used to collect and manage information from and centrally manage customer data. in one word  
For example, it is possible to collect individual customer information and analyze it so that it can be used in marketing.  
That's right. I will explain in detail later, but first of all, it is possible to use data for marketing  
! It's okay if you remember. How to utilize these as a business also depends on CRM and  
You will need a system. By utilizing the product purchase data collected by this CDP, even more  
It will be easier to appeal to repeat customers and sales. Purpose of use of CDP  
I will explain the intended use. The purpose of using CDP in the final business is to increase sales.  
The purpose of CDP is to collect customer data in the previous stage.  
will be To explain the previous example in a little more detail, it is possible to collect even more granular data on individual customers.  
to collect and analyze. For example, the history of the products that Mr. A has purchased so far and when they were purchased  
What data can be collected and managed. • CDP utilization example As a CDP utilization example,  
For example, consider the case of an apparel company. Mr. A bought a suit every three months in the past.  
About three months after purchasing the suit, Mr. A came to the store to buy a suit when I sent him a coupon for the suit.  
Generate past behavioral data and purchase history data of individual customers such as

However, there is an example of making a more effective appeal. What are the features of DMP? Now let's talk about DMP, which is often used as a set with CDP. Please note that CDP and DMP are similar in terms of data collection and analysis, but they are different. DMP is an abbreviation for data management platform. A feature of DMP is that it accumulates and manages data such as "website access history," "customer attribute information," and "customer attribute information such as age, gender, and place of residence," from various data providers. is. Simply put, it involves the collection and management of comprehensive customer data information, such as those of competitors other than the company itself, and data collection and management from a multifaceted and larger perspective. By the way, DMPs are roughly divided into two types, and there are also those called private DMPs, but these private DMPs are basically similar to CDPs.

•Purpose of using DMP The purpose of using DMP is to collect and manage information in fields that cannot be obtained from the customer information of the company alone. To be more specific, the main purpose is to "utilize the vast amount of accumulated data and apply it to your own business." For example, consider a travel agency leveraging a DMP. Utilize data such as the user's past purchase history accumulated in the DMP and multiple data such as access behavior data. By doing so, it will be possible to analyze when appropriate coupons should be distributed to users who are considering travel and what kind of coupon distribution methods are effective. ♪What is a data mart? For those who want to make effective use of data Differences between DMP and CDP From here, I would like to explain the differences between DMP and CDP. In this article, we will discuss the differences between the two platforms, CDP and DMP, assuming that private DMP and CDP are almost the same thing. Differences in collected data The first difference between CPS and DMP is the difference in "collected data". CDP mainly collects and utilizes the company's past customer behavior and purchase data. On the other hand, DMP collects more comprehensive customer behavior data, purchase data, etc. from outside rather than in-house. For example, CDPs collect data on individuals who have purchased their products, while DMPs generally collect data on customers in the industry they belong to, rather than their own company. We will collect data such as whether or not people are behaving appropriately. Differences in Results Obtained by DMP and CDP Of course, collecting DMP and CDP data respectively has advantages and disadvantages. The advantage of collecting DMP first is that it is easy to reproduce measures that have already produced results, and it is easy to predict the results of measures. The point is that everyone will get results if they issue coupons at this timing, so if you issue coupons at the same timing, you will get results! That's what it feels like. The disadvantage is that it is difficult to differentiate from competitors. If everyone in the industry issues coupons at the same time, they will get more than a certain amount of results. It will end up. Next, the advantage of CDP is that it enables you to implement measures that are more suited to your company. Since the data collected by CDP is the company's own customer data, it is possible to implement measures that are closer to the company's customers. This has the advantage of making it easier to differentiate within the same industry and to establish a company's position within the industry. However, the current situation is that it is quite difficult to implement measures that are truly suitable for your company. The analysis of the data collected by the CDP is quite different, so it is quite difficult to judge whether it is really suitable or not without relying on experts. The expected value will be higher by that amount, but the difficulty level will also rise in proportion to the expected value. Both CDP and DMP have advantages and disadvantages, but the appropriate data utilization differs depending on the company. Let's further expand our business by making use of both CDP and DMP. Big data × marketing, how will business change? Introduction of use cases and merits Summary This time, I explained the difference between CDP and DMP. A CDP is a platform that collects and manages personal data such as information on customers who have used their services. On the other hand, a DMP is a platform that collects and manages customer data and behavioral data from a large perspective outside the company. Both have advantages and disadvantages, but let's make good use of both the CDP and DMP platforms so that you can implement measures that suit your company. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping I

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2022.03.10 Big data Isn't there a lot of people who are worried about managing the huge amount  
of data accumulated in companies? In today's information society, data analysis is essential for  
improving corporate management, but there are cases in which data is scattered within a  
company. A data warehouse is useful for managing distributed data. However, there may be  
, some people who do not understand what a data warehouse is or do not understand the  
merits of introducing a data warehouse. Therefore, in this article, we will explain in detail the  
benefits of implementing a data warehouse and the requirements for a data warehouse. We  
also introduce the differences between data warehouses and similar tools. After reading this  
article, you will understand why you should implement a data warehouse. Contents What is DWH  
(Data Warehouse) What is a data warehouse? Storage of data that aids decision-making Four  
requirements for DWH (data warehouse) Differences between DWH and databases, data marts,  
and BI Summary What is DWH (data warehouse)? A system for organizing large amounts of  
data in chronological order for analysis. There are four characteristics of a data warehouse: storing  
data enabling cross-cutting data analysis handling huge amounts of data having a time series. A  
system called a data warehouse combines these characteristics. Data warehouses and other  
data management systems are indispensable in today's information society. Companies must  
manage vast amounts of data and accurately analyze each piece of data to make good business  
decisions. In order for companies to make decisions quickly and accurately, it is important to  
analyze and utilize data accurately and quickly. Next, I will explain in detail the characteristics of  
the data warehouse. What is a data warehouse? Repositories of data to support decision-making  
A data warehouse is primarily a large-scale data repository that stores data to support decision-  
making in an organization. With conventional data management, it was difficult just to find the  
desired data, and a lot of time and effort was required, such as deleting old data to secure  
capacity. As long as the amount of stored data is small, there is little data to be analyzed, so  
there is no problem. A data warehouse is a system developed to manage massive amounts of  
data and support rapid decision-making. The concept of the data warehouse itself has been around  
since the 1980s, when it was originally developed so that data could be used not only for  
business purposes, but also for decision support systems. With the emergence of data  
warehouses, it has become easier to handle huge amounts of data, making it an indispensable  
system for quick decision-making. Enabling cross-cutting data analysis A data warehouse enables  
cross-cutting data analysis in conjunction with many of the IT tools used in modern business.  
Many IT tools such as accounting systems and CRM are used in modern business sites to make  
operations more efficient. It would be convenient if each tool was a stand-alone tool, but since  
each tool stores data individually, it is difficult to grasp the data from an overall perspective. A  
data warehouse was developed to collect data stored separately in one place and use it for  
analysis. Even if you don't know where the data you want is, you can find it by accessing the  
data warehouse, so you don't have to worry about data analysis. Since the amount of data that can be handled has

No As a general rule, data warehouses do not delete stored data. The purpose of the data warehouse is to support analysis by comparing past data with current data and to make use of it for business improvement. In order to conduct more accurate analysis and appropriate business improvement, it is necessary to store a huge amount of data from the past to the present. If the data is deleted, the necessary data will not be available for accurate data analysis. The data warehouse permanently stores past data without erasing it, so you can accurately analyze the data by comparing the past with the present. However, since data cannot be saved indefinitely, unnecessary data will be deleted when the capacity is reached. A data warehouse with time series stores data from the past to the present, so the data has a time series. Since the database emphasizes the most recent state, past data that is a processing load is overwritten. In a data warehouse, on the other hand, old data is not deleted when new data is added, creating a time series in the data. Not only the current data, but also the overall flow from the past to the present can be grasped, so it will be easier to make appropriate management decisions. Information on when each piece of data was saved is also attached, making analysis easier by comparing it with the remaining past records. Also, if the history of past data remains, it will be easier to understand what the situation was in the past.

**Four Requirements for DWH (Data Warehouse)**

To be a data warehouse, the following requirements must be met.

- The data is organized according to the content of the data**
- The data can be integrated**
- The data is organized in chronological order**
- The data is permanently stored**

Unless each requirement is met, it cannot be called a data warehouse. By meeting the requirements, you will benefit from better data collection and analysis. The faster you can get the right analysis, the faster you can make decisions. Please see below for a detailed explanation of each requirement.

**Organized by Data Content**

The data managed in the data warehouse is organized by subject, such as customer or product, rather than by application. Since the data warehouse collects data from various mission-critical systems within the company, it would be pointless to categorize it by system or application. Collected data can be handled as a single piece of data by classifying it by coherent content such as products and customers. Regardless of the application or system from which the data is collected, it should be possible to analyze it from various angles by organizing it according to the content of the data. Cross-sectional analysis of collected data will enable faster and more accurate decision-making.

Data can be consolidated To eliminate inconsistencies and duplication of data collected, the data warehouse should be data consolidated. A data warehouse collects information from multiple systems, but the content of the collected data is not necessarily uniform. If the representation of the data managed by the system is different, the data will be duplicated simply by matching the data. If the notation of collected customer data is different for each managed system, there will be multiple customers when there should be only one, making accurate analysis impossible. In order to solve the problem of data duplication, it is necessary to logically integrate the data rather than simply collecting the data. For example, the same data may have different labels depending on the department or system, so data integration can be achieved by assigning IDs and so on to the same subject data.

**Data is organized chronologically**

As mentioned earlier, data warehouses must have the requirement that data from the past to the present be organized chronologically. Databases, which require quick response, only need to be up-to-date, so new data overwrites old data that would be a burden on processing. Data warehouses, on the other hand, do not delete even old data, but store and manage all data from the past to the present. In order to accumulate data together with information on when it was saved, it is organized in chronological order. It is difficult to predict the past from current data, but it is possible to make current calculations from past data, which will enable us to make accurate management decisions for the future. Also, if you have the data history, you can reproduce any state in the past, so you can perform more accurate analysis.

**Data can be permanently stored**

In order to manage data

Store permanently without removing or overwriting. This is an important position in data analysis, as historical data is immutable. Past data is essential for accurate data analysis, so even if the data is unnecessary now, it is not deleted in principle, considering the possibility that it will be necessary in the future. Since the data storage capacity is large, even a huge amount of data can be managed without problems. However, not erasing old data is just a rule, not an absolute. Since the capacity is not infinite, old data may be deleted after considering the remaining capacity and frequency of use.

[Must-see] Big data utilization is the key to increasing sales! Differences between DWH and databases, data marts, and BI Databases, data marts, and BI are similar tools to data warehouses. Both are tools that can collect and manage data, but they are expected to fulfill different roles. If you correctly understand the differences between each tool and use them appropriately for your purpose, you will be able to make more effective management decisions. Next, we will explain the differences between the data warehouse and each tool, so please refer to them when operating. Differences from Databases The difference between data warehouses and databases is the ease with which data can be analyzed. The database manages data that is currently in progress and is ready for immediate retrieval at any time. It is optimized for read and write access to enable functions such as data storage and editing. Since we focus on information response speed, past data that burdens processing is deleted. A data warehouse, on the other hand, is a tool that specializes in analyzing data. It collects and manages historical data held by each system in chronological order, and is optimized for aggregation and search of large-scale data sets. It can be said that it specializes in data analysis because it has a function that can manage huge amounts of past data. Differences from data marts Data warehouses and data marts are often confused, but they differ in their scope of analysis. A data mart is a database that extracts part of a company's data according to its purpose. It has a function that can analyze multiple elements from various angles using a multidimensional database system cube that has been subdivided. In addition to being able to analyze data in depth for a specific purpose, this is a method that allows you to build a database relatively easily because you can exclude data that you do not need. A data warehouse, on the other hand, analyzes all of the data a company manages. Data marts serve a single purpose, while data warehouses serve multiple purposes. Also, creating multiple data marts may result in duplication of data, but in the case of a data warehouse, data duplication does not occur because it is managed centrally. ўWhat is a data mart? Advantages and disadvantages are also introduced Differences from BI The difference between data warehouses and BI tools lies in how data is used. A BI tool is a tool that analyzes the huge amount of data accumulated in a company and aids quick decision-making. It visualizes and outputs data in the form of graphs, charts, etc. so that multiple data can be analyzed from various angles. Big data analysis, which would normally be difficult only for specialists, can be done in a short amount of time even by non-experts by making data intuitively easy to understand. Data warehouses, on the other hand, are focused on data management and extraction, not how the extracted data is analyzed and used. Data warehouses and BI tools have different roles in the first place, so it can be said that they are tools that should be operated in combination. Data organized in a data warehouse can be used in BI tools for more efficient analysis. ў [Understand in 3 minutes] What is a BI tool? Introducing functions and examples Conclusion We explained the difference between data warehouses and other tools. A data warehouse is an effective way to collect the vast amount of data accumulated within a company in one place for effective analysis and appropriate management decisions. In today's world of information overload, it is essential. Data organized in a data warehouse can be more effective if analyzed using a visualization service such as a BI tool. Consider implementing a data warehouse to help you make better decisions. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles Goo

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text\_url\_121=""">Contact Service & Solution Scraping Agency Service Item comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dash Board SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" Introduction example Blog Operating company Document download Contact Us Privacy Policy Security Policy Back to Top Dynamic Privacy What is ng? Explain the advantages and disadvantages of companies and consumers PigData > Blog > Dynamic Pro What is ricing? Explanation of the advantages and disadvantages of companies and consumers 2022.03.01 Basic knowledge of big data Awareness The Internet has made it easier for consumers to compare prices, so has become more important than ever. On the other hand, "competitors develop services cheaper than our own," "I want to lower the price, but it's going to hinder my business." Setting the right price is difficult. Therefore, dynamic pricing is attracting attention. It is a mechanism to change the price by logging. more than ever with dynamic pricing You will be able to set the best price without any hassle. This time, dynamic pricing We will explain the outline, mechanism, advantages and disadvantages for companies and consumers. At the end, we also present actual use cases.

Since it is included, please use it as a reference. Table of Contents What is Dynamic Pricing? How Dynamic Pricing Works Advantages and Disadvantages of Dynamic Pricing Examples of Dynamic Pricing Summary What is Dynamic Pricing? It is a mechanism to change the . The travel industry is a prime example of dynamic pricing. During the tourist season, lodging fees at ryokans and air ticket prices are higher than normal, but prices are usually lower during off-seasons such as weekdays and the rainy season. Dynamic pricing helps improve profits and improve sales by setting the right price when demand and supply fluctuate. Mechanism of dynamic pricing Dynamic pricing consists of three processes: data collection, demand forecasting, and price setting. In order to calculate the optimal price, it is necessary to combine and analyze various data such as monthly sales, customer trends, fixed costs and variable costs. Until now, the series of tasks from data collection to analysis was handled manually. Manual operations could result in incomplete data collection, incorrect analysis results, and unprofitable results. This is where AI and big data play an active role. Since the spread of AI and big data, it has become possible to automate everything from data collection to analysis, and by combining and analyzing various data such as product inventory, trends, weather, and event conditions, it has become possible to derive more optimal prices. I was. ªHow to proceed with data utilization? What is big data? Understand the first step of data analysis! Advantages and Disadvantages of Dynamic Pricing Dynamic pricing has advantages and disadvantages for both companies and consumers. I have summarized them in a table. Advantages and Disadvantages for Companies The advantage for companies is that it is easy to maximize profits, and by maintaining a balance between supply and demand, it is possible to optimize human resources for product inventory and service provision. Consumer needs are constantly changing, so it is necessary to consider past data as a reference when securing inventory and staffing. With dynamic pricing, various data can be combined to optimize the number of inventories and personnel, which contributes to reducing the risk of excess inventory and labor costs. On the other hand, a disadvantage is the risk that users will lose interest in products and services. Just because you've introduced dynamic pricing doesn't mean you'll get better profits. Today's society, where digital technology has advanced, is overflowing with a variety of services, so other companies are likely to develop services that meet consumer needs. As users have more options to choose from, if there is a large price difference between when demand is high and when demand is low, the risk of losing users will increase. Advantages and Disadvantages for Consumers The advantage for consumers is that they can purchase products at a more reasonable price than usual by matching the timing of their purchases. Dynamic pricing will help prevent the purchase of products that tend to rise in price for the purpose of resale. On the other hand, the disadvantage is the risk that the prices of the products and services you want will rise more than before. Since dynamic pricing is performed by AI and big data, the reason for the price increase becomes unclear, and suspicion of price manipulation may arise. Examples of Dynamic Pricing Demonstration Verification of Charging Shift for Electric Vehicles In recent years, demonstration verification of charging shift for electric vehicles has been conducted regularly. In preparation for the future spread of electrified vehicles, this is done to avoid an increase in the load on electric power due to concentrated charging time for electrified vehicles. By changing the electricity price with dynamic pricing, we aim to demonstrate efficient charging time shifts, improve usability, and verify the development of remote charging services. Adopted by the Ministry of Economy, Trade and Industry (Agency for Natural Resources and Energy) "FY2021 subsidy for next-generation technology construction demonstration project utilizing distributed energy resources such as storage batteries (electric vehicle charging shift demonstration project by dynamic pricing)" This is a field where demonstrations are progressing, mainly by companies that have Universal Studios Japan Universal Studios Japan (USJ), now a very popular amusement facility, introduced dynamic pricing in January 2019 after the number of visitors declined in the 2000s. The company calls it a "variable price system," and by setting prices several months ahead in advance, it seeks to pursue value as a park and level out fluctuations. Lawson Lawson, a major convenience store chain, has introduced dynamic pricing on a trial basis as an initiative

By attaching a tag (RFID) and reading it with a designated reader, we can identify products whose expiration date is approaching and Notify the consumer via their account. If you purchase the notified product, LINE points will be returned

It is a mechanism that will be done. Summary This time, we will discuss the overview and mechanism of dynamic pricing,

•Explanation of advantages and disadvantages for consumers and actual use cases. dynamic pricing

Although there are great advantages for both companies and consumers, on the other hand, there are also significant disadvantages,

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Su! What is Society 5.0? PigData > Blog > Utilization of big data is essential! What is Society 5.0 2022.02.28  
Basic knowledge of big data Do you know Society 5.0? Society 5.0 refers to a society where humans can live more comfortable lives with the help of AI and robots. Society 5.0 has been advocated as the future society that Japan should aim for, but I think many people do not fully understand what it is. Therefore, this time, we will explain the outline and mechanism of Society 5.0, the advanced technologies that support it, and the relationship with big data and how to use it. At the same time, we will also introduce case studies that actually worked on Society 5.0. By reading this article, you will be able to gain a deeper understanding of how to approach the realization of Society 5.0 and its relationship with big data.

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What is Society 5.0? Society 5.0 is the concept of a human-centered society that achieves both economic activity and the resolution of social issues through a system that highly integrates cyberspace and physical space.

Hunting society (Society 1.0) Agricultural society (Society 2.0) Industrial society (Society 3.0) Information society (Society 4.0)

It refers to the concept of a new society, and the future to be aimed for in the 5th Science and Technology Basic Plan. It was first proposed by the Cabinet Office as a form of society. By utilizing the latest technology such as cyber technology to overcome various issues facing the current information society, we aim to transform society into a society where each and every person can play an active role. The Cabinet Office website also publishes videos to deepen your understanding of Society 5.0, so please refer to them to deepen your understanding.

Differences from up to Society 4.0

By utilizing cyber technologies such as AI in Society 5.0, unlike the current Society 4.0, necessary information will be provided when needed. Society 4.0 refers to an information society in which the world is connected by networks due to the spread of the Internet and smartphones. Since the world is connected by networks, it is now possible to obtain all kinds of information instantly, wherever you are. However, in Society 4.0, information can only be obtained by accessing cyberspace, but the information itself must be sought out by oneself. In addition, there are also issues such as lack of sharing of knowledge and information and inadequate cross-sectoral collaboration. Since there is a limit to what people can do, the task of finding the necessary information from the flood of information has been burdensome, and there have been restrictions due to labor and scope of activities.

In Society 5.0, by fusing cyberspace and physical space through cyber technology, smooth information sharing and optimal information provision will be realized. The goal of Society 5.0 is to create a society in which people can live more comfortably by overcoming the problems faced by the information society, breaking through the sense of stagnation and creating new value.

Differences from Industry 4.0

While Society 5.0 is a major policy to make society as a whole easier to live, Industry 4.0 is a policy aimed at reforming the manufacturing industry. Industry 4.0 is a name with a connotation of the 4th industrial revolution, and is a national manufacturing project in Germany led by the government and industry. Positioned as a historic change following the 1st Industrial Revolution (hydropower and steam engines), the 2nd Industrial Revolution (oil and electric power), and the 3rd Industrial Revolution (IT technology), we are actively promoting technologies such as AI and IoT. The concept is a “thinking factory”. By combining digital technology with conventional factory production processes, the purpose is to utilize real-time big data and promote automation and autonomy of production lines. In addition, it will be possible to perform deeper analysis and respond to complex orders, and it is expected to significantly change the nature of supply chains and business models. In other words, Industry 4.0 can be thought of as part of efforts toward Society 5.0. The society that Society 5.0 aims to achieve Society 5.0 aims to create a society in which each person can play an active role comfortably by achieving both economic development and the resolution of social issues by incorporating advanced technology into all industries and social life.

Economic development has enriched people's lives, but at the same time, the demand for energy and food has increased, and life expectancy has increased, leading to an aging population. Economic globalization is widening the gap between rich and poor, and social issues such as the reduction of greenhouse gas emissions are emerging. By incorporating cutting-edge technologies such as IoT and AI into industry and social life

construction is possible. By providing goods and services to those who need them when they need them, the social system as a whole will be optimized and it will be possible to achieve both economic development and the resolution of social issues. In addition, AI and robots will support and take over work and coordination, freeing us from daily cumbersome work and allowing us to live a comfortable life. Mechanism of Society 5.0 Society 5.0 will be realized by a system that highly integrates virtual cyberspace and real physical space. So far

In Society 4.0, people obtained information and data by accessing cloud services in cyberspace via the Internet. Analysis is performed using the information and data obtained, but the amount of information in cyberspace is enormous, and there is a limit to finding and utilizing the necessary information. On the other hand, in Society 5.0, a huge amount of information collected in physical space will be accumulated in cyber space and analyzed by AI. Based on the analysis results, feedback is provided to the physical space through robots, etc., making it possible to create new value that was not possible before. For example, it will be possible to provide necessary services when necessary, such as automatic driving of automobiles, work support by robots, and delivery by drones. Technologies that support Society 5.0 The following technologies are considered indispensable for the realization of Society 5.0. IoT AI 5G Big Data I By incorporating cutting-edge technologies that affect the way society should be in every industry and social life, we can get closer to realizing the society that Society 5.0 aims for. The goal is to create a society where people can lead comfortable lives, rather than becoming a society that is monitored by AI and robots through the introduction of cutting-edge technology. The realization of Society 5.0 will not only create a society where people can live comfortably, but it will also lead to the achievement of the SDGs set by the United Nations. Next, we will provide a detailed overview of the state-of-the-art technologies that underpin Society 5.0. IoT IoT is an abbreviation for Internet of Things, and is a system in which objects communicate via the Internet and achieve optimal control based on information. This applies not only to PCs and smartphones, but also to home appliances such as air conditioners, cars, and buildings. By attaching sensors to things, it is possible to collect data such as the location information and status of things, and analyze and utilize the data. By sending the obtained information through the network, it becomes possible to grasp the status on a personal computer, etc. without having to go out of the way to look at it, and to perform remote control, etc. In addition, since it becomes possible to communicate data between things, automation can also be achieved. The introduction of IoT will not only improve convenience for users, but also lead to cost reductions for companies and the creation of new businesses. AI AI is an abbreviation for Artificial Intelligence, which is commonly translated into Japanese as artificial intelligence. Although there is no clear definition of AI, in Society 5.0, it is a system that is equipped with advanced information processing capabilities and learning functions such as machine learning, and that can provide necessary information when needed. It is used to analyze the huge amount of big data accumulated by IoT and other devices and derive the optimal information. Since it can learn, recognize, and understand on its own, it can be expected to be used not only for solving problems, but also for forecasting and planning. For example, by utilizing AI, it is possible to provide services such as analyzing human voice data through smartphones, etc., and making optimal proposals. AI mechanisms are also effectively used in systems such as self-driving cars and image diagnosis.

5G 5G is an abbreviation for 5th Generation, and is a new means of communication called the 5th generation mobile communication system that can transmit and receive high-speed, large-capacity data. Features of 5G include high-speed, large-capacity, high-reliability, low-delay, and multiple simultaneous connections. Compared to 4G, the download speed for video and other data is more than 10 times faster, and the communication delay is 1/10, allowing data to be transmitted without time lag even in remote locations. In addition, since it will be possible to connect to multiple devices at the same time, By using it in combination with IoT, it will be possible to cooperate with any terminal and system. By utilizing 5G, it will be possible to remotely control equipment, and it will also be possible to integrate many systems to streamline operations. It can be said that it is an essential technology for maximizing the effective use of IoT. Big data Big data is a huge group of data containing various types and formats that are generated and accumulated on a daily basis. Big data can be broadly divided into three elements: Volume, Variety, and Velocity. In addition, the Ministry of Internal Affairs and Communications is digitizing big data and open data know-how provided by national and local governments.

•Structured data Streaming data output from Machine to Machine Personal data related to individual attributes It is classified into four categories. It is possible to create new value by recording, storing, and analyzing huge amounts of data that has not been fully grasped and managed until now. By combining it with cutting-edge technologies such as IoT and AI, it will be possible to make more friendly use of the accumulated data. ſWhat is big data? Understand the first step of data analysis! Big data utilization to realize Society 5.0 Society 5.0 will be realized by feeding back big data collected by sensors such as IoT in the physical space through robots and AI. By attaching various sensors to IoT devices, it is possible to collect and store the state of things and the surrounding environment. By analyzing the vast amount of accumulated data, we expect to be able to predict, for example, the growth and future state of plants, and to find hints for resolving social issues. In addition, by analyzing big data with AI, it can be used to improve search engines so that necessary information is displayed when necessary. Furthermore, it can be expected to contribute to fields such as the prediction and prevention of crime occurrence, and the maintenance and transmission of know-how by systematizing craftsmen's know-how. Government Initiatives for Society 5.0 The government is making the following efforts to realize Society 5.0. Strengthening growth potential Promotion of human resource development revolution, work style reform, and measures to improve income Promotion of regional revitalization Cooperation with the global economy Recovery from the Great East Japan Earthquake In order to realize economic growth and achieve fiscal consolidation, the government is promoting the acceleration of the realization of Society 5.0. By realizing Society 5.0, it will be possible to realize an advanced economy and a convenient and prosperous life through the fourth industrial revolution, and to build a society in which people can play an active role in anticipation of the arrival of an era of 100-year lifespans. Next, I will explain what the government is working on to create a system suitable for the Society 5.0 era. Strengthening Growth Potential, Including the Growth Strategy Implementation Plan The government has launched the following four policies to strengthen domestic growth potential toward the realization of Society 5.0. Establishment of rules for the digital market Fintech/financial field Mobility Corporate governance The Digital Agency will be established in 2021, and the movement toward DX in society as a whole is becoming active. 5.0 is feasible. In addition, a growth strategy implementation plan has been proposed with the aim of reforming social security for all generations and strengthening local measures under the declining population. The following measures have been proposed as reforms to social security for all generations. Securing employment opportunities until the age of 70 Promoting mid-career hiring and hiring of experienced workers Preventing illness and nursing care As local policy subjects for declining populations, the following policies have been proposed: maintenance of local infrastructure and competition policy Supply of human resources to local areas . Promotion of human resources development revolution, work style reform, and measures to improve income The government is also promoting the development of human resources who will lead the Society 5.0 era, work style reform, and measures to improve income. From the perspective of education, as a human resource development revolution that fosters human resources, we have set policies such as making early childhood and higher education free, elementary and secondary education reforms, university reforms, and recurrent reforms. The measures promoted in work style reform are as follows. Correction of long working hours Realization of diverse and flexible work styles Equal pay for equal work As measures to improve income, we have set a policy of implementing measures to support the employment ice age generation and raising the minimum wage. The employment ice age generation support program aims to increase the number of regular employees by 300,000 out of a population of about 1 million people. We also plan to take measures to raise the minimum wage, with the goal of raising the national weighted average to 1,000 yen. Promotion of regional revitalization In order to promote regional revitalization, the government uses Society 5.0 and has set up the following three guidelines for personal communication. Correction of overconcentration in Tokyo and creation of a new flow of people to rural areas Support for small and medium-sized businesses and revitalization of local industries Correction of overconcentration in Tokyo and creation of a new flow of people In addition, activities such as increasing the related population, promoting two-region residence and employment, and making full use of new technologies in smart cities are being carried out. The following measures are being implemented as support measures for mid-tier enterprises, SMEs, and micro enterprises. Securing core human resources who can work immediately Improving productivity, including optimization of the entire supply chain Supporting third-party succession and business establishments that take over management resources In addition, in order to revitalize local industries, revitalize tourist areas Initiatives such as revitalization of the agriculture, forestry and fisheries industries and regional revitalization through the incorporation of overseas vitality are being carried out. Cooperation with the global economy As a measure for cooperation with the global economy through the realization of Society 5.0, the commitment to sustainable growth in the G20 Promotion of economic cooperation, international standardization of 21st

Contribution to the problem Leading the creation of rules and frameworks for cross-border distribution of data, etc. As the 4th Industrial Revolution progresses, the rise of data platformers such as GAFA intensifies the market, and efforts to establish data utilization rules are expanding in each country. In addition, anti-globalization movements are gaining momentum, and the current situation is that the global order is becoming more opaque and unstable. In order to respond to changes in the international environment, efforts toward the realization of Society 5.0 will become necessary.

Reconstruction from the Great East Japan Earthquake The government has also set out policies for reconstruction from the Great East Japan Earthquake by creating mechanisms suitable for the Society 5.0 era. For example, as a successor organization to the Reconstruction Agency, an organization similar to the Reconstruction Agency should be established to eliminate the vertical division of each ministry and achieve reconstruction under political responsibility and leadership. With the realization of Society 5.0, we will be able to obtain the necessary information when we need it, so there are high hopes for a smooth recovery plan. In addition, by using artificial satellites and drones to analyze big data such as damage information in various places with AI, it is possible to come up with the optimal measures for the situation. Efficient disaster prevention through Society 5.0 will also enable society as a whole to reduce damage and achieve early recovery.

Examples of new value in each field of Society 5.0 Next, we will introduce examples of efforts by the government and private companies to create specific new value toward the realization of Society 5.0 in each field. Based on the Integrated Innovation Strategy 2020, etc., the government is promoting smart city initiatives as an integrated showcase for Society 5.0. With the rapid progress of various technological developments, including digitization and AI/IoT, it is important to incorporate technology into urban development to improve the quality of life and create efficient factories for urban activities. It can be said that the realization of Society 5.0 is essential for everyone to be freed from the cumbersome tasks of daily life and to live a comfortable, vibrant, and high-quality life. Next, we will introduce examples of initiatives to create new value in each field. By realizing Transportation Society 5.0, comfortable movement and automation of traffic rules will be realized. Until now, driving a car has created problems, such as route planning being troublesome and driving alone being difficult. By analyzing real-time information such as sensor information and weather from each vehicle accumulated by Society 5.0, it will be possible to propose optimal route plans. By utilizing the accumulated traffic data, it is possible to avoid traffic jams and accidents and move comfortably, and it is also possible to move by one person with automatic driving technology. In November 2020, scheduled operation of self-driving buses started in Ibaraki Prefecture, and the Ministry of Land, Infrastructure, Transport and Tourism is also securing driving spaces for self-driving. In addition, in Tokyo, not only public transportation but also all transportation services are centrally managed and demonstration experiments of "MaaS" are also being conducted. Towards the realization of Medical and Nursing Care Society 5.0, efforts are underway to resolve issues faced by the medical and nursing care industries. By analyzing big data, including individual data and information on medical sites, and combining it with IoT technology, it is possible to realize telemedicine and telemedicine. One example of a private company initiative is the life support project for the elderly that Hitachi and Sanyo Homes are working on together. By introducing Hitachi's IoT technology into homes and nursing care facilities owned by Sanyo Homes, we are providing elderly support services at home. By analyzing the life and behavior patterns of the elderly, it will be possible to propose services to maintain their health.

Medical and nursing care initiatives based on Society 5.0 can be expected to have the effect of reducing medical and nursing care costs and resolving labor shortages. By introducing manufacturing AI and robots to manufacturing sites, work efficiency can be improved, labor costs can be reduced, and flexible production planning and inventory management can be achieved. Comtech Co., Ltd. introduced industrial robots in its own factory, which improved productivity by 30%. In addition, the value chain can be strengthened by analyzing information such as demand using big data and AI and incorporating it into the process from product production to service. For example, by consolidating suppliers in other fields or affiliated companies with whom we have not previously done business, it will be possible to flexibly plan production and manage inventories to meet customer needs. Strengthening the value chain can be expected to have the effect of enhancing competitiveness, resolving labor shortages, and creating a factory with high levels of customer satisfaction. Food By analyzing big data that includes information such as individual food allergies and store inventory information, we can expect to provide safe products and optimize inventory management. The realization of Society 5.0 will make it possible to solve the issues that have hitherto been faced with food, such as dealing with individual allergies and food loss due to excess invento

For example, food suggestions tailored to individual allergy information can improve the convenience of purchases. In addition, it will be possible to reduce food loss by automatically managing food ingredients in inventories such as refrigerators and purchasing only the necessary amount. In addition to improving food safety and improving management through inventory optimization, we can expect benefits such as reducing food loss and strengthening competitiveness in society as a whole. Disaster prevention Using AI to analyze big data collected by satellites and drones enables safe evacuation, early rescue, and appropriate management of evacuation centers. Japan is a country prone to disasters such as earthquakes, volcanic eruptions, and typhoons, so disaster prevention through the realization of Society 5.0 is important to limit damage. Weather News, Inc., One Concern, and Sompo Japan Nipponkoa Insurance Inc. are jointly developing a disaster prevention and mitigation system that utilizes AI. Before a disaster strikes, we predict damage and evacuation routes based on historical earthquake data, and when an earthquake strikes, we grasp the situation in real time and support the efficient movement of workers. In addition, it is also possible to optimize the delivery of relief supplies by utilizing drones and automated delivery systems. Energy AI is used to analyze big data, including weather information, operating status of power plants, and household usage, with the aim of achieving sustainable energy efficiency. Based on data such as the amount of power used in each time period and the operation status of the power plant, AI controls the power supply so that it can be efficiently supplied. In addition, a smart meter called "Maisart" provided by Mitsubishi Electric Corporation has been introduced as an AI technology for home use. By installing it in a home, AI can estimate the power consumption of each home appliance in addition to the power consumption of the entire home. The purpose is to raise users' energy-saving awareness by digitizing power consumption based on household composition and owned home appliances. Summary I explained an overview of Society 5.0 and specific examples. Society 5.0, which the government is aiming for, is by no means an ideal society, and can be said to be fully achievable as an extension of existing technology. Not only the government but also many companies are working toward the realization of Society 5.0, but the use of big data is indispensable for its realization. It will be important for individuals, society, and companies to have flexibility and diversity and not stop learning and creating new value. By all means, please understand the role of society and the role of companies as set out in Society 5.0, and consider and implement initiatives to realize Society 5.0. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explains how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles Introducing 7 use cases of the real estate industry evolving with the introduction of AI [Latest in 2023] 45 IT terms you can't hear anymore What is a crawler? Explain the mechanism and types! Previous Article Preventing Web Scraping (Crawling) Precautions for Countermeasures and Data Collection To blog list Next Article Must-see for marketers! IoB use cases by industry Inquiries and document download Services & solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift Automatic optimization AI solution "Optamo for Shift" Case studies News&Blog Operating company Document download Inquiries Privacy policy Security policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag'] =cla;window[cla]=window[cla].push(arguments)},window[cla]

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The population is declining, and the birthrate is declining and the population is aging. What you shouldn't miss is Tokyo  
population is concentrated in urban areas. In order to solve this problem, the government is  
, and the regional revitalization of local cities is taken up as an issue. For regional revitalization, unique  
You have to increase the appeal of your business and advertise it widely. Already, by utilizing DX and big data, regional  
There are local administrations and local companies that have been successful in revitalizing. In this article,  
You can learn common ways of thinking and methods from case studies. Those in charge of local administration and  
If you want to do business, please refer to it. Table of Contents Five successful examples of regional revitalization Regional revitalization  
Things that are common to places that have succeeded in  
How to efficiently analyze data Conclusion Five successful examples of regional revitalization For successful regional revitalization  
In order to do so, it is necessary to learn concrete examples of local governments and local companies that are already successful. learning from success stories  
Get tips on what to do next. Here are five examples of real success.  
through. Please refer to the example of the situation that fits your business. A unique specialty using squid ink  
Ie Village, Okinawa Prefecture Ie Village, Okinawa Prefecture uses squid ink, a local special  
I have successfully completed the Ie Village is a small area with a small population and economically disadvantaged.  
bottom. In the fishing industry of Ie Village, I noticed that there is a large amount of squid. The ink part of the caught squid  
We are developing unique processed foods. For example, squid ink dumplings "Sumi-chan" and cooked rice  
"Squid Ink Juicy no Moto", which is the base for rice, is a hit product. Nationwide through the Internet  
The branded products are also connected to local advertising. For the regeneration of old folk houses  
Therefore, revitalize the region-Nakamura Brace Co., Ltd. Nakamura Brace Co., Ltd.  
We are successfully revitalizing the area. Omori Town, Ota City, Shimane Prefecture, is a small town with a population of several hundred. old  
Since the townscape remained, we started activities that utilize the traditional architecture of the area and the natural environment of the area. openings  
We bought an old private house that was used as a house and renovated it into a comfortable house without changing the atmosphere of the exterior.  
I was. The ruins of Iwami Ginzan Silver Mine and its atmospheric townscape are registered as UNESCO World Heritage Sites. Man  
Omori-cho, which had been declining in popularity, is regaining its bustle with tourists. Revitalize the region and go global  
Kobe City, Hyogo Prefecture Recognized as a Hub City

It is a success story recognized as a city. Kobe City is a region with a geographical feature facing the sea. Luxury cruise ships and large ships operating at sea can also enter the port. Kobe City is developing not only land and air infrastructure, but also infrastructure from the sea. With the establishment of the Kobe International Conference Center and International Exhibition Hall, it has become possible to hold global events. We are preparing a place where people from all over the world can gather and aim for intellectual exchange. We are also working to foster startup companies that make full use of the latest technology. Today, it is also recognized as a "global base city." Selling shochu in cooperation with local governments - Kirishima Shuzo Co., Ltd. Kirishima Shuzo Co., Ltd. sells shochu that uses local ingredients in cooperation with local governments. Kirishima Brewery's series of authentic sweet potato shochu is a nationally-famous shochu brand. In order to produce this shochu, we use locally grown sweet potatoes and groundwater. In other words, Kirishima shochu can only be produced in the Kyushu region. Sales and promotion of such rare and delicious shochu are conducted on a nationwide scale through the Internet. Through shochu, we are contributing to the branding and revitalization of local specialty products. Aizuwakamatsu City, Fukushima Prefecture Aizuwakamatsu City, Aizuwakamatsu City, Fukushima Prefecture, Aizuwakamatsu City, Aizuwakamatsu City, Fukushima Prefecture, is promoting smart city development ahead of other regions. Japan is also a country with many natural disasters such as earthquakes. Aizuwakamatsu City embarked on a safe town after the earthquake. The goal is to transform the area into a smart city, making it resilient to earthquakes and protecting the safety of its residents. In order to create a town where people can live safely, IT technology is used to improve health, welfare, education and disaster prevention. We aim to create a sustainable town not only for the present but also for the future. Things common to places that have succeeded in regional revitalization The regions and companies that have succeeded in regional revitalization that I have introduced so far have common ideas and methods. The common features are as follows. Further refine existing resources and brand them Build infrastructure to make communities more livable Create sustainable communities by promoting SDGs Promote online product sales Shift to smart cities using data I will explain.

1. Refining and branding existing resources Regions and companies that have succeeded in regional revitalization are refining and branding their existing resources. If the area in which you live has strengths and characteristics that are different from those of other areas, it will be easier to attract people's attention. You can improve your own industry and specialties, start selling new products, and do marketing and advertising. Impress many people and revitalize it as a tourist destination.
- Let's refine and brand the unique resources of the region.
2. Developing infrastructure to make the area more livable Developing infrastructure to make the area more livable is another way to revitalize the area. The point that immigrants care about when they move to a new place is "comfortability." It is difficult to secure residents in areas where infrastructure such as transportation and food procurement is not well-developed. Infrastructure development such as food, transportation, and electricity necessary for life is essential. Even a house that looks like an old folk house can be restored to its livability by providing the electricity, gas, water, and electricity necessary for daily life. Be sure to improve the infrastructure in your residential area.
3. Creating a sustainable region by promoting SDGs Creating a sustainable region by promoting SDGs is an issue not only in Japan but worldwide. Regions that are sustainable and considerate of the natural environment are attracting attention from around the world. On the other hand, profit-oriented regional revitalization methods that simply increase the number of residents, lacking the perspective of nature conservation, will not attract people's attention. Regions that promote town development with an awareness of sustainable regions are attracting attention as global investment destinations, making it easier to collect operating funds. When building a new town, don't forget the perspective of aiming for a sustainable region.
4. Promoting online product sales It is also important to promote online product sales. Regional revitalization involves not only attracting residents and tourists, but also selling local products. Specialty products do not have to be limited to local areas for sale. It is also possible to sell online through e-commerce sites and websites. If you sell online, you can make money nationwide without being limited to the region. Use online product sales to boost your local economy.
5. Transition to smart cities using data Transitioning to smart cities, including the utilization of data, will also affect regional revitalization. A smart city will enhance infrastructure and make it possible to quickly discover and solve problems that local communities are facing. Data can be used to increase online sales, and to respond quickly to hea

A shift to smart cities is necessary for regional revitalization because it also contributes to the formation of smart cities. Big Data Should Be Used for New Projects and Effectiveness Measurements New projects should be led to success without failing as much as possible. In order to lead new projects to success and to measure the effectiveness of projects, data analysis that serves as evidence is necessary. Administrative big data has been open to the public since 2017, so it can be used, and the development of SNS has made it possible to analyze word-of-mouth data. Use big data analysis to measure the effectiveness of new projects and measures. Administrative big data is open to the public Due to the revision of the Personal Information Protection Act in 2017, administrative big data has been processed so that personal information cannot be identified and is open to the public. It is possible to analyze not only population trends and immigration trends, but also data on tourism, local industries, nursing care and medical care. From public administrative big data, it is possible to read what people want in their residential areas and relocation destinations. Make proper use of government big data that has already been released. Information on SNS should not be overlooked SNS is a medium for individuals to send information, so it is also a medium for listening to people's real voices. Therefore, by analyzing SNS data, you can set the direction of your project in the right direction. In addition, Twitter and Instagram can be effectively used as media for disseminating information due to their ability to spread information. Many people use SNS to collect information. Since I post personal impressions, I can know the depth of personal thought. In order to acquire Twitter data and use it for commercial purposes, it is necessary to use NTT DATA's service (\*). \*NTT DATA service: "Twitter data provision service (integration)" Methods for efficient data analysis For regional revitalization, it is necessary to implement effective measures through data utilization. However, it is also true that data analysis takes time and effort. Data collection is a particularly labor-intensive part of the data analysis process. If you are spending time and effort collecting data, you will not be able to spend time proposing new plans or developing products. There are companies that specialize in everything from data collection to analysis, so consider outsourcing. Summary Regional revitalization is a goal and issue set by the government as "regional revitalization". Many local governments and local companies are already promoting it, and there are some successful examples. Successful cases have common measures. "Further refine existing resources and create a brand" "Develop infrastructure facilities to create livable regions" "Create sustainable regions by promoting SDGs" "Promote online product trading" "Smart cities using data" "Migration to ", take measures with the above five points in mind. Big data analysis is essential for new projects and measuring their effectiveness. This is because the evidence from data analysis will lead to the success of measures. However, collecting and analyzing data takes time and effort, so it is recommended to ask a specialized company to concentrate on proposing new plans and developing new products. hbspt.cta.load(23171742, '676fa9d3-92c0-4872-898e-65148354f3e6', {"useNewLoader": "true", "region": "na1"}); Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Whole Body Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? 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Contribute to care | Live healthy and improve QOL 2022.02.10 Data utilization big data JP  
Japan is one of the most rapidly aging developed countries in the world. Statistically, in 2035, 3  
It is predicted that one person will become an elderly person. Older people have worse health than younger people  
tends to be easy. Healthcare is an urgent issue facing Japan. collect big data  
Since the technology for collecting and analyzing data has developed, there has been an increase in the movement to apply it to healthcare. big day  
Using data in healthcare can help people maintain good health. Medical expenses in Japan  
also leads to a reduction in In this article, we will explain how to use big data for healthcare.  
Table of Contents Healthcare has three stages Introducing specific examples of how big data contributes to healthcare  
Big data will reduce not only healthcare costs but also medical costs Analyzing huge amounts of big data is difficult  
Summary There are three phases of health care There are three main phases of health care, each  
must be addressed. Stage to prevent disease Stage to develop disease After treatment  
Stages to check the progress of health care Since the method of response differs depending on the stage, we will explain health care for each stage.  
vinegar. 1. Disease Prevention Phase The first phase of health care is the disease prevention phase. prevent illness  
You can avoid many serious illnesses. Diabetes and arteriosclerosis, which are the causes of death in Japan,  
are called lifestyle-related diseases. Prevention of lifestyle-related diseases is possible by adjusting daily lifestyle habits  
. You can maintain your health by changing your eating habits and incorporating moderate exercise. prevent illness  
This will reduce your chances of getting a serious illness. Live healthily and improve the quality of life for all  
I want to go. 2. Stage of disease development The second stage of health care is the  
It's a dead stage. Even if you take care of your lifestyle, you still get sick. disease  
At the onset of the disease, you should go to the hospital. Diagnosis by a doctor identifies the disease and treats it

Therapy decides. If you are diagnosed with a serious illness, you may have surgery or follow up with prescription therapy. If you are being treated with oral medications, your doctor will prescribe medications that are appropriate for your symptoms.

3. Stage of checking the progress after treatment The third stage of health care is the stage of monitoring the progress after treatment of the disease. Even if the disease is treated with surgery or a prescription based on a doctor's diagnosis, there is still a risk of recurrence after treatment. In addition, aftereffects of the disease may remain. Therefore, it is necessary to closely monitor the course of recovery even after treatment. Patients should also use the prescribed medicines within the period based on the doctor's judgment. The third stage of health care is to check for any side effects or relapses during the period after treatment until you are fully healed.

Illustrative Examples of How Big Data is Contributing to Healthcare Now that we have described the three stages of healthcare, let's see how big data can contribute to these stages. Big data is already being used in the field of healthcare. From here, we will introduce specific examples of big data utilization. What is big data? Understand the first step of data analysis! Examples of use in the disease prevention stage Big data is used in disease prevention and prevention methods for lifestyle-related diseases, as well as in understanding signs of early symptoms. Diseases such as cancer, which can become serious illnesses, can be difficult to notice in the early stages. By analyzing big data, it will be possible to analyze past health checkup data while hiding personal information, and discover early symptoms of diseases that might otherwise be overlooked. By expanding the sharing of big data analysis results to a wide range of medical and welfare facilities, it will become less likely that the onset of illness will be overlooked.

Examples of use in the treatment stage of illness Big data is also used in the treatment stage of illness. Even small signs of illness that even specialist doctors might miss can be analyzed by having AI read medical big data such as CT images. Rather than leaving the diagnosis of each patient to the attending physician alone, we select the optimal treatment method by comparing it with data analysis. When humans and technology work together, the risk of human error in diagnosis can also be greatly reduced. If information is shared among the medical departments that are divided into small sections within the hospital, it will be possible to deal with concurrent illnesses.

Example of use in follow-up observation after treatment Big data is also used in follow-up observation after treatment. By introducing electronic medical information into medical charts that used to be handwritten, we will improve the efficiency of dispensing operations. By saving the progress of recovery after treatment in an electronic medical record, it is possible to grasp the progress of recovery. Even if recurrence occurs during the follow-up period, it will also be possible to take prompt and appropriate measures. In addition, the anonymous publication of the clinical trial data thus far is also useful for drug discovery. The right prescription at the right time can also reduce the risk of relapse after treatment. Big data not only reduces health care costs, but also medical costs Big data not only contributes to individual health care, but also helps reduce medical costs. The problem of declining birthrate and aging population is also discussed as a problem of medical expenses. There are three main reasons why big data can reduce healthcare costs: If people are healthy, medical costs will be reduced Supporting healthcare workers with big data and AI Eliminating the burden of surgery through early disease detection I will explain each in detail. If people's health is maintained, medical expenses will be reduced It's a matter of course, but if people's health is maintained, the need for medical care will decrease. One of the problems with the aging population is that the elderly, who tend to get sick, visit hospitals more frequently, which increases medical costs. By collecting and analyzing big data using physical contact devices, if we can understand the health status of each individual, it will be possible to respond appropriately and promptly to the individual. As a result, the health of the entire nation will be promoted, and fewer people will go to the hospital, reducing medical expenses. Supporting healthcare professionals with big data and AI Combining big data and AI makes it possible to save data on cases that even medical specialists cannot comprehend. Medical technology and knowledge are evolving day by day, and new articles and cases are updated daily. It is difficult for a busy individual doctor to grasp all the information. Appropriate diagnosis can be made by comparing the diagnosis by the doctor, the data saved as big data, and the analysis result by AI. Reducing the workload of medical staff will lead to a reduction in medical expenses. Reducing the number of surgeries through early detection of diseases Big data reduces the number of surgeries through early detection of diseases. Big data reduces the number of costly major surgeries through early detection of disease. Early detection and treatment of diseases also reduces the number of complications and hospitalizations.

We can also provide appropriate medical care to people with disabilities. Because of the increased number of patients that can be treated in the early stages of the disease, Fewer patients become more seriously ill. It is difficult to analyze huge amounts of big data.

There are challenges in introducing big data. Even if we let AI read big data,

Even when comparing data, it is difficult to process large amounts of data. huge amount of big days

We need to extract useful data from data and truncate unnecessary data. In other words,

The raping (crawling) stage takes time and effort. Using big data in medicine

In order to do so, it will be necessary to outsource time-consuming work and make the medical system smoother. devil Conclusion Big data can also contribute to healthcare. There are already examples of it being used in practice.

In Japan, where the birthrate is declining and the population is aging, healthcare is an important issue. If you have good health care,

It is also possible to improve the quality of life (QOL). Healthcare has three stages, each with a vision

There are different ways to use big data. In the disease prevention stage, past big data analysis

early detection of the cause of Also, in the stage of disease treatment, big data is used to help doctors make diagnoses. ta is used. It is also useful for drug discovery by analyzing past big data. He

If Ruth Care spreads, more people will be able to maintain their health, reducing the burden on hospitals and reducing medical expenses.

Costs are also reduced. However, when dealing with big data in the medical field, scraping

Rolling) part takes time and effort. A company specializing in the scraping (crawling) part

Trust us to focus on analyzing data that directly relates to healthcare. If healthcare penetrates

It also helps improve people's quality of life. Search Articles All Productivity Data

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There is a concern that this foundation will collapse and the mechanism itself will not function if it is stopped. Marketers are now required to take measures such as developing their own identifiers to be used in advertisements and creating new advertisements that do not rely on cookies. Conversion Tracking With the removal of third-party cookies, it will be difficult to measure accurate conversions. Until now, it was possible to know the specifics of the process that led to the conversion based on the information held by the cookie. However, with the abolition of cookies, we will not be able to grasp the passing of multiple websites, repeat visits, specific user behavior, etc., and will not be able to measure correctly. If a visitor visits a website from an advertisement and leads to conversion, correct measurement can be made, but it is still difficult to implement an appropriate approach based on user behavior.

Alternatives to Third-Party Cookie Deprecation With the deprecation of third-party cookies, marketers should seek alternatives to cookies. I will explain three specific methods. Device Fingerprinting Device fingerprinting is a technique for creating user identification for each device that does not depend on cookies or terminals, and fingerprint data (a group of information that identifies a user) on the browser that performs device identification. A terminal is identified by combining parameters such as the OS and version of the user's device and the network environment during communication. In 2018, Google Chrome and Firefox began tracking efforts using device fingerprinting. IDFA/AAID IDFA (Identifier For

- Advertising) refers to the advertising identifier of iOS, and AAID (Google Advertising ID) refers to the advertising identifier of AndroidOS. IDFA and AAID track user behavior on a device-by-device basis and distribute advertisements based on the information obtained. At first glance, it has the same properties as cookies, but unlike cookies, personal information cannot be identified. Since it only obtains the minimum amount of information to distribute advertisements, there is no risk of being blocked like with cookies, and there is no conflict with personal information protection regulations. Big Data Using big data may have the same effect as conventional cookie-based tracking. Advertisement distribution to more accurate targets can be achieved by analyzing not only the data accumulated so far, but also customer analysis using SNS and personas of services and applications developed by the company based on big data.

You can do it. Big data analysis is a means of deriving the optimal approach from vast amounts of information. Even if it is difficult to analyze big data in-house, it can be solved by requesting a vendor that provides specialized services, so if you are concerned, we recommend that you consult with an expert. [Must-see] Big data utilization is the key to increasing sales! Summary In this article, I explained what cookies are in the first place, the impact of the abolition of cookies, and alternatives to cookies. The cookie deprecation has many implications, but there are also many alternatives. Implementing alternatives that work for your company is the first step toward optimal ad serving. It won't be long before cookies are discontinued, but it's important to start experimenting with trial and error now. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles What are Google Alerts? Explaining how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry?

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Let's learn from overseas examples! PigData > Blog > [DX promotion] Learn from overseas examples of data utilization!

2022.03.02 Data utilization DX Comparing Japanese companies with overseas companies, the delay in DX conversion is  
is pointed out by many scholars. Swiss International Institute for Management Development Research (Global Digital Competitiveness  
Ranking 2020), Japan's DX competitiveness is 27th among 63 major countries, which is by no means the top.

not. The United States, China, and European countries are developing economically through DX. Of course this

DX is steadily progressing not only in these countries with remarkable economic development, but also in other emerging countries.

So, what should we do to promote DX conversion in Japan as well? To promote DX in Japan

is a shortcut to learn from overseas success stories. This time, Umi, who is converting to DX and using data for management

I will introduce an outside case. Please refer to this article and use it for your own DX conversion and management. Contents Overseas

5 Selected Data Utilization Cases Steps to transform the company into DX and utilize data Until the data can be utilized

However, there are many problems with data scraping, which can be outsourced to a specialized company.

5 Use Cases If you can get a concrete image of overseas data use cases, you can apply them to your own business.

vinegar. First, we will introduce five examples of overseas data utilization. Collect data and transform it into economic benefits

Please use it as a reference for how to proceed. "MedMining" Leveraging data in healthcare MedMining is

It's a company in America. Electronic medical record data is stored because the parent company provides medical services.

are stacked. MedMining provides anonymized electronic data required by pharmaceutical companies and medical device manufacturers.

We sell child medical record data. Pharmaceutical companies and medical device manufacturers want to analyze purchased data.

This will enable drug discovery and inventory adjustment. By sharing anonymous patient data,

There will be no excess or deficiency of blood, and patient health care will be smooth. "Verizon Wireless" Demography

Leverage smart data VerizonWireless uses data from carriers to power subscribers' smart

We are using the phone usage information. Demographic data of smartphone users (age, gender,

We collect data such as app downloads in addition to collecting personal information such as address, occupation, and location information).

vinegar. This allows us to understand consumer groupings and the orientation of their needs. these

This demographic data is processed into data that does not reveal personal information before being sold to advertising agencies and retailers. Advertisers and retailers who purchase the data can market to the desired target audience. Utilization of "Twitter" SNS for marketing Twitter provides data provision services to advertising agencies. Twitter is one of the big SNS with many users, and mainly text data is accumulated on a daily basis. The "tweet", which is updated daily, can be used as a reference for product sales because it shows the real voices of consumers. Therefore, data from Twitter can be used in a wide range of industries, from advertising to retail to entertainment.

Twitter itself monetizes by selling the data, and the company that buys the data helps them run their business. In order to acquire Twitter data and use it for commercial purposes, it is necessary to use NTT DATA's service (\*). \*NTT DATA service: "Twitter data provision service (integration)" Sharing credit information with each credit information agency International credit card brands (Visa and MasterCard) accumulate consumer purchasing behavior data and payment data. increase. Accumulated data is stored in each credit information agency. International credit card brands use this accumulated credit information to develop new services. Credit cards offer a wide variety of services, such as additional insurance and reward points. We can offer the best credit card for individuals and targets. It is also used as material for developing new credit card services. Credit bureaus share accumulated credit information. This allows us to expedite credit card issuance and loan screening for individuals.

Collecting and Analyzing Purchase Data at 7-Eleven to Utilize Consumer Data Seven-Eleven, a major convenience store chain established in Texas, USA in 1927, collects and analyzes purchase data for use in sales. At 7-Eleven, purchaser data can be accumulated in the POS system. Since it is possible to collect data on the age, gender, and region of purchasers, it is possible to analyze consumer trends by dividing them into detailed segments. We analyze trends from accumulated data and use it to improve inventory management, sales, and develop new products. ў Check out examples of data utilization in Japan! Steps to convert the company to DX and use data Even if you convert the company to DX and collect data, it will not make sense if the purpose and system for using it are not prepared. We have introduced specific examples of data utilization, but all successful cases go through the steps that must be followed to reach success. From here, I will explain the steps to utilize the data. Setting the purpose of data utilization Setting the purpose of data utilization in your company is the first step and an important part. If the direction of data utilization is not determined in line with the company's goals, it is meaningless to collect data without knowing what it will be used for. Before you start collecting data, set the purpose of utilization and unify your company's intentions. Securing personnel to collect and analyze data The next step is to secure personnel to collect and analyze data. Specialized knowledge and experience are required to collect, process and analyze data. Utilization of data is not a technique that can be done by an inexperienced amateur. If you do not secure specialized human resources such as data scientists and analysts, you will not be able to improve management and profits using data.

Assemble a project team with data collection and analysis specialists. Collecting and processing data to formulate a new plan After collecting the data, we proceed to the step of processing it into a form that can be analyzed. Raw data is difficult to analyze by itself. Accurate predictions and factual understanding cannot be achieved unless the collected data is sorted and processed for easy analysis. Once the data is analyzed, a plan that is likely to be effective is devised and put into action. After implementing a new plan, we will continue to measure its effectiveness while collecting data. Repeat improvement and improvement while measuring the effect. There are many problems before the data can be used There are many steps involved in using data to generate profits for the company, and many problems arise. There are also risks, especially when scraping data. In order to scrape data, it is necessary to hire specialized personnel and organize a project team. If data scraping, such as data collection and processing, takes too much time, you will not be able to concentrate on data analysis and new planning for management. [Supervised by an IT Lawyer] Is scraping illegal? Thorough explanation based on the law D

There is also a method of outsourcing the raping step to a specialized company. As mentioned earlier, data The creping step is risky and takes a lot of effort, time and money. of the data If you outsource the collection and processing part, the steps to data utilization will be efficient. of the data The scraping step is outsourced to a specialized company so that it can be processed and ready for analysis. prize. Conclusion Many companies that are improving their profits overseas are investing in the utilization of data. It's good. It is said that companies in Japan are behind in DX conversion, but if you learn from overseas success stories, You will also be able to use data. Overseas companies sell accumulated data to advertisers and retailers. There are places that do. Collecting data also enables detailed analysis of consumer needs. increase. Before we can utilize data and make a profit, we need to set the purpose of data use, collect and analyze it, and start a new business. There are steps from elaboration of the image to execution. Especially at the data collection stage, It takes a lot of time. Data scraping is efficient but also risky. Datas Outsourcing only the creping step to a professional company will minimize your expenses and risks. Entrust data scraping to a specialized company and improve your profits with new planning and development. article Search for All Operational efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terminology Data Data collection Subsidies Employee blog Surveillance AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? from the task Consideration You can use an old private house for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [Updated in 2023] 45 IT Terms You Don't Hear Now What is Selective Web Scraping? How not to become illegal and introduce 5 scraping prohibited sites Easy way to download all images at once! Solve the problem of collecting images No need for Excel! graphing tool Recommended 10 selections [Sample code release] How to realize scraping with VBA? Related notes [2023 version] The future of the real estate industry What are trends? Consideration from the problem Old folk house can be used for business! ? Unique charm, use cases and how to find it Explanation Previous Article What is Dynamic Pricing? Explains the advantages and disadvantages of companies and consumers To log list Next article What is smart agriculture? Introducing the purpose, benefits, and farm equipment! Inquiries/Resources Fee download service & solution Scraping agency service Property comparison tool Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS minutes Analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution Application "Optamo for Shift" Case Study News & Blog Operating Company Document Download Inquiry Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){(windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})('//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhntsXIWMj1'}); / bin /boot /dev /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpfc7 = {"api":{"root":"https://pig data.jp/vwp-jsonV","namespace":"contact-form -7Vv1"}]; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig-data/ itscoco/ legacy/ my\_deeplake/ /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig-data/ itscoco/ legacy/ my\_deeplake/ var leadin\_wordpress =

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AI solution business Data collection and analysis business Parent company SMS DataTech Co., Ltd. Headquarters  
Location Operating company: Masamitsu Building 2F, 2-7-4 Irifune, Chuo-ku, Tokyo Phone number 03-6222-0831 (parent company) 03-  
3551-7556 (operating company) CLIENTS List of major business partners (whole group companies) Services & Solutions  
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"TOWA" latest sales list creation and management dashboard SNS analysis service "SocialAnalyst"  
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What is good competitive research? Explain the advantages and disadvantages, and the flow of amount calculation 2022.12.16 Scraping  
Data analysis Competitor research is researching and analyzing the prices of products and services of companies that compete with your company.  
vinegar. In order to survive in a rapidly changing market, it is necessary to know not only your company's position but also your competitors.  
It is important. However, conventional calculation methods are time-consuming and costly, and cannot respond to changes in the market.  
Many people would say so. Therefore, this time, we will focus on the most suitable price survey for calculating the amount among competitive surveys.

I will explain the merits and demerits, and the flow of calculating the amount in a competitive survey. Table of Contents Reasons for Competitor Research Advantages and Disadvantages of Competitor Research Flow of Cost Calculation in Competitor Research Frameworks That Can Be Utilized in Competitor Research Investigation with Efficient Data Collection and Analysis Conclusion Reasons for Conducting Competitor Research Competitor research It is used when launching a new business or considering a business policy. By accurately identifying your competitors, you can deliver products and services to customers at appropriate prices. The following two points are of particular importance. Differentiation from competitors Investigation of trends in customer needs The purpose is to derive an appropriate price for the company by investigating and analyzing these. I will explain each in detail. Differentiation from Competitors The important thing in competitive price research is differentiation from competitors. In order to differentiate, it is necessary to understand the strengths and weaknesses of other companies' products and services. In doing so, it is necessary not only to collect price data, but also to analyze it from various perspectives. For example, there are various factors to be compared, such as how the position of your company differs from that of other companies, and whether the target demographic is the same. By analyzing the collected information from multiple perspectives, it is possible to infer why the product is priced the way it is. Every price you set makes sense, and you can make data-driven decisions when making price changes. Investigating Trends in Customer Needs What we want to keep in mind when conducting competitive research is to investigate trends in customer needs. Competitor research is different from market research in that it aims to find out how your company will be selected from among a number of products and services. Customer needs can be understood by investigating customer satisfaction (both good and bad) and word-of-mouth regarding the company's products and those of competitors. It also tells you the right price that your customers are asking for. In other words, by conducting competitive research, it is possible to improve your own products and services in line with customer needs. What is customer analysis? Important Points Contributing to Increased Sales Advantages and Disadvantages of Competitive Research What are the advantages and disadvantages of conducting competitive research? Competitive price research has not only advantages, but also disadvantages in conducting research. Advantages of Competitor Research The following four benefits are typically obtained by conducting competitive research. Potentially discover new competitors Compare price gaps and weaknesses between your company and competitors Efficient differentiation can be quickly implemented with the information gathered Can change customer purchasing behavior Especially through competitive research , I am happy to discover new competitors that I had not been aware of before. Knowing new competitors in advance makes it easier to compare in terms of what makes them different from your own company. Competitor research will allow you to analyze the differences more clearly. You can also consider a deeper approach to your customers based on the data used for competitive research. Since the utilization of data will become increasingly important in the future, it can be said that collecting data during competitive research is extremely advantageous for a company. Disadvantages of competitive research Competitive research generally has the following disadvantages. It takes a lot of time and effort to conduct a price survey. It has to be done regularly. In addition, market prices are constantly changing. Competitive research should not be a one-time run, it should be done on a regular basis. Flow of Calculating Amounts in Competitor Research When actually conducting a competitive research, make a detailed plan and research the prices of the competitors. In that case, it is generally done in the following flow. Develop a survey plan Set the target of the survey Create a hypothesis and conduct a survey and collect data Set the amount based on the survey results Each will be explained in detail. 1. Develop a research plan Clearly set objectives at the execution planning stage, not only for competitive research, but for research in general. An aimless investigation yields no results. In the case of competitive research, there may be cases such as improving business models, reviewing and improving products and services. By clarifying what you want to improve based on competitor research, you can maintain and improve your brand. 2. Set the survey target Once the purpose of the survey is clarified, the next step is to decide the survey target. By setting competitors, you can analyze product prices more specifically. Please note the following: Same customers and markets, same products and services When it comes to price research, we tend to focus only on the same products and services. . Even if the customers and markets are the same, they do not offer the same products and services, so be careful and analyze them. 3. M

You might want to do some research, but before you do, make a hypothesis. Hypothesis is to decide the replacement price based on the company's characteristics and weaknesses. By making a hypothesis in advance, you can obtain information about your company that has set the current price. Once you've come up with a hypothesis, all that's left is to do some research. Surveys require time and money to collect information through various media, so don't be hasty. For information on the web, web scraping is recommended because it can quickly collect a huge amount of data.

4. Set the amount based on the survey results Analyze the results as soon as the survey is completed. Utilize the prices of competitors and calculate the amount based on your company's characteristics and weaknesses. In this case, the assumption made earlier is important. By comparing it with the hypothesis, we can check whether our thinking was right or wrong, and if there is a gap with the market, we can make corrections. If the price is significantly different, reconsider the direction of your strategy.

Framework that can be utilized in competitive research Competitive price research is generally conducted basically on the Web. This is because of the convenience of entering numbers, not because web research is better. In that case, the following are mainly used.

- PSM analysis: Grasping the appropriate price range of products
- CVM analysis: Simulating share acquisition by changing prices
- Conjoint analysis: Simulating product specifications and prices
- Web scraping: Competitor price research in batch

Efficient data collection and analysis In research Competitor research should be done efficiently. Traditionally, competitive research was time consuming and costly, but there is an efficient way to do it by collecting data using web scraping. Data collection is often done with manpower, and there are multiple sites that collect price data, such as competing EC sites. Even if you have a platform for analysis, if the data format is different for each site, it will take time and effort just to format the data. By using web scraping, it is possible to automate the collection of information from competitors that depended on manpower, and by standardizing the data format, efficient data collection and utilization can be achieved. There are also tools that can automatically monitor competitor sites. Check here if you are interested [ŷ hbspt.cta.load\(23171742, '487432fc-efde-4f10-be9b-21a2f3aa9367', {"useNewLoader": "true", "region": "na1"}\);](#) This time, I explained the merits and demerits of the most suitable competitive research for calculating the amount, and the flow of calculating the amount by competitive price research. Competitor research is research to compare the prices of your company's products and services with those of other companies. Various improvements can be expected by using the survey results, but it requires both cost and effort. "PigData" is good not only for business improvement and business creation based on big data, but also for competitor research such as data collection using web scraping. We also accept inquiries about competitive research, so please feel free to contact us. Click here for inquiries [ŷ Search articles](#)

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How to make a list! Explain the importance of the list and how to make it effectively PigData > Blog > [Recruitment agency essential]

SeeëHow to make a sales list! Explain the importance of lists and how to make them effectively

A sales list is essential for a recruitment agency to operate. Various functions such as company management, customer information, etc.

It is a sales list that is used for simple purposes, but it takes time and effort to create it. So this time

, I will explain the points to streamline the creation of the sales list. The role of a recruitment agency's sales list

Points for creating a sales list Increase efficiency with a sales list creation tool Sales list with web scraping

Creation Conclusion Role of sales list of recruitment agency

Organize what roles you have. Roles vary from company to company, but the representative role here is

I will explain. Use in new business development One way to use the business list is to develop new business

to use it in business. For example, when making a tele appointment, it is possible to

It is more effective to sell to a list of companies that are different. New business development is a heavy burden on sales representatives

Therefore, I would like to make advance preparations for sales and create a high-quality sales list.

vinegar. What are the tips for new business development? Thorough explanation of methods and points Route sales used in route sales

It is also effective to have a business list when doing Luz. Determine the destinations to visit in advance and conduct business on a regular basis

Practicing route sales has the advantage of making it easier to strengthen relationships with prospective customers and existing customers. na

In some cases, there may be cases of long-term business partners and frequent visits. Route sales are just

It is very useful not only for strengthening relationships, but also for checking customer trends. root sail

By visiting directly in Luz, we can accurately grasp what kind of needs the sales destination has. sales

By using the list, you can keep updated information obtained at the sales destination as data and use it for the next sales.

can be connected. Appropriate based on interviews with companies during sales

The sales list is also useful when matching talented people. Acquire preferences and needs in daily business

By updating the list with the the customer

If you can introduce the most suitable human resources immediately when you are looking for human resources, it will also lead to strengthening the relationship. Keeping data up-to-date by using sales lists is also a good way to improve customer satisfaction. Points for creating a sales list Next, I will explain the points for creating a sales list. Reduce Creation Time The number one problem with creating and maintaining a sales list is that it takes too much time. In particular, the larger the size of the company, the more conspicuous it is, and the more customers there are, the more time is spent on sales. Sales representatives are required to create sales lists quickly and accurately so as not to overwhelm the business of sales itself. Updating the sales list Even if the sales list is created, it cannot be kept up-to-date without subsequent maintenance. Recruitment agencies have a high turnover of talent and even need to be up to date in real time. By updating immediately after sales to customers, it can be done smoothly even when there is a handover. In order to conduct sales smoothly, it is necessary to devise ways to keep the sales list always up-to-date. Centralized management of data When sales staff create and maintain data individually, the accuracy of the data may differ depending on the staff. There are many situations where some people fill in only the necessary items and others fill in details. If this situation continues, the accuracy of information will change for each customer, making it difficult to find the optimal approach. The most ideal method is to unify the data so that the accuracy of the data does not vary among individuals. Efficiency with sales list creation tools List improvement is also necessary for the efficiency of staffing companies. That's why we recommend a sales list builder. Explain the advantages of the tool. Automated Input The biggest advantage of introducing a sales list creation tool is that you can automatically enter the necessary items and create a list. If the work that was previously done manually can be done automatically, the work efficiency will be improved at once. It can also be edited manually, so it can be updated so that it is easier for the person in charge to use it. By automating the list creation, the sales staff can allocate the time they used to create the list to tele appointments and route sales, which will lead to increased profits. Always updated with the latest data By introducing a sales list creation tool, the information of linked recruiting media will be updated automatically. If there is a job opening, you can know it immediately and move on to the next action. Recruitment media information can be obtained automatically, eliminating the need for manual checks. In recent years, cloud services have made it possible to change everyone's list when someone updates the list, so it is possible to prevent work from becoming dependent on the individual. Creating a sales list with web scraping If you have a sales list creation tool, you can expect to improve your work efficiency, but some people may find it difficult to introduce the tool. In such cases, web scraping is recommended. By scraping most of the information on the web and shaping the data, you can create a sales list with sufficient information. Web scraping saves you the trouble of creating a list, so it's easier than using a tool. How to create a quality sales list? Introducing the creation method and recommended tools By monitoring the site 24 hours a day, web scraping can quickly catch changes when the content of the website used to create the sales list is updated. You can always keep up to date. It is easy to anticipate the next action because it is possible to quickly detect changes not only in the company but also in the competition. Multiple sites can be automatically monitored using TOWA. If you are interested, check out the detailed information [ý hbspt.cta.load\(23171742, '487432fc efde-4f10-be9b-21a2f3aa9367', {"useNewLoader": "true", "region": "na1"}\);](#) This time, I explained the points to streamline the creation of the sales list. A sales list is essential for a recruitment agency. Keeping your sales list up-to-date will be a powerful weapon not only for new development, but also for route sales and human resource matching. Using a sales list creation tool to efficiently create a sales list can automate list creation and improve work efficiency, but the drawback is that the hurdles are a little high. Pigdata does web scraping that is easier than using tools and saves the trouble of creating a list. Feel free to contact us if you have any questions. Click here for our Web scraping agency service Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT terminology Data collection Subsidy Employee wholehearted blog Monitor

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I want to, but I can't do it often because it takes time...I missed the necessary information on the monitored site  
I did... I forgot to do the work after the difference occurred on the monitored site... I forgot to do it  
When an error occurred in the software, the response was delayed... TOWA can solve it! Automatically for multiple sites  
Surveillance 24/7 surveillance! Don't miss the information you need with keyword settings! Missing tasks on task cards  
Renashi! Instantly respond to errors by monitoring your own site! What kind of work can it be used for?  
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! For example, "I want to see the dashboard" or "I want to know if the site I want to monitor is targeted".  
We also accept questions. We will continue to update the tool as needed to make it even more useful for your work.  
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Web scraping makes job hunting easy PigData > Blog > Get job information all at once! Web scraping makes job hunting easy 2022.05.02 Scraping data collection for work efficiency Employment and career change are very important choices in life. Therefore, it is necessary to carefully research the place of employment or change of job. Narrowing down is important in order to find a job that suits you and a job with good conditions. However, the world is full of vacancies. Therefore, even if you narrow down your preferences on a career change site, you may not always find the most suitable job. By using web scraping (crawling), you can acquire and narrow down the job vacancies that match your conditions in a way that is not available on job sites. In this article, we will explain how to collect job information using web scraping (crawling) tools. Please refer to it for those who are trying to collect job information and use it for finding a job or changing jobs.

Table of Contents Using web scraping makes it easy to get job information Two ways to get job information all at once Advantages of searching for jobs by web scraping Points to note when you get job information all at once Job information in bulk There is also a way to ask a specialized company to obtain it.

Summary Web scraping makes it easier to obtain job information. Using web scraping (crawling) makes it easier to obtain job information than searching a site. General job search sites only have the narrowing down method set within the site. With the existing site design, it takes a long time to find suitable jobs and it is difficult to find useful information. When searching for job information on an individual basis, web scraping (crawling) can be used to narrow down the information to the conditions specified by the individual and obtain it all at once. If you use web scraping (crawling), you can search for jobs with search conditions that are not on existing sites, making it easier to find jobs that suit you.

Explaining two methods of collectively obtaining job information There are mainly two methods of collectively obtaining job information by web scraping (crawling). How to set up web scraping (crawling) by yourself How to use web scraping (crawling) tools I will explain how to get each batch. Set up web scraping (crawling) yourself If you set up web scraping (crawling) yourself, you can get job information on websites all at once. Set up web scraping (crawling) using a programming language such as Python. Once you have set up web scraping (crawling), you can get job information all at once with search conditions that match your wishes. However, this method has the disadvantage that it is difficult for those who are not familiar with Python. Also, it takes time and effort to program.

Using a web scraping (crawling) tool There is also a method to use a web scraping (crawling) tool to collectively obtain job information on websites. With this method, scraping is possible even for those who cannot use programming languages such as Python. There are many web scraping (crawling) tools, from free ones to paid ones. Free scraping (crawling) services are also available for Google and Firefox. It's easy to use, so even beginners can get job information all at once.

Advantages of Job Search by Web Scraping There are many advantages to searching for jobs using web scraping (crawling). Key benefits include: You can narrow down the job information with the search conditions you need. You can reduce the time cost. You can use it for various purposes. You can na

One of the advantages of searching for job information by web scraping (crawling) is that you can narrow down the job information by subject or word. Although search methods are also maintained on job sites, search conditions such as "area", "occupation", and "annual income" are limited. With limited search criteria, it's difficult to find job postings that suit individuals. Web scraping (crawling) allows individual search conditions to be determined, so it is also possible to collectively obtain job information that has been individually narrowed down. Web scraping (crawling), which can reduce time costs, also has the advantage of reducing the time costs of comparing acquired job information. If you use web scraping (crawling), you can get job information in CSV format. When looking for a job on a job site, you must check each company you searched for on the site. By scraping (crawling), you can list and compare information in CSV, so you don't have to check multiple pages. By doing so, you can reduce the time spent on job hunting. Web scraping (crawling) is a general-purpose technology One of the advantages of web scraping (crawling) is that it is a highly versatile technology. Web scraping (crawling) is not only a technique for searching for job information, but also useful for information gathering. If you have a technology that can collect job information by web scraping (crawling), you can use it for work even after you find a job. Collecting information is essential to running a business. Web scraping (crawling) technology is useful for information gathering even after employment. Precautions when obtaining job information in bulk by web scraping Web scraping (crawling) is convenient and has many advantages, such as being able to obtain job information in bulk. However, there are some points to be aware of when using it. From here on, we will introduce points to be aware of when using web scraping (crawling) technology. If you do not know the points to be careful in advance, it may develop into an unexpected problem. Let's get it right. Need time to learn web scraping technology Before you can master web scraping (crawling) technology, you need to invest time in learning. Web scraping (crawling) technology cannot be mastered without proper learning. Especially when someone who has no programming skills learns a language such as Python to set up web scraping (crawling) from scratch without using a web scraping (crawling) tool, it takes time to learn. It takes Web scraping (crawling) is a useful technology, but it takes time to master it because it can lead to unexpected troubles if you do not fully understand it. Do not put a burden on the server of the job information site When doing web scraping (crawling), it is also important not to put a burden on the server of the job information site. Web scraping (crawling) overloads the server if the access frequency is too high within a certain period of time. Many people browse job sites, so if the server goes down, it will be a big loss. In the worst case, the person who was doing web scraping (crawling) may be sued. When scraping (crawling) the job information, keep the access frequency low to avoid overloading the server. Ask an IT lawyer, "Is scraping illegal for a company?" There is also a way to ask a specialized company to collectively obtain job information. It is also possible to ask the company. Some people don't have time to learn web scraping (crawling) or want to get job information early. Also, some people may feel uneasy about the points to note when acquiring job information all at once by web scraping (crawling). Hiring a company that specializes in web scraping (crawling) will save you time and get you the job listings you want without fear of risk. It is certain to ask a company specializing in web scraping (crawling) to obtain job information all at once. Conclusion Gathering job information is the first step to a successful job or career change. Sites that provide job information have search windows, but the search methods are limited. However, by using web scraping (crawling) technology, it is possible to obtain job information that suits you all at once. There are two ways to do web scraping (crawling): setting up web scraping (crawling) yourself and using a web scraping (crawling) tool. Web scraping (crawling) tool

There are also free ones, so even those who can't program can easily use it. web scraping  
Crawling makes it easy to collect job information all at once, but there are some points to be aware of. job site  
If you put too much load on the server, you will cause a lot of trouble, and you may be punished by law.  
I will. For those who don't have time to collect job information by web scraping (crawling) or who don't want to take risks.  
If you can afford it, ask a professional company. Search articles All  
big data sales marketing scraping basic knowledge DX data analysis scraping method  
Ritsu Sedori Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidy Employee Wholehearted Blog Surveillance AI City  
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Contact Us Privacy Policy Security Policy Back to Top What is visualization? visualization

PigData > Blog > What is visualization? Differences from Visualization and Utilization

Techniques 2022.03.17 Business efficiency data utilization data analysis Is there anyone who is interested in visualization in order to improve the efficiency of their own business? Due to the promotion of work style reforms, the need to visualize not only production sites but also sales and management conditions is being emphasized. Appropriate visualization of operations will clarify previously complicated and unclear operations, and improve the efficiency of operations, thereby improving company performance. However, even if you have heard the term "visualization of operations," many people may not know what to do.

Therefore, this time, we will explain in detail the overview of visualization and the benefits of implementing it. At the same time, we also introduce the difference from visualization, which is easily confused, and the points for successful visualization. After reading this article, you will be able to properly visualize your own data. Contents What are "visualization" and "visualization"? Advantages of Promoting Visualization Three Points to Visualize Your Work Understand the Meaning of Visualization and Use It in Your Work What are "visualization" and "visualization"? Visualization refers to using diagrams and charts to make the actual state of business processes, which were previously invisible, easier to understand, mainly in corporate activities. Due to the lack of manpower, the burden on each employee is often increasing, making it difficult to see the complicated work from a bird's eye view. By visualizing and visualizing the work content and progress, which until now was a black box without understanding the contents, it becomes easier to notice problems in the work. If you can share the problems of your business, you will be able to implement measures for improvement efficiently and effectively. Visualization and visualization are often used interchangeably, but they have different meanings in business settings. Next, I will explain the origin of visualization and the difference between visualization and visualization. The term "visualization" originated in "Toyota Motor Corporation." The term "visualization" first appeared in 1988, when Mr. Thesis. The starting point of visualization is a lamp called "andon" installed on the production line, which lights up when an abnormality occurs on the line, making it possible for all workers to see the occurrence of an abnormality. In addition, by color-coding by type of error that has occurred, it is possible to quickly determine what type of error has occurred. The concept of visualization, which was born at Toyota's production sites, has greatly improved productivity, and today, visualization is not only used at production sites, but also in all areas of business. Toyota's visualization used to occur in a short span from the occurrence of a problem to its resolution, but in recent years, more complex visualization using AI and IoT has also appeared. "Visualization" and "visualization" have different meanings Visualization and visualization have the effect of making invisible things visible. increase. Here's a quick explanation of each difference:

Visualization: Make concrete data visible only when you want to see it Visualization: Make abstract data visible at all times Visualized information can be viewed by people who want to see it, and only when they want to see it It becomes easier to use depending on the purpose. It is often used for specific data that store managers need to know, such as employee operating hours and sales performance. Visualization, on the other hand, refers to a state in which abstract data such as employee motivation and skills can be checked at any time. Visualization will have the advantage of enabling smooth information sharing and quickly noticing anomalies. Another difference is that while visualization is used in a wide range of fields, visualization is often used in corporate activities. Advantages of Promoting Visualization The following points can be cited as advantages that can be obtained by promoting the visualization of operations.

Grasping of the entire business Reform of awareness of issues Standardization of business If the visualization of business is advanced, it will be possible to carry out business efficiently, and it will also lead to the improvement of corporate performance. Visualization also makes it possible to see issues objectively, which is effective in raising awareness. In order to improve operations through visualization, it is important to have a firm grasp of the benefits of visualization. See below for a detailed explanation of each benefit. Easy to understand and grasp the overall picture of operations By visualizing the operations from upstream to downstream, it becomes easier to grasp the overall picture of how the company's operations are functioning

It makes you aware of the current situation. Since you will be able to grasp not only the work you are in charge of, but also the entire work flow, you will be able to see the flow of work from a broader perspective. If we can grasp the overall work flow, we will be able to detect and solve problems at an early stage. By visualizing the work flow, it becomes possible to grasp the progress status in real time, and quickly discover when a problem occurred. In addition to the early detection of troubles that have occurred through visualization, it will also be possible to quickly find business problems that have been black boxes until now. If troubles and problems can be detected and dealt with early, the possible damage caused by the problem can be minimized, and improvement can be started quickly. Changes in company-wide awareness of issues By visualizing the operations of the entire company, employees will be able to objectively understand where they stand, and their awareness of the company's operations and issues will increase. If you can understand how you contribute to the company's profit structure, you will be able to feel that you are participating in the company's business, and your work motivation will improve. If numbers like company sales data are visualized, it will be possible to quickly identify issues that need to be resolved, and employees will be motivated to improve the issues. For example, if a store's sales targets and current sales data are clarified, motivation can be increased by seeing the numbers to be achieved. If motivation increases, productivity per person will improve, and they will actively participate in solving problems that the company is facing. It is essential for problem solving to work with a common awareness throughout the company, not just a part of it. Anyone can handle difficult tasks By visualizing the work process using manuals, etc., anyone can perform difficult tasks, even those that were previously dependent on individual skills. In the case of operations for which no manual is prepared, even if the same operation is performed, each person uses a different method. If the task is highly difficult, there is a risk that only employees with specific high skills can perform the work. Jobs that have become dependent on individual skills are dependent on individuals, so if there are vacancies, work efficiency will drop significantly. Visualizing the work content by creating a work manual will stabilize work efficiency even if there are vacancies due to transfers or retirement. Also, if we can share the information of highly skilled human resources, it will be a more efficient work manual. By visualizing the work in the form of a manual, it will be possible to smoothly hand over the work.

**Three Points for Visualizing Business**

The following three points should be kept in mind when visualizing business.

**Grasping of the current situation**

Sharing and permeation of objectives

Utilization of visualization tools

**Visualization of operations** is necessary to improve the current situation, but if visualization is done simply because it is necessary, it ends up not being able to fully demonstrate its functions. increase.

Visualization is just a means necessary to achieve a goal, and visualization without setting goals is ineffective. To get the most out of your visualization, you need to have a clear understanding of where you are and a shared purpose. If you visualize your operations while firmly grasping the points introduced below, you will be able to maximize the benefits and improve your business performance.

(1) **Understanding the current situation**

It is important to first understand the current situation of the company in order to clarify the connections between departments and the ultimate goals, and clarify the issues and problems that the company is facing. . At the same time as grasping the current situation by exchanging opinions within the company, it is important to clearly define what the company is aiming for. The gap between the company's vision and the current situation becomes an issue that needs to be resolved through visualization. If you set specific goals based on your current challenges, you will also have a clear idea of what you will need to achieve your goals. In addition, if we continue to visualize the current situation, we will be able to calculate the costs required for visualization. If you are conscious of visualization, all data related to management will appear to be the target of visualization, but if you visualize it carelessly, really important data may be hidden. The data to be visualized should be narrowed down to only the data necessary to achieve the set goals. Efficient visualization will clarify the information you really need to achieve your goals, which will lead to the reduction of unnecessary costs.

(2) **Sharing and permeation of the purpose of visualization**

It is necessary to share the purpose of visualization throughout the company so that all employees can work in the same direction to improve their work. Data visualization can easily be interpreted as an intent to monitor employee behavior. If their behavior is perceived as being monitored,

may be shown. In addition, simply posting visualized sales data and working hours will cause employees to feel pressure to work more. If the motivation of employees declines, work efficiency will decline rather than improve, and business performance will decline. To make people realize that data visualization is not for monitoring labor, but for improving operations, we need to promote shared purpose. If you share information such as objectives with the entire company on a regular basis, you will be able to build a relationship of trust with your employees, and they will be more likely to actively participate in business improvement. (3) Utilize visualization tools Utilization of visualization tools is essential for efficient visualization. By using visualization tools, it is possible to summarize the huge amount of data accumulated in the company in one place, and display the results of analysis in graphs and other forms that are intuitively easy to understand. You'll be able to visualize data faster and more accurately than you can by doing it manually, so you'll be able to improve the speed and quality of your decision making.

Even if it is a visualization tool, the functions that each tool has are different, so it is important to choose according to the purpose from the viewpoint of the purpose of introduction, the skill of the human resources who will handle the data, etc. With the right tools for your company, you will be able to effectively improve your operations.

Understanding the Meaning of Visualization and Using it in Your Work We explained the benefits of visualizing your work and how it differs from visualization. By visualizing operations, it becomes possible to grasp the operations of the entire company, clarify issues that the company is facing, and make appropriate improvements to operations. In addition, in order to perform visualization efficiently, it is essential to use a visualization tool that meets the purpose of your company. For example, with tableau, an analysis platform with visualization functions, you can easily analyze and visualize data with intuitive operations. Please understand the meaning of visualization correctly and use it to improve your business. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidies Employee wholehearted blog Monitoring AI Market research Big data News Latest articles Google What is an alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explanation of unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download images at once! Solving the troubles of i No Excel needed! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles Introducing 7 use cases of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explanation of unique charms, use cases, and how to find them Previous article Reporting work is hard! Efficiency in 10 minutes Go to blog list Next article What is CDP? Thorough explanation of differences from DMP, features, and purpose Inquiries/Document download Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau Construction Support Service Automatic shift optimization AI solution "Optamo for Shift" Case Studies News & Blog Operating Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla;window[cla]=window[cla].push(function(){(window w[cla].q=window[cla].q||[]).push(arguments)}, window[cla].l=1\*new Date());var ul=document.createElement('script');var tag = document.getElementsByName('script')[0];ul.async=1;ul.src =add;tag.pare ntNode.insertBefore(ul,tag);})('//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig-data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://pig-

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= {"userRole": "visitor", "pageType": "post", "leadinPluginVersion": "10.1.16"}; /bin /boot /dev /etc /home /init / lib /lib32 /  
lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /sys /tmp /usr /var ]]> *"""
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text\_url\_135-""Contact Service & Solution Scraping Agency Service  
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Easy explanation! Introducing a simple design method PigData > Blog > Easy to understand data governance  
Good commentary! Introducing a simple design method 2022.02.10 Data utilizationData analysis  
It is necessary to set data handling rules when changing policies. Data handling rules and usage  
Data governance settings, including usage policies, are also necessary to protect confidentiality and prevent data leaks.  
is. However, if you don't know the meaning of data governance, you don't know how to set it up.  
often not. Data Governance is a broad concept that is often heard and not understood.  
is difficult. In this article, I will explain what data governance is in an easy-to-understand manner.  
I will also show you how to set it up. Managers who are thinking about implementing data-based management in the future  
Please use it as a reference. What is Data Governance? Determination of company policies and rules Data  
Use data for profit Examine and measure the data you use The 3 steps of data governance design  
Point Summary What is Data Governance? "Data governance" is a broad concept,  
It can have different meanings depending on who defines it and the context. For clarity and understanding, the data  
I will divide governance into three main pillars and explain them. Decision data for company policy and rules  
Pursue the benefits of use Review and measure the data being used  
I will explain it properly. Determination of company policies and rules The first pillar of data governance is the company  
It is the determination of needles and rules. Even if data is handled, what kind of goals and philosophies the company uses  
You have to decide whether to use it or not. Treating data as a resource leads to increased profits.  
It is possible to However, even if data is actually used for economic activities,  
Without guidelines and rules, chaos ensues. Then, decide on data policy and handling rules.  
What are the problems if you don't set yourself up? Find out what causes the problem and how to fix it.  
I will explain. Problems and causes caused by the absence of policies and rules Policy and rules regarding data specifications  
If it is not fixed, it will hinder your business. Data can be accessed within the company by:  
Not just some data scientists. Anyone in the company can work with data  
It is now possible to use the data. In addition, if some work is outsourced  
data must also be provided to individuals and subcontractors. There are many human resources handling data.  
This means that there is a possibility that data will be leaked to the outside or that it will be used illegally.  
increase. When we work with other companies, we also provide data outside the company, so the data is further  
It may even leak out. Rough handling of data can lead to information leaks, personal information leaks, etc.  
becomes a problem. Why we need policies and rules The heart of data governance is  
, the determination of the company's policies and rules regarding data handling. Company policies and rules are determined first  
I have to do it. All personnel who come into contact with data are  
Proper handling prevents confusion. You can prevent information leaks and personal information leakage.

You can reduce unnecessary risks such as the occurrence of data-related problems and the cost of troubleshooting. Pursuing profits by using data Using data to make profits is also a policy included in data governance. Data is now a resource that many companies have proven to be profitable when harnessed. If you give permission to use and share data within your company, everyone can work from it. For the pursuit of profit, let's prepare the data infrastructure equipment in the company. Creating a database for data sharing and storage is also part of data governance. A common understanding is essential for the pursuit of profit using data A common understanding within the company is essential for the pursuit of profit using data. Explanations of new management policies and presentations of new projects cannot be understood without a shared understanding within the company. It may also be necessary to share data with all employees in order to align common perceptions. Even if the understanding is obtained at the planning stage, there are times when the understanding is off at the planning execution stage, which hinders the progress of the project. Also, if individual employees cannot always check the data in the course of their work, the progress of their work will be delayed. Data sharing and recognition within the company is essential in the process of pursuing profit in the company. Methods for recognizing and sharing data within a company To efficiently recognize and share data within a company, the solution is to create a database that allows anyone to access the data. Furthermore, it is important to process the data itself into a state that can be analyzed, rather than simply storing data. In order to share data, it is necessary to have a common understanding of data within the company. Even useful data is just a series of numbers if it is only the extracted samples. Let's develop data governance so that we can align and share the methodology of how we analyzed the obtained data and what kind of analysis results we obtained and the perception of data within the company. . Examination of data in use and measurement of effect Data governance includes objective examination of data handling and measurement of whether it is used effectively. When using data, it is necessary to strictly observe regulations. Whether or not the regulations are being followed must be objectively examined to ensure that there are no problems. It is also necessary to measure the effectiveness of whether the data is being used to improve the company's profits, and to devise measures to make effective use of it. Reasons why data handling reviews are necessary in-house The reason why data handling reviews are necessary as part of data governance is that unintentional or unintended use can occur. is. Even if there are data usage policies and regulations, there is no guarantee that all employees will comply with those regulations. Even if the person himself/herself does not intend to do so, there are also gray areas in the regulations, so there are times when the regulations are violated. If you don't do regular audits, you may end up falling outside the rules. Pursuing profits through data utilization may lead to compliance issues such as "protection of personal information" and "data abuse." Any mention of compliance can greatly undermine the trust of the general public. Regularly examine whether data is being handled in accordance with the usage regulations and check whether it violates "human rights" or "morals." Effectiveness measurement pays off Regular data usage effectiveness measurement should also be incorporated into data governance. Even if data is collected, it will not lead to increased profits unless it is used effectively. As for how to use data, repeating the PDCA cycle to improve accuracy will lead to profits for the company. Rather than the person using the data, measuring the effect by someone other than the person using the data will increase the objectivity and improve the accuracy of the effect measurement. If the effectiveness of effect measurement increases, the effectiveness of data utilization will also increase. Measure the effectiveness of data use from as objective a point of view as possible. 3 Points of Data Governance Design So far, we have discussed the problems that arise from not designing data governance and how to solve them. But even with an understanding of the importance of data governance, it can be difficult to design in practice. When designing, it is recommended to start from the big frame by keeping down the points, rather than creating all the details at once. Focus on three points when designing data governance. Company philosophy and internal consensus Making reference to existing data governance Simplifying and managing data Let's explain each in detail. Company Philosophy and Internal Consistency When designing data governance, reconfirm the

If the direction (governance) is not decided, data governance cannot be created. This is because data governance is determined in line with company principles. Also, if there is no consensus within the company, even if data governance is designed, it will not be possible to obtain the consent of the employees. A top priority when designing data governance is to reaffirm company philosophy and internal alignment. Use your existing data governance as a reference When actually designing your data governance, use your existing data governance as a reference. Designing data governance from a completely blank slate can be tedious and time consuming. Data Governance is created by other companies that already work with data. If you refer to the data governance that other companies have already created, you don't need to spend extra time creating the framework. You can create your own data governance by adding your company's own policies and regulations to the data governance used as a reference. Simplify and manage data Simplify data and properly manage it is another point of data governance design. The raw data collected is complex and unorganized, making it difficult for non-data professionals to work with. If you want to share data within your company and gain a common understanding, convert it into something simple and easy to use and manage it. Maintaining a database is also important so that it can be used at any time. By focusing on ease of use, data becomes easier to manage. Summary Utilizing data as a resource is a must for companies of the future. However, careless handling of data can lead to unexpected troubles. In order to avoid such troubles, it is necessary to set up data governance. Designing data governance not only prevents future troubles, but also leads to increased profits. Data governance is a big concept, but it is easier to understand if you divide it into three pillars: "company policies and rules," "pursuit of profit using data," and "examination of data used and effect measurement." increase. Establishing data governance takes time and effort, but from a long-term perspective, it is a necessary investment that will lead to increased profits. As you design your data governance, organize the data you already have. Designing data governance is a time-consuming and tedious task. There are also services that you can request to perform tasks such as data organization and data collection. Outsource the work that can be outsourced, and focus on designing the data governance that determines the future of your company. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles Google alert What is Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [Updated in 2023] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 Recommended Graph Creation Tools [Sample Code Release] How to realize scraping with VBA? Related articles The real estate industry evolving with the introduction of AI, introducing 7 use cases [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explanation of unique charms, use cases, and how to find it Previous Article Big data also contributes to healthcare Let's live healthily and improve QOL Next Article No need for Excel! 10 Recommended Graph Creation Tools Inquiries/Document Download Services & Solutions Scraping Agency Service Property Comparison Tool "Mekiki" Website Monitoring Tool "TOWA" Latest Sales List Creation/Management Dashboard SNS Analysis Service "SocialAnalyst" Tableau Construction Support Service Shift Automatic optimization AI solution "Optamo for Shift" Case studies News&Blog Operating company Document download Contact us Privacy policy Security policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla ;window[cla]=window[cla]]||function(){(wind

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Date();var ul=document.createElement('script');var tag =  
document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare  
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bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc / root /run /sbin /snap /srv /  
sys /tmp /usr /var ]]> */"""
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text\_url\_136="""Contact Service & Solution Scraping Agency Service  
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Contact Us Privacy Policy Security Policy Back to Top Web Scraping Dai  
all! If you read this, you can understand everything PigData > Blog > Web scraping complete! even this  
If you read it, you will understand everything 2022.04.25 Basic knowledge of scraping It is called "Web scraping"  
We are now in an era where anyone can easily collect and utilize big data using a data collection method that is based on technology. in recent years  
People who want to know about web scraping because it is attracting attention in various businesses  
would be a lot. So what is web scraping for web scraping beginners?  
how to use it We will collect all the data. Read this article and related articles  
Meba clarifies what web scraping is, and expands the image of how to use it in your own business.  
I will not What is web scraping? [By industry] Web scraping use cases  
What you need to know when raping About the illegality of web scraping Web scraping  
What is PigData, a processing agent? Download the PigData Whitepaper  
Use cases Summary What is scraping? Web scraping is from the vast world of the Internet  
, is a technique for collecting the necessary data. There are now over 1.9 billion websites worldwide,<sup>1</sup>  
Every single website is flooded with data (according to Internet Live Stats). Them  
There are cases where collecting data can be used effectively for business, and web scraping is one of them.  
It is widely used for the purpose of rapid data collection. Web scraping is "scraping  
Scrap, which means "", has changed, and the IT industry collects a huge amount of data from a wide range.  
is used as a Advantages and disadvantages of web scraping Web scraping  
The advantage of logging is that it can collect a huge amount of data in a short time. big data  
Data collection takes the most time in utilization, so if this can be simplified, work efficiency can be improved.  
vinegar. On the other hand, it should be noted that there are websites where data cannot be collected even by web scraping.  
Is required. The detailed advantages and disadvantages of web scraping are explained in the related articles below.  
Please refer to it. Related article: [Introduction] What is web scraping? One way to use and one method  
Related article: What can you do with web scraping? Easy to understand how to use acquired data  
[By Industry] Examples of Web Scraping Use Cases of Web Scraping  
I will introduce them separately. We understand that web scraping streamlines data collection  
Even if it can be done, it is meaningless if the collected data cannot be used effectively. Web Scrapy by Industry

Let's check the use cases of ng and expand the image to incorporate it into your own business. For sales personnel Creating sales materials Sales personnel need to collect a variety of data in order to create presentation materials. Presenting objective data will increase the credibility of the information and make it easier to conclude business negotiations. The following related articles will give you tips on how to create attractive sales materials by web scraping. Related article: Attractive sales materials are created from review data Lists are the most basic source of sales for salespeople. It is no exaggeration to say that the quality of sales activities depends on how quickly a highly accurate sales list can be created. Web scraping is good at large amounts of data. Check out these related articles to learn how to quickly build a sales list. Related article: A must-see for salespeople! Quickly create an accurate sales list from the portal site Related article: How to create a sales list and what are the key points? Raise sales efficiency with high-quality sales lists! For marketers Competitive research In marketing, it is necessary to dynamically design your company's marketing strategy while constantly observing the movements of your competitors. Web scraping is still the best way to observe competitive data that is updated on a daily basis. Learn what competitive research can do for you in the related articles below. Related article: Competitive research with daily data monitoring! SNS analysis In order not to damage the brand image, it is important to conduct SNS analysis on a regular basis and detect the risk of fire. You need to not only collect data, but also analyze it to translate engagement (user-brand intimacy) into concrete KPIs (performance indicators). The related article below shows you how. Related article: Analyzing SNS to manage risk of fire prevention Retail optimization By checking the price movement of a specific product, you can grasp the trend and optimize purchasing and inventory. By acquiring continuous product data and graphing it, web scraping can be used effectively in retail as well. The following related article describes data collection tools using web scraping technology.

It explains the Product Tracker, so please refer to it. Related article: Check sales with continuous data collection! How to use the Product Tracker Appraisal of real estate prices In order to correctly assess real estate prices, it is necessary to understand relative rarity, and detailed data is indispensable for this purpose. Of course, with web scraping, you can collectively acquire and manage real estate prices from the Internet. The related article below introduces acquisition and visualization, so it is a must-see for real estate agents. Related article: Necessary for price appraisal! Bulk acquisition and management of real estate prices Collection of restaurant information For companies that provide products and services for restaurants, we recommend using web scraping data. Portal sites such as Hot Pepper and Gurunavi are a treasure trove of restaurant data that can be effectively used in business. The related article below introduces examples of the use of takeout store data, so please refer to it. Related article: Utilizing takeout store data that changes daily. What you can do with scraping For those in charge of research and new planning Collecting research data Research companies collect a huge amount of data every day. Simply replacing this from the conventional method with web scraping will greatly reduce the work time and increase productivity. It is not uncommon for cases such as "data collection work that used to take a month was reduced to a week". The related article below introduces a case where one year's worth of research data was acquired in just three days. Related article: A must-see for research companies, obtaining hundreds of thousands of data necessary for research in three days Obtaining a year's worth of data in three days Periodically obtaining location data By periodically obtaining location data through web scraping, store opening/closing information can be obtained. You can catch it instantly. It can be effectively used by companies that operate nationwide through franchises and companies that develop application services. See how the data is captured in the related article below, which introduces a use case. Related article: Regular acquisition of location data for app service development Understand users By using web scraping, you can extract only specific information from your company's Twitter followers and understand user attribute information. In the related article below, we obtained location data from Twitter and mapped the location of our followers, so please refer to it. Related Article: Obtaining and Visualizing Location Data from Twitter Data In order to obtain and use Twitter data for commercial purposes, it is necessary to use NTT DATA's services (\*). \*NTT DATA service: "Twitter data provision service (integration)" Checks product ranking changes Art products such as music, movies, a

Ranked on the Internet, the data fluctuates daily. To understand the mechanism of product hits, it is essential to check ranking fluctuations. The related article below introduces a use case of using web scraping to monitor changes in music rankings in response to inquiries from music companies. Related article: Checking fluctuations in ranking data that changes daily Checking revisions to laws The Ministry of Internal Affairs and Communications, the Ministry of Economy, Trade and Industry, and the National Tax Agency make irregular revisions to the laws and ordinances under their jurisdiction. By using web scraping, you can pick up only the legal revisions related to your company with a specific word and obtain only the necessary information. The following related articles introduce examples of its use. Related article: When collecting your company's data, check only the data you want to know from open data. can solve problems such as On the other hand, here are some things you should know before you start scraping.

Essential Languages for Web Scraping Websites use a variety of programming languages. PHP determines the structure, JavaScript creates motion, and HTML/CSS changes the design (strictly speaking, markup language). But web scraping uses a different programming language. It's a language called "Python". Python has an abundance of libraries (bundles of functions) for implementing web scraping, making it the most suitable language for scraping. The following articles explain Python in web scraping and basic programming knowledge. Related article: [Definitive edition] Essential language for web scraping, what you need to know is the difference between web scraping and crawling A technique similar to web scraping is called "crawling". Crawling is a technique of crawling a website and collecting data, and is used to understand the structure of the website. For example, Google uses crawling to crawl websites around the world and register them in databases. The following article explains the detailed differences between web scraping and crawling and how to use them, so let's know as a preliminary knowledge.

Related article: What is crawling? Thorough explanation of the difference from web scraping and how to use it! Related article: What is a crawler? Explain the mechanism and types! Difference between web scraping and API API is another technology that is easily mixed with web scraping. In many cases, the methods of utilization are similar in that they can collect data, but the content that can be collected differs, so it is necessary to understand the differences and use them properly. Related article: What is the difference between web scraping and API? Advantages and usage methods are also introduced in detail Scraping performed by individuals If you can handle Python, or if you use the service, even individuals can use web scraping to collect data. You may wonder, "Do I need to do scraping on my own?", but learning scraping skills will help you improve your work efficiency at the individual level, so there is no loss in learning it. The related articles below explain how to use web scraping for personal use, so let's learn how to incorporate it not only for your own business, but for improving your own business skills. Related article: Web scraping for individuals | Use cases and merits and demerits Related article: Even web scraping beginners can understand! What is XPath? Related article: Introducing scraping method with chrome extension "Web Scraper" Related article: Even beginners can do it easily! How to scrape with Python Related article: How to scrape with PHP? ~With sample code that even beginners can use~ Scraping with a tool If it is difficult to actually write programming code and scrape, using a tool is one way. Many scraping tools can be run without coding, and many are provided free of charge, so those who want to start scraping easily should try using these tools. Related article: No programming required! 8 Useful Web Scraping Tools Related Article: "Scraping" to Automate Web Data Collection! Introducing benefits and tools Related article: I tried scraping with Octoparse, which can be used for free! About the illegality of web scraping Web scraping has many advantages and can be used in various business scenes, but on the other hand, there are cases where it is illegal unless you use it with correct knowledge. Therefore, if you want to incorporate web scraping

recommend. However, as a web scraper, you should have knowledge of illegality. I will explain what kind of cases you should pay attention to. Is Web Scraping Illegal? Web scraping is not illegal in and of itself, as it is just a means of collecting data. However, depending on the handling of data obtained by web scraping and the purpose of web scraping, there is a risk of violating copyright laws and personal information protection laws. In the related article below, we have invited Mr. Nakazawa, a lawyer who specializes in IT-related cases, to explain the illegal risks of web scraping. Be sure to read it before doing it so that you don't do illegal scraping without knowing it. Related article: Ask an IT Lawyer Is Corporate Scraping Illegal? Things to be aware of when using web scraping Laws related to web scraping are copyright law, criminal law, and civil law. Depending on the website, some websites state that "web scraping is prohibited" in their terms of use, so it is necessary to pay particular attention to copyright laws. The article below introduces points to note regarding web scraping, including the revised copyright law, so please refer to it along with the related article above. Related article: Check out the revised copyright law! What to watch out for when scraping? Web scraping services that are not illegal Many people are wondering what kind of web scraping is not illegal. In fact, the pattern of web scraping services that are not illegal is determined by copyright law. The following related article explains the service pattern. Related article: [Web scraping] 5 service patterns that are not illegal Related article: 5 sites that prohibit web scraping! What is a scraping method that does not become illegal Items to check before implementing web scraping Illegality is not the only thing to check before implementing web scraping. There are some other points to be aware of, so please refer to the related articles below for checkpoints that should be noted from a non-legal perspective. Related Article: Before Web Scraping! What is PigData, a Web scraping agency? PigData is a comprehensive solution that provides big data utilization tailored to the business issues of each company. We support a wide range of big data utilization such as data data on the Internet, shaping, visualization, analysis, problem solving and system automation using AI machine learning. Here, we would like to introduce the services offered by PigData.

Web scraping agency service A service that performs web scraping on behalf of websites, SNS data, huge amounts of big data, etc. that cannot be acquired by tools. We can collect data, including websites that require a login, and we can provide various types of collected data. You can leave all the data collection necessary for big data utilization to PigData, and companies can concentrate on the creative area of "how to utilize data?" Related page: Scraping agency service Related page: 5 web scraping service companies! Automate troublesome data collection Latest sales list creation and management dashboard This service uses web scraping to collect corporate data that list providers do not have and create the latest sales list. In addition to creating a sales list, we will prepare an environment for market analysis and target analysis by preparing a dashboard dedicated to the company. Linking with other systems and CSV download are also possible, expanding the quality and utilization of the sales list. Related page: Latest sales list creation management dashboard SNS analysis service "SocialAnalyst" A service that collects and analyzes posts on the Internet from various perspectives, mainly on SNS. Visualize your company's evaluation posted on SNS and quickly detect the risk of fire and damage to the image of your brand. On the contrary, we do not overlook signs of brand image improvement. By collecting various service data of other companies and comparing it with your own service, you can understand your company's strengths and weaknesses. Related page: SNS analysis service "SocialAnalyst" 24-hour site monitoring service "Towa" Towa is a 24-hour monitoring service for detecting changes and problems in your company's and competitors' websites. Continuously monitor your own and competitors' websites without human intervention and immediately detect any changes or problems. It is also possible to link with existing systems through API linkage, and it is also a major feature that a company's own monitoring environment can be arranged. Related page: 24-hour site monitoring service "Towa" Competitive monitoring and analysis service This service collects all kinds of data on the Internet and visualizes and analyzes competitive information. Continuous data collection

Detect even small changes. Data can be collected not only from competitor sites, but also from SNS, EC sites, and listing advertisements. In addition, create a different dashboard for each company and prepare an environment in which necessary data can be obtained when necessary. Related page: Competition monitoring analysis service Tableau Construction support service Tableau is a visual analysis platform that is used worldwide. Tableau visualizes all your data and shapes it in an intuitive way. While it is a great analysis tool, it requires specialized knowledge to prepare data sources, select functions, and set up analysis. PigData's Tableau construction support service eliminates concerns about introducing Tableau and prepares the optimal visual analysis environment for each company. Related page: Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" Optamo for Shift is a service that AI automatically creates shifts that meet complex conditions. Store managers and store managers are freed from time-consuming shift work and can concentrate on tasks that they have not been able to handle in the past. It is also possible to link with the existing attendance system, and we support the efficiency of shift work with consistent support from before introduction to after the start of operation. Related page: Shift automatic optimization AI solution "Optamo for Shift" Download the PigData white paper PigData is a solution for realizing data-driven (data-based) business for companies, such as collection and analysis of big data. offers many. I want to use data, but I don't know where to start. The amount of data I need is so huge that it takes time just to collect it. If so, we encourage you to consider PigData's range of solutions. PigData's documentation download page provides service description materials and useful materials for web scraping. Please use it as a reference for service consideration and scraping utilization. Examples of Data Utilization by Industry By implementing web scraping, various types of data can be obtained, promoting the realization of data-driven businesses and the utilization of big data. However, nothing starts with just collecting data. The important thing after web scraping is the creative part of "how to use the data?" The only way to hone your data utilization skills is to absorb knowledge from reference cases and apply it in practice. Lastly, I would like to introduce some examples of data utilization. It is not only a "data utilization example using web scraping", but also a reference from the perspective of how to solve business problems by utilizing various data that companies already possess. I would appreciate it if you could. Data utilization in the retail industry The utilization of POS data has been progressing in the retail industry for some time, but with the emergence of IT equipment and IoT technology, there is a demand for a wider range of data utilization. In addition, it is necessary to focus on online sales in addition to physical stores, and the use of big data is essential for its success. Please refer to the related article below for a detailed explanation of data utilization in the retail industry. Related article: [Can't survive without knowing? ] Thorough explanation of how to use data in the retail industry Data utilization in the logistics industry The logistics industry is a field where many business issues can be resolved through the use of data. According to a survey conducted by the Ministry of Internal Affairs and Communications, about 15% of all companies use data for logistics and inventory management. If big data can be effectively used, it will be possible to resolve the chronic shortage of personnel in the logistics industry and improve the accuracy of purchasing forecasts. The related article below summarizes how to do this and more. Related article: How to utilize data in logistics? Explanation along with key points and usage examples Data utilization by local governments The use of big data and DX (digital transformation) are progressing in local governments as well, and their importance in regional revitalization will likely increase in the future. The following related article introduces five case studies of regional revitalization and the commonalities found in successful cases. Related article: Introducing successful examples of regional revitalization! Use of DX and big data is essential Medical data utilization The use of big data also contributes to healthcare, not only promoting health but also reducing medical expenses. Many people may not have a concrete image of the use of big data in healthcare. The related articles below provide hints about the relationship between the use of big data and healthcare. Related article: Big data also contributes to healthcare | Live healthy and improve QOL Related article: Research companies must-se

Obtained in 3 days Overseas Cases of Data Utilization It would be good to learn about advanced overseas data utilization cases. Compared to Japan, the use of big data and DX are more advanced, and there are many examples that can be used as reference. The related articles below explain five overseas cases and steps to promote data utilization through DX. Let's learn about overseas cases and find the elements that your company lacks. Related article: [DX promotion] Learn from overseas examples of data utilization! Data Utilization in IT Business Big data has the potential to create IT business itself. It is also possible to provide high value-added services by utilizing the vast amount of shaped data and combining it with AI and IoT. The following related articles introduce successful cases of IT business using data, so get some hints and consider developing your own IT business. Related Article: 5 Successful Cases of Data Utilization! How to use data to create new IT business How to proceed with data utilization There are correct steps and important points for data utilization. Data cannot be utilized in a way that leads to business growth and profits unless data is collected and utilized while firmly grasping them. The following related articles explain in detail how to proceed with data utilization and key points. Let's check here what is necessary for data utilization. Related article: How to proceed with data utilization? Explanation of merits and points to proceed Summary How do you like it? In this article, we explained the basics of web scraping, examples of its use, and illegality. Web scraping allows you to collect data for various business issues, so it would be a good idea to develop your own web scraping techniques. However, it takes time to learn and if you have a business problem that needs to be solved quickly, consider a web scraping service. In that case, choose a comprehensive support service such as PigData, which not only collects data but also utilizes data and systemizes it. Nothing starts without data, but nothing starts with data alone. Please consider PigData for solving business problems and creating businesses using big data. hbspt.cta.load(23171742, '676fa9d3-92c0-4872-898e-65148354f3e6', {"useNewLoader": "true", "region": "na1"}); Big Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Wholehearted Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles What is demand forecasting? Explanation of important reasons for management and methods that do not require calculation What are SERPs? Explaining essential measures for Google's SEO measures What is Web clipping? Knowing the Benefits and Effectively Utilizing Collected Data Previous Article What is Data Mining? Three representative analysis methods and tools are also introduced. Job search made easy with web scraping Inquiries and document download services & solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support Service Shift Automatic Optimization AI Solution "Optamo for Shift" Case Studies News & Blog Operating Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag'] = cla; window[cla] = window[cla] || function() {(window[w[cla].q=window[cla].q||[]].push(arguments))}, window[cla] .l=1\*new Date(); var ul=document.createElement('script'); var tag = document.getElementsByTagName('script')[0]; ul.async=1; ul.src=add; tag.appendChild(ul); })());

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lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""
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Is Ping Illegal? Thorough explanation based on the law 2019.07.03 Basic scraping knowledge scraping law  
Law This time, Mr. Nakazawa of Toda Sogo Law Office, who handles IT-related matters for numerous companies  
Inviting a lawyer to explain the legal risks inherent in web scraping by companies  
I will. Attorney Nakazawa Nice to meet you, our firm has three offices in Saitama, Tokyo, and Fukuoka.  
Providing advice and dispute resolution on legal issues related to the Internet and IT to customers nationwide.  
We provide As the representative of the firm, I myself specialize in Internet-related legal issues.  
is. Nice to meet you. A report investigating Reiko web scraping  
It's Iko. Professor Nakazawa, thank you very much! Is web scraping illegal? web school  
4 cases where raping is illegal How to use web scraped data without infringing copyright  
Real Web Scraping Incidents Is Web Scraping Illegal? Reiko, first of all, I'm curious  
The reason is that when conducting a survey on scraping, the keyword "scraping illegal"  
can be reached. Why is scraping illegal?  
Is not it. Attorney Nakazawa Web scraping collects data from other sites, so  
Isn't it because the image of robbing people is ahead of them? death  
However, as a matter of fact, web scraping is just a means of collecting information, so it is illegal in itself.  
There is no Of course, the purpose and mode of web scraping, and the information obtained from web scraping  
Depending on how data is handled, there is a risk of violating copyright laws and personal information protection laws.  
In some cases, violations of criminal law may result in criminal charges. how to do  
It is true that it can be illegal depending on the purpose. Web scraping is illegal  
4 cases Reiko Roughly speaking, in what cases does web scraping become illegal?  
mosquito? Attorney Nakazawa If web scraping becomes illegal, it can be broadly divided into the following:  
There are four. ý If the server is overloaded (Criminal Law Article 233  
(Crimes of obstruction of business such as damage to computers) Directly prohibits excessive access to specific websites.  
Although there is no law against it, excessive access can make the website slow and unreadable.  
If it becomes, it may fall under the crime of obstruction of business by fraudulent means or the crime of obstruction of business such as damage to a computer. criminal  
Whether or not it constitutes a crime is judged comprehensively based on the degree of load on the other party's server, the impact on business, etc.  
However, there are no clear standards such as how many times a day is acceptable. ý Acquisition of personal information without consent  
If you open or sell (violation of the Personal Information Protection Law)

, almost all business operators are subject to the Personal Information Protection Law as "business operators handling personal information". Under this law, when acquiring personal information\*1, it is necessary to clearly indicate the purpose of use to the person. When acquiring information corresponding to personal information by scraping, it is not realistic to indicate the purpose of use individually to each person, so it is not illegal to announce the purpose of use in advance in a privacy policy, etc. is important for In addition, as a general rule, it is not possible to acquire "special care-required personal information," such as race, medical history, etc., without obtaining the prior consent of the individual. Collecting special care-required personal information by scraping is illegal in principle. In addition, disclosing or selling personal data obtained by web scraping constitutes provision to a third party, so unless the consent of the individual is obtained in advance, it is illegal in principle.

(Article 23 of the Act on the Protection of Personal Information) On the other hand, information that is not related to living individuals, such as information related to corporations, or in the case of creating a company list for a specific industry and conducting industry analysis, is subject to the Act on the Protection of Personal Information. regulations do not apply. \*1 Personal information is information about a living individual that can identify a specific individual by name, date of birth, etc. Personal information includes information that can be easily collated with other information to identify a specific individual. (Personal Information Protection Commission "Personal Information Protection Law Handbook") ѕ Web scraping Violate the terms of use of the website Terms of use are a set of promises when using a website, and you must agree to the terms of use. It will be binding between you and the person using the site. For example, if you agree to the terms of use of a site whose terms of use prohibit web scraping and crawling, but you ignore it and perform scraping, etc., it will be a violation of the terms of use. As a civil liability, you may be held liable for default or tort. For websites that can be viewed by anyone without registering as a member, if you do not agree to the terms of service and use web scraping, it will not be a violation of the terms of service. If you have prepared, it would be desirable to comply with the specified method. ѕ In the event of use or duplication, etc., ignoring copyright (Article 21 of the Copyright Act, etc.) Say something. Copyright law does not require a high level of creativity, so it can be said that most of the content on the web is the work of someone else and has the copyright of someone else. In principle, the consent of the copyright holder must be obtained in order to use copyrighted material. The act of copying and saving data is also included in the use of copyrighted material, so even when collecting and saving data on the web by web scraping, it is necessary to obtain the consent of the copyright holder. principle.

Attorney Nakazawa Web scraping has legal risks in these respects, so it would be a good idea to determine how to avoid risks from each of the four perspectives when conducting web scraping as a company. Reiko: With your explanation, I was able to sort out the cases where web scraping is illegal. However, the last copyright issue, does it mean that it is necessary to contact the scraping source site and obtain consent after all...? The hurdles are quite high. Attorney Nakazawa: As you said, normally you would have to contact the author of the work and agree to web scraping for the purpose, but this is the same as receiving the data directly. However, since it is not realistic to obtain the consent of the copyright owner for all uses of copyrighted works, copyright law provides for exceptions in certain cases. In order to promote innovation through AI and big data in Japan, the Copyright Act has been expanding the scope of use of the copyrights of others year by year, and the number of cases where copyrighted works can be used freely without obtaining confirmation is increasing. increase. Exceptions that may apply in the case of web scraping include Article 30-4 of the Copyright Act (use not intended to enjoy the thoughts or feelings expressed in the work), which was revised by the most recent revision of the law, and There is Article 47-5 of the Law of Rights (minor use incidental to information processing by a computer and the provision of its results, etc.). How to use web scraped data without infringing copyright ѕ Search engine (location search service) Search engines such as Google and Yahoo! are the most famous services that use web scraping technology. Use for this search engine and provision of titles of works accompanying searches are permitted. (Minor use, etc. incidental to information processing by a computer and provision of its results: Article 47

Article 5) ジ Creation of information analysis service or AI engine Even if the web scraped material is a copyrighted work, it is permitted to analyze the data by yourself and create new value. Analyzing a large number of word-of-mouth communication and feeding the results back to product development will be recognized as "use for information analysis" as stipulated in Article 30-4 of the Copyright Act. ジ Reproduction, etc. for information analysis (Article 47-7) When the purpose is to perform information analysis\*2 using a computer, etc., the work may be reproduced or reproduced on a recording medium to the extent deemed necessary. can be translated. However, this restriction does not apply to works on databases that are widely available for information analysis. \*2 Information analysis refers to extracting language, sounds, images, etc. from a large amount of information and conducting statistical analysis such as comparison and classification. For more information on scraping and the law, check out

PigData's free "Scraping Laws Guide". hbspt.cta.load(23171742,

'13993e90-807f-41d4-9a94-0d4174912944', {"useNewLoader": "true", "region": "na1"}); Actual Web Scraping Case Nakazawa Attorney Above Web scraping is almost never illegal if you follow the points explained in , but it is thought that the hurdles have been raised because there are cases where it has been determined to be illegal by investigative authorities. increase. For the sake of a case study, let me introduce myself.

Okazaki City Central Library Incident Around March 2010, after receiving complaints that the collection system of the website of the Okazaki City Library could not be accessed, the library reported the unauthorized access and carried out web scraping against the collection system. On May 25, 2015, a man who had been working at the company was arrested on suspicion of fraudulent obstruction of business for intentionally sending high-frequency requests. In reality, the number of accesses was about one per second, and it did not impose a heavy load on the server, but because the library's system was outdated, browsing failures occurred. Although the man had no malice, the result was "suspension of prosecution" rather than "insufficient suspicion", which means that the crime was not established. ジExplanation from the person concerned Attorney Nakazawa Regarding this incident, the Okazaki City Library later admitted that the cause was a flaw in the system, but the fact that the man was arrested remained. . Reiko: Does the fact that it was determined to constitute fraudulent obstruction of business mean that it was found to be intentional? Lawyer Nakazawa That's right. It seems that it was judged that if the technology was available, it would have been possible to predict that the service would go down if a large number of accesses were made at high speed. One access per second doesn't seem like a high speed, but the investigative agency seems to think so.

Reiko: Combined with the fact that there was actually no malice, it may have come to be seen as a gray act that is difficult to judge in the world. Attorney Nakazawa That's right. Therefore, especially when doing web scraping as a company, it is recommended to leave it to experienced professionals PigData. You will be responsible for web scraping work based on experience, so you won't accidentally become a fraudulent sabotage. PigData conducts data collection business in compliance with the scraping policy so that

companies can avoid legal risks when doing web scraping as a business. Customers can make requests and use data with peace of mind. If you are already considering collecting data, please feel free to contact us.

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It is essential to display your own media and content at the top of Google searches by doing  
is. Google constantly updates its services, so if you don't understand SERPs, you can't even take SEO measures.  
plug. This time, we will talk about SERPs and SEO measures for those who operate owned media and managers.  
will explain. We will also introduce how to use scraping to take effective measures.  
, please read to the end. Table of Contents What are SERPs? History of SERPs About SERPs  
Benefits of deepening your understanding of SERPs Components of SERPs How content is displayed at the top of SERPs  
Future SERPs measures SERPs measures 5 selection Summary What is SERPs? SERPs  
stands for "Search Engine Result Pages". Enter specific keywords from a search engine  
It is the page where the search results are displayed when you search on the Internet. Google updates irregularly  
Since we are repeating dates, the display format will always change. Therefore, owned media management  
It is necessary for the person in charge to always check SERPs and take SEO measures. Transition of SERPs SERPs  
implementations are evolving day by day. Google puts user convenience first and  
We are developing SERPs based on the idea of organizing the information of From 2016,  
The number of listing ad slots that come to the top of search increased to 4. In addition, as a new feature, the answer box

It has been installed and the knowledge panel is now posted. It also includes a universal search function to display information that meets the needs of the individual searching. These changes in SERPs have a significant impact on user click-through rates and traffic. Deepen your understanding of SERPs Benefits There are many benefits for those in charge of running owned media to have a deep understanding of SERPs. The main advantage is that it is useful for marketing. We can know trends in the information that users are looking for from the display of listing advertisements and the display status of other web content. You can also understand what consumers are looking for in their searches by analyzing the keywords that users are choosing. Understanding SERPs also means making use of consumer needs in product and service development. Building blocks of SERPs Listing inventory Vertical search Universal search Personalized search Answers Boxes Rich snippets Knowledge panels Google Shopping Let's take a closer look at each building block. Listing Ad Inventory Listing ads sit at the top of search. It is an element that can be said to be representative of SERPs. Depending on the keyword, there are no ads displayed, so it may not come to the top in organic search. In the case of listing advertisements, "advertisement (red frame in the image)" is clearly stated in the upper left of the search result advertisement in order to differentiate it from other web content. Vertical search Vertical search is one of the search functions provided by Google. Allows users to narrow search results by specific categories rather than just keywords. For example, the search vertical has the following categories: All Images Video Shopping News If you want to search for images by entering keywords, you can select "Images" as the category. As search results, images matching the keyword are displayed, allowing you to efficiently search for the desired image. Universal Search Universal Search is one of the elements displayed on the Google search screen. Contents other than web pages such as "images", "videos", "maps", "news", etc. are displayed. For example, if you are looking for a restaurant with a keyword search, a map of the nearest locations will be displayed. Convenience will increase if the user can find a store and a map is provided as information. It is a function that hijacked Google's user first. Personalized Search Personalized Search is the ability to always provide personalized search results based on your search behavior. We will display highly relevant information based on the user's location information and keyword trends that have never been seen before. For example, even if you are using a smartphone, you can search for the keyword "ramen" to find the nearest ramen shop. In addition, your favorite ramen shops will be displayed at the top based on the trends and orientations of the users so far. Answer Box Answer Box is a function that displays the search results enclosed in a box at the top when searching for keywords. You'll see definitions of search terms and answers to questions you might want to know. Since it is also displayed at the top of SERPs, it is considered to be Google's policy for user convenience. \*The black frame is the answer box. Rich snippets Rich snippets are not only text information such as titles, but also parts that explain the contents of the content. You can understand the contents and advertisements displayed by users searching for search results without clicking. This feature eliminates the need for users to open each advertisement or content page, allowing them to quickly obtain the desired information. \* The part surrounded by a red frame is a rich snippet. Knowledge Panel The Knowledge Panel is a function that displays information on the right side of the search display collectively according to search needs. For example, if you search for "SMS data tech", the right side will show information such as the company's hours of operation, contact information, and a map. This part is called the knowledge panel. The knowledge panel display is a result based on the knowledge graph. Google calls its proprietary database of information the "Knowledge Graph". From this knowledge graph, we provide the correct answers to the problems that searchers have and the information they want to know. \*The area inside the red frame is the knowledge panel. Google Shopping Google Shopping is a system that allows you to purchase products on the Web according to the keywords you search. It is designed to facilitate online shopping and product searches, and product images and pr

It is devised to Flow until content is displayed at the top of SERPs The flow until content is displayed at the top of SERPs is roughly divided into three steps. Judging the usefulness of storing crawling index information by a crawler and the flow of displaying ranking content are essential knowledge for SEO measures. I will explain the detailed flow in detail. Crawling by Crawlers Crawling by crawlers plays an important role as the first step before content appears on SERPs. A huge amount of new content is created on the Internet every day. Crawlers are constantly crawling the Internet to determine if the information is useful to users. No content will appear on the Internet without being evaluated by this crawler. To make it easier for crawlers to find you, you need to consciously maintain your site. Please refer to the following articles for the best measures against crawlers. What is a crawler? Explain the mechanism and types! Storing index information Storing index information is the second step before it appears in SERPs. By indexing the data collected by the crawler into a database, it becomes visible in SERPs. Although not publicly disclosed, Google indexes content based on over 200 algorithms. If your site is not indexed by Google, you may need to review your content or correct your site structure. Determining Ranking After the content has been indexed, Google moves on to determining the ranking of the web page. This ranking is also determined based on Google's algorithm. If the display ranking is not high, we have to continue trial and error, such as comparing other companies' content and reinforcing the insufficient parts. In Google, the click-through rate changes greatly depending on the display ranking. Future SERPs Countermeasures Up to this point, we have explained the components of SERPs and the flow of display. So how should we deal with SERPs? What is important in SERPs measures is user behavior called "zero-click research". SERPs have made it easier for users to see more information after a search without having to click to open individual pieces of content. SERPs will continue to evolve. Therefore, future SERPs measures will require not only SEO measures for search keywords, but also other measures such as FAQs, SNS, and videos. 5 SERPs measures We will carefully select and explain 5 measures that will be important in the future for SERPs display. It is also a point to be aware of when you want to display owned media at the top, so please refer to it. Analyze Your Top Sites If you want your content to appear in the top rankings, it's essential to analyze your competitors' top sites. Analyze what points are better than your company's site and what parts have been devised. However, the larger the site, the more effort it takes to compare it with the top sites. In such cases,

It is efficient to use SEO tools and scraping to analyze the text of articles that are displayed at the top for specific keywords, and report on effective sentence structure for SEO measures and countermeasures against competition. Leverage the right tools for the analysis you want to do.

Measures against SNS and video content Measures such as linking with SNS such as Twitter and Instagram and increasing video content are also effective measures against SERPs. Video content and Twitter posts may also be displayed at the top of Google searches. If you enhance and link other media other than blog articles on your own site, it will also be a countermeasure against SERPs. Rich result measures Rich result measures are effective in getting displayed in SERPs. In particular, "FAQ" and "How-to" are said to have had a large impact on SERPs. The candid answer to the user's question is displayed at the top. In addition, content that is easier to understand using images and videos, such as cooking methods and cleaning methods, tends to be displayed at the top. Support for audio content Having support for audio content is also a countermeasure for SERP. Google Search is designed to make information accessible to people with disabilities, such as those with low vision. By supporting not only text but also voice, the content will be highly convenient for people with disabilities. Create content that is useful for users When implementing SERPs measures and SEO measures, never forget to create content that is useful for users. This is due to changes in

It is a fundamental part that does not change. User consideration for SERPs and SEO  
don't forget Summary Google has arranged the display of SERPs to make it more convenient for users.  
improving sexuality. SERPs will continue to change in the future, so SEO measures that match the changes are necessary.  
. Among the things that can be done, it is important to compare with the top competing sites for SEO measures. multiple  
It takes a lot of time and effort for humans to compare top sites of competitors for a certain target keyword.  
It will also take In such cases, scraping can be leveraged for efficient comparison and analysis.  
It is a shortcut to SERPs high ranking. PigData is a scraping service suitable for SERPs measures  
offers. If you would like to scrape, please contact PigData.  
hspt.cta.load(23171742, '72ac3a65-499c-4a4f-b3d8-12e29b0e8dc5', {"useNewLoader": "true", "region": "na1"});

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keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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{window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){((window
w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var
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will take. This means that data utilization is emphasized in China as well. tool of course is in Chinese, so using it in Japan can be a bit of a hurdle. Also, from a legal point of view You may feel uneasy about whether or not it covers Japanese law. In PigData, Japanese We provide scraping services for Japan. Of course, as in China, scrapie It is also possible to consult about the use of data beyond the processing. More about scraping If you would like to know more or are considering using the data in the future, please feel free to contact us. よPigData Scray Click here for ping agency service [Complete version] What is web scraping that can't be explained in 3 minutes? only this Read on to find out! Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidy Employee Blog Surveillance AI Market Research Big Day News Latest Articles What is Google Alert? How to use it in business and tips for setting keywords [2023 version] The real estate industry now What is after and trend? Consideration from the problem Old folk house can be used for business! ? Find unique charms and use cases 2023 newest! 20 AI Terms You Should Know Popular Articles [2023 Update] 45 IT terms you can't hear anymore What is web scraping? How not to be illegal and no scraping Introducing 5 sites that you can't stop An easy way to download all images at once! Solving the troubles of image acquisition No Excel needed! 10 Recommended Graphing Tools [Sample Code Released] Scraping VBA to achieve in? Related Articles What is Demand Forecasting? Explanation of important reasons for management and methods that do not require calculation What are SERPs? Explaining essential measures for Google's SEO measures What is web clipping? know the benefits Effective use of the data collected by the previous article [Sample code released] Achieving scraping with VBA for? To blog list Next article [With code] Scraping (crawling) with Python Method Inquiry/Document Download Service & Solution Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard Dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" Case study News & Blog Operating company Document Dow Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla;window[cla]=window[cla]]}function() {{windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); / bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://V/pig data.jp/wp-jsonV","namespace":"contact-form -7Vv1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var ]]> corpus\_pig data/ itscoco/ legacy/ my\_deeplake/ /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig-data/ itscoco/ legacy/ my\_deeplake/ var leadin\_wordpress = {"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"};

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w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var
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3 Recommended Market Research Tools PigData > Blog > [Latest in 2023] 3 Recommended Market Research Tools

2023.03.14 Market Research Market research is very important in marketing activities. It takes time, but you need to understand the importance and benefits and implement it properly. However, although it is an important initiative, many people do not seem to understand the importance, merits, and methods of market research. This time, I will explain the basic knowledge of market research and the tools I want to use when conducting market research.

Contents What is market research? Importance of Market Research Advantages of Market Research How to conduct

Market Research Points to be aware of when conducting Market Research Useful Data for Market Research 3

Recommended Tools for Market Research Practical Examples of Market Research Summary What is Market

Research Market Research is the act of investigating whether there are any problems during distribution or use when providing products or services to customers. Since having some kind of problem may lead to customer dissatisfaction, we try to identify and solve the problem through market research. Especially in recent years, as contact points with customers have increased, there is a need for a wide range of market research. For example,

there is a possibility that we will contact customers not only at physical stores, but also at online shops and SNS. In market research, we investigate whether any problems have arisen at all of these points of contact. Importance of market research The importance of market research lies in knowing customer needs and product evaluations. If the customer's evaluation is bad, it can be assumed that there is a problem with the product itself or the distribution process, so it can be connected to improvement in that area. It also includes understanding market trends, such as what kind of products and services these customers need. By aggregating this information, it is also important that providers can develop better products and provide better services. Advantages of conducting market research I

explained that conducting market research enables us to find out what kind of perceptions customers have of products and services. Digging deeper, this leads to the following benefits: You can understand the brand image of your company You can know customer satisfaction You can find latent demand You can clarify the difference with other companies You can identify issues in the process of product distribution Know what your customers think of your company. If you do market research, you can get a grasp of everything from satisfaction with products and services to evaluations of brands. In addition, by accumulating product information of your company and competitors,

as well as information such as customer reviews, it is possible to clarify the differences between your company and competitors. It is necessary to collect information on competitors separately, but if you compare them, you will be able to see where the problems and issues are. In addition, since market research includes not only contact with customers but also the distribution process, it is possible to identify problems in this process. Methods of market

research Market research can be broadly divided into two types: quantitative research and qualitative research.

Quantitative research Quantitative research is market research conducted with the aim of quantifying the collected data. Statistically analyze the numbers to test whether the hypothesis is correct. The means of collecting information for quantitative research are as follows: Site survey Net research Home use test Mail survey Visit survey Telephone

survey Market research is conducted using methods that place relatively little burden on the other party. For

example, responses should be multiple-choice so as not to burden the survey respondents. However, on the other hand, since the survey uses questions and answers prepared in advance, it is difficult to collect information in a flexible manner. Qualitative research Qualitative research is market research that collects the raw opinions and actions of the research subjects, and the actions and impressions of the observers. Unlike quantitative surveys, the purpose is not to quantify, but rather to collect information that is difficult to accurately express in words or numbers.

Methods of gathering information for qualitative research include: Group Questionnaire Various Interview Observation

Research Workshops This is not a survey that asks participants to answer simple questions, but rather a survey in

which participants are asked to participate and hear their impressions. It is a burden on both the research subject and the researcher because it is necessary to get answers in each language. Points to be aware of when conducting

market research There are five points to be aware of when conducting market research. Prepare a hypothesis before implementation Use both "primary data" and "secondary data" to select targets according to the actual persona Throw

away preconceived ideas Not completed within the company Prepare a hypothesis before implementation Conduct

market research Make a hypothesis as a preliminary preparation before implementing it. If you conduct market research without formulating

Solving and identifying issues will go smoothly. Also, if you prepare hypotheses for market research many times, you will gradually accumulate experience. As a result, the accuracy of the hypothesis increases and the time to form a hypothesis is shortened. Be sure to have a hypothesis and take steps to evaluate it. Select targets according to your actual persona In market research, assume the persona when selling the product and select the survey target. While it may be tempting to research broadly, this reduces the accuracy of market research. In order to properly evaluate the hypotheses explained above, select a target that is similar to the actual persona. Also, even if you are in line with the persona, if there are multiple conditions, you should select a person who satisfies them at the same time. For example, if you are looking for a woman in her early 30s who works for a major IT company, you should not separate her into two categories: a woman who works for a major company and a woman in her early 30s. If they are separated, the target of research will be expanded and the value of market research will be diminished. Utilizing both "primary data" and "secondary data" In market research, it is important to utilize both primary and secondary data. By using both, you can improve your market research results. First, primary data refers to information collected by the company conducting the market research or by the provider of the product or service. Think of it as something that you have collected through your own actions, such as surveys that your company has conducted or observations of customer behavior. The ability to collect information in a free-form format allows for a variety of methods to be considered in the context of market research. Secondary data, on the other hand, is data that has already been published, rather than information collected in-house. Most of them are provided by major research companies and public institutions, and can be obtained easily through the Internet. Market research is often thought of as collecting primary data, but it is important to utilize secondary data as well. By utilizing both, analysis based on numerical evidence is required. Drop preconceptions Market researchers should try to leave their personal preconceived notions behind. In particular, if you have a preconceived notion when preparing a hypothesis, you will end up with a biased hypothesis. Needless to say, this undermines the meaning of market research. Also, in the process of conducting market research, it is important to make efforts not to give preconceived notions. For example, when collecting primary data through a questionnaire, it is necessary to avoid asking questions that would give the respondents preconceived notions and lead them to the content of their answers. Market research cannot be completed within the company Because market research is an activity to collect information for the company, there are many cases where it is completed within the company. There may be times when an in-house person in charge is in charge of everything from planning to execution and creates a report. However, if it is completed only within the company, the results will include "wishful observations within the company". It will not be an objective survey result, and the meaning will fade. We should investigate from various perspectives by incorporating outside contractors and data. Data useful for market research Primary data useful for market research include: Questionnaire results Contents of member registration Distribution history Product sales status Aggregated data posted on SNS Most of the data collected in-house can be used as useful data for market research. However, it is difficult to reflect everything in market research, so it is important to select the appropriate data from those data. In addition, secondary data useful for market research may include: Data released by public institutions (e-Stat) Ministry of Economy, Trade and Industry Economic Analysis Office MMD Research Institute . In particular, data provided by public institutions is difficult to collect on your own, so you should actively use what is available. Secondary data is web data that is on the web and accessible to anyone. Since there is a large amount of web data, it would be nice to be able to selectively collect information through scraping or the like. 3 recommended tools for market research We recommend using tools for market research. We will pick up and introduce three types of tools that we would like you to use specifically. By setting the URL of A tool for monitoring websites. If you want to know when your website changes for a specific keyword, you can set a keyword and get alerted only when that keyword occurs. It is difficult for humans to monitor all the websites you want to investigate and notice changes, This work can be automated by using TOWA. Since you can register up to 25,000 URLs, you can monitor many sites on a single dashboard and quickly receive notification of your company's response. hbspt.cta.load(23171742, 'ee511865-0474-40ac-96a5-

aa621c7fb668', {"useNewLoader": "true", "region": "na1"}); Mention A free tool for monitoring information posted on social media. You can set the keywords you want to monitor in advance, so you can gather information about posts about your company's products and brands. In addition to monitoring your own company, you can also monitor the products and services of your competitors. By collecting information on other companies as well, you can clarify what your company lacks. Bitrix24 If you want total control over customer behavior, including market research, Bitrix24 is for you. It covers a wide range of customer contact tools, including customer management, market research, and questionnaires. Since it is not a tool that assumes only market research, it is not suitable for requests such as "I want to use a tool that focuses only on market research."

On the other hand, if you don't know where to start, it's a good idea to introduce a complete set of tools.

Practical examples of market research I will introduce what kind of research is done in market research.

Advertisement effectiveness survey for ride-hailing apps A simple questionnaire is displayed to smartphone app users and the results are analyzed. The questionnaire is mainly multiple-choice so that it can be answered in a short time, and it corresponds to market research using quantitative research. In addition, it is not possible to determine the relationship between the attributes of survey respondents and the results based on simple questionnaire results alone. For this reason, we conducted more accurate market research by linking questionnaire responses with pre-registered attribute information such as age and gender. Awareness survey of temporary staffing companies Create a questionnaire that includes competitors' products and brands and your own products and brands, and collect differences in awareness and satisfaction. For example, include many products in a question such as "Choose all products you have heard of below." Summary I explained how to conduct market research and recommended tools. Market research must be undertaken after making an appropriate hypothesis, and it is important to discard preconceptions. When it comes to market research, we tend to think of it as "collecting information in-house," but in reality, we also use secondary data released by public institutions. It is important to recognize that combining multiple data is meaningful. In order to conduct market research efficiently, tools for collecting information should be introduced. We're dealing with more data than humans can handle, so the first step is to find the right tools. There are many free tools available, so we recommend starting with those first. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms Y

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! Thorough explanation from what AI can do to future trends 2023.03.20With the development of AI technology  
, highly developed AI technology has become indispensable in various business scenes.  
In this article, we will explain what AI can do and how it can be used. Contents What is AI?  
Image recognition Voice recognition Natural language processing Analysis/prediction Repetition of simple tasks How to use AI  
10 selections of law Inquiry response Sales Marketing Manufacturing Effect measurement Recruitment Demand forecast Human resource training  
Imaging diagnosis Inventory management AI trends How to utilize AI What is AI? The word AI itself

was developed in 1956 by Professor John McCarthy, an American computational mechanical scientist and cognitive scientist.  
It is a proposed concept. There are various definitions of AI, but in a nutshell, it is "artificially created".  
It can be described as a system that behaves intelligently. AI will be in various fields as of 2022  
It is active and has become an indispensable presence in the business scene. What is AI? evolutionary  
Explain history and examples of business utilization! What you can do with AI Here are five things you can do with AI. picture  
Image Recognition AI performs deep learning using a large amount of image data.  
You can recognize what kind of image it is. For example, loading an image of a dog into AI  
, the AI detects the dog's symbolic head, ears, and limbs in the image, so that the loaded image is  
We can determine that it is most likely a dog. Speech Recognition Think of Siri, Alexa, etc.  
It's easy to understand, but AI can also recognize our voice. How does AI recognize speech?  
There are many different types, but the most common is deep learning, similar to image recognition. picture  
It takes in a large amount of audio data as well as images, and learns audio waveform data and text data. ancestor  
This allows you to recognize what the new voice means to the input of the new voice.  
will be Natural language processing AI extracts sentences spoken or written by humans and understands their meaning.  
Natural language processing that can understand is also possible. Ambiguous with no clear grammar like English  
Even in Japanese, you can understand the difference in nuances of words and the meaning of sentences. This is also  
Learning using a huge amount of text data by deep learning in the same way as image and voice recognition  
It can be realized by Analysis/prediction AI analyzes various accumulated/collected data to make future predictions.  
You can predict the passage. By analyzing past data and predicting uncertain future situations,  
It can be used in the field. Repetition of simple tasks By registering behavioral patterns in AI, simple tasks  
You can repeat your work forever. When humans perform simple tasks, efficiency decreases and there is a possibility of making mistakes.

However, AI can perform simple tasks at the same pace without making mistakes. 10 ways to use AI Here are 10 ways to actually use AI in business. By utilizing inquiry response AI, customer service and inquiry response can be automated. Although it is still difficult to handle advanced inquiries such as complaint processing, simple questions and support responses can be handled automatically by AI. The quality of service varies depending on the person in charge of responding to inquiries, but by responding to inquiries with AI, it will lead to operational efficiency and quality assurance of customer service. For this, voice recognition and natural language processing by AI are utilized. By using sales AI in sales, more efficient sales activities can be realized. Rather than the human-powered method of preparing a list of sales destinations and conducting sales by phone or email in order from the top, it is also possible to prioritize sales activities for customers with high sales effectiveness by utilizing AI. . By collecting data such as past sales performance and analyzing and predicting it with AI, it will be possible to appropriately approach highly accurate customers. AI analysis and prediction are used for this purpose. Marketing In order to do marketing, it is necessary to collect a huge amount of data, analyze it, and grasp market trends and trends. Even in such cases, AI can be used to analyze access and customer data more accurately, so it can also be used for marketing. Marketing uses AI analysis and prediction. AI can also be used in manufacturing. Robots have been used in production lines at factories for some time, but AI is now being used in the field of quality control. AI detects even minute differences and imperfections that cannot be checked by the human eye, contributing to quality improvement. In manufacturing, repetition of simple tasks and image recognition by AI are utilized. Effect measurement AI can also be used to measure the effect of promotional activities. The results of promotions such as TV commercials and newspaper advertisements are difficult to see and difficult to measure. measurement is possible. AI-based analysis and prediction are used to measure effectiveness. Recruitment In recruiting new graduates and mid-career recruits,

AI can be leveraged. When it comes to recruiting, there are many items that cannot be measured quantitatively, so the results often depend on the person who evaluates them. By using AI in such cases, we can conduct appropriate and fair evaluations and reduce mismatches between human resources and companies. AI-based analysis and prediction are being used in recruitment. Demand Forecasting Understanding consumer demand is important in many industries, but it is very difficult to accurately forecast it. However, AI can be used to make more accurate predictions. For example, in the case of taxi dispatch, it is possible to derive the optimal arrangement by predicting trends such as time, season, and events. Demand forecasting utilizes analysis and forecasting by AI. Human resource education Although it is difficult to quantify the abilities and aptitudes of employees, and it is difficult to express them, by taking aptitude tests and analyzing them using AI, it is possible to determine the work that is highly apt for that person. In terms of educational methods, instead of providing the same content to all employees, AI can be used to provide customized education for each individual. Human resource education utilizes natural language processing, analysis, and prediction using AI. Diagnostic Imaging In the medical field, when diagnosing X-rays or CT images, it is inevitable that symptoms and human errors that the human eye will miss are unavoidable. By using AI in such cases, it is possible to diagnose the patient's condition more accurately and speedily. Image recognition by AI is utilized in image diagnosis. Inventory management In the retail industry, it is very important to keep the right amount of inventory, but it is necessary to accurately determine the importance of consumers, which is very difficult to do manually. Even in such cases, AI can be used to analyze past order data and consumer data to maintain appropriate inventory levels. Inventory management utilizes AI analysis and forecasting. AI Trends From 2023 onwards, it is expected that AI will be used in even more diverse scenes than it is now. Among them, it is highly likely that the concept of environmental AI will spread further. In today's world where SDGs are mainstream, it is said that the use of AI will make it possible to use energy efficiently without waste, contributing to the realization of a sustainable society. How to use AI In today's society where technology is developing and AI is being used in various business scenes, there are probably many companies that want to use AI within their own companies. But with AI

In order to do so, a huge amount of data is required, and in-house IT personnel are also required. In such a case, the stock With PigData provided by Indigo Data, Inc., you can get everything from data collection to analysis, as well as support.

Totally go. If you are considering using AI, please consider using PigData.

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Inquiry Privacy Policy Security Policy Back to Top [Carefully Selected] OSINT Tools

4 choices! What are the merits and points PigData > Blog > [Carefully selected] 4 OSINT tools! benefits and

2022.02.18 Business efficiency data utilization DX In the past few years, information gathering by OSINT has become common, and various tools and training have been released. In particular, OSINT tools are expanding their fields of activity in line with the development of digital technology. Since OSINT is also used as a means of detecting threats of cyberattacks, many people are probably considering the introduction of OSINT tools and services right now. Therefore, this time, we will explain the benefits of introducing OSINT tools, what to do before introduction, and recommended OSINT tools and services.

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Conclusion

The OSINT tool market is expanding

OSINT is only used for the Internet

In addition, the use of various media such as radio, television broadcasting, and books is progressing.

OSINT is often cheaper than other information gathering tools, and its market is growing year by year.

In particular, with the development of technologies such as big data, AI, and deep learning, the importance of collecting and analyzing information has increased.

It is also necessary to respond to various information in real time, and it is desirable to introduce OSINT tools in order to collect information efficiently and perform optimal analysis.

What is OSINT?

Explanation of the meaning and importance of OSINT, and a simple survey method

Benefits of introducing OSINT tools

OSINT (Open Source Intelligence) is a method of obtaining publicly available information, which can be used to understand the trends of other companies and improve cyber security.

used as part of the OSINT can be operated effectively by using dedicated tools, and has two main advantages.

By using the OSINT tool, which allows you to check the list of public information, you can check the information that has been published astutely.

In other words, since information can be checked from the perspective of the cyberattacker, information can be viewed from multiple perspectives, such as whether there is information that has been unintentionally made public, or whether there is information that is likely to become a target for cyberattacks.

can see You can consider how to deal with each piece of information and how to sort it out

By checking all the information, you can finely classify the information, such as information that can be disclosed as it is, information that must be kept private, information that needs to be updated, and so on.

As a result, it is possible to consider specific countermeasures and organization policies for each piece of information, and to maximize the safety of cyber security.

Things to do before introducing OSINT tools

If you suddenly introduce OSINT tools, you will not be able to master the tools and will regret it.

Be sure to check the following two things before introducing the OSINT tool.

Building an environment to prevent cyber-attacks

Cyber-attacks are not over once they are detected.

If you can't detect and prevent such attacks, you won't be able to take cybersecurity measures.

Be sure to introduce an environment that can prevent attacks, such as a firewall or IPS.

Clarifying the purpose of introducing OSINT tools

Naturally, the functions differ for each tool.

As with any tool, clarifying the purpose of introducing the tool will lead to the introduction of the tool that suits your company.

Recommended OSINT Tools/Services

There are various types of OSINT tools, each with different functions.

Here are four tools with different capabilities.

Silobreaker

Silobreaker is a collaboration between RecordedFuture and Silobreaker.

This is an OSINT-specific intelligence collection and analysis tool provided in partnership with Silobreaker.

You can visualize everything you want to focus on to continue your business, such as companies, industries, information leaks, attackers, and vulnerabilities.

Its main functions include collection of unstructured data on the open web, contextualization of AI and machine learning, and visualization of information.

Silobreaker is used in security departments and business management departments, and is active in various aspects such as reducing man-hours, researching trends of competitors, monitoring trends, and improving decision-making speed.

RecordedFuture

RecordedFuture is a SaaS type service developed and provided by Recorded Future in the United States.

It has the ability to aggregate and display all threat information related to a specific investigation target (intelligence card) and the ability to list real-time threats in a single view dashboard.

By using the monitoring function, an alert can be issued when a sign of an attack is discovered, making it easier to take countermeasures before an actual attack occurs.

SCT SECURE OSINT

SCT SECURE OSINT is an OSINT service provided by Sanwa Comtech Co., Ltd.

Information can be obtained in a relatively short period of time thanks to a database that constantly accumulates the latest information and optimal analysis using AI.

The scope of investigation is wide-ranging, including dark web, credential leakage investigations, and classified information investigations.

Japanese reports are also available.

Therefore, you can use it with more peace of mind than overseas tools and services. PigData's OSINT service  
PigData also deploys an OSINT service. Business improvement and business creation based on big data  
As a company, we have developed a wide range of services such as web data collection, formatting, visualization, analysis, and system automation.  
PigData. You can use PigData's OSINT service, which specializes in scraping services.  
By doing so, we will be able to solve problems related to data and evolve as a company that can utilize data.  
No doubt. Summary This time, we will discuss the merits of introducing OSINT tools and what to do before introducing them.  
That said, we've covered recommended OSINT tools and services. More OSINT tools and services to come  
It may get more attention. Once a specialized company to prepare for diversifying cyber attacks  
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Some companies have already introduced DX to sales, and there are many cases where they have succeeded in improving operating income. In this article, I will introduce the problems that sales people have and explain how to solve them by converting to DX. If you belong to a sales department that wants to improve sales efficiency, or if you are a manager who wants to improve profits, please refer to it. Table of Contents Will DX of the sales department improve company profits? Problems faced by sales How to convert to DX to solve problems in sales Disadvantages to be aware of in converting to DX in sales Summary Will the company's profits improve with the conversion to DX in the sales department? The DX conversion of the sales department will improve the company's profits. However, the sales department is considered to be more difficult to convert to DX than other departments that are responsible for back offices such as accounting and clerical work. This is because direct human-to-human communication is emphasized when making new sales or signing large contracts. Meanwhile, due to the spread of coronavirus, it has become difficult to visit sales, and sales and meetings have shifted to online meetings using zoom, etc. The move to online meetings has eliminated the travel time and costs associated with traditional sales. As seen in the online conference example, DX is also possible in the sales department, and sales DX will ultimately improve company profits by reducing expenses. But costs aren't the only problem facing the sales department. From here, we will introduce the issues that sales are facing and explain in order how to solve those issues with sales DX. Problems faced by sales Sales is an important department for maximizing a company's profits, and it is indispensable. However, there are many challenges facing the sales department. It is also important for the company's profit to classify and specifically address the problems faced by the sales department. The main problems commonly faced by sales are as follows. The amount of time and money required for sales is huge Difficult to manage customers Difficult to coordinate with other divisions I will elaborate on the problem of Excessive Sales Time and Expenses Excessive sales time and expense is a problem that sales organizations need to solve. When conducting door-to-door sales, travel time and transportation expenses to reach the other party's company will be incurred. The greater the physical distance, the greater the travel time and expense. Even in the case of door-to-door sales that take time and money, there are cases where a contract cannot be concluded. If you can't get a contract, all your time and transportation costs will be wasted. It is meaningless if you can't get an effect on the cost of marketing. The problem with sales is that it costs a lot of money to get a deal and turn it into a profit. Customers are difficult to manage Another problem in sales is the difficulty of managing customers. Since sales personnel are given quotas and incentives, some companies leave the management of customers to individuals. If the management of customers is entrusted to individuals, the customer list will not be shared within the company, and customers may be lost due to the loss of the customer list or the retirement of sales personnel. The problem the sales department has is customer management, which is left to individuals. Lack of coordination between the sales department and other departments Another problem is the lack of coordination between the sales department and other departments. If the sales force operates in an independent manner, the effect of generating profits will be diminished. For example, if the sales target is not narrowed down due to lack of cooperation with the marketing department, the probability of obtaining a contract will be low. In addition, large customers will be lost, resulting in a large opportunity loss. Effective sales cannot be carried out if the information sharing between the sales department and other departments is limited to regular meetings. Too many tasks for one sales representative One of the problems in the sales department is that one sales representative h

You will be busy with many tasks such as creating customer lists, creating sales lists, and creating daily reports. In particular, the person in charge who has many customers has to work from morning till night if he/she goes out for entertainment. If there is a lot of burden on one person, the physical limit will be reached, and it will also lead to human error in small details. The heavy burden of work on each sales representative is also an issue that the sales department must resolve. Management of sales personnel is difficult. Difficult management of sales personnel is also an issue for the sales department. Personnel in charge of sales will be on the road a lot. As a result, it becomes difficult for managers and company executives to understand what kind of work the people in charge of sales are doing on a daily basis. The only way to find out about the work of sales personnel is to check the daily reports created by the individual. In fact, it is essential for managers and company officers to grasp the progress of sales in order to improve the company's profits. For company managers and executives, smooth management of sales personnel is also an issue for sales departments. DX method to solve sales problems So far, we have introduced the main problems that the sales department has. From here, I will explain how to solve the problems that conventional sales had with sales DX. It is not possible to introduce DX in sales rapidly. Let's gradually introduce it to the sales department, starting with the parts that can be converted to DX. Online meetings and paperless contracts Moving meetings online and paperless contracts will reduce travel time and transportation costs. Since the spread of the coronavirus, visiting sales has become difficult. However, this does not mean that companies and individuals have lost their appetite for consumption. It is possible to sell goods and services if you change the way you do business. You don't have to move when you make presentation sales of your company's products and services, and meetings until contracts are online. Also, even when a contract is concluded, if the contract is paperless and managed online, there is no need to bother to take the paper contract to the other party's company and get a seal. Also, there is no need to rush to get confirmation stamps from superiors and executives within the company. The government is also promoting the simplification of seals and contracts. Transform meetings and contract exchanges into DX to improve sales efficiency. ѕ Break away from paper media business! What is AI-OCR? Cloud storage of customer data Customer data collected by sales personnel can be stored in the cloud and shared with everyone in the company. Traditional sales representatives managed their own customer lists individually. By moving data to the cloud, you can reduce the risk of lost customer lists and lost data. It also makes it easier to manage and organize customer data, and even if a sales person leaves the company, it will be a smooth transition. Sales people also create sales lists. By sharing sales list data, the risk of the same in-house personnel selling to the same company multiple times is avoided. You can also efficiently conduct sales by converting the sales list into data and sharing it within the company. Collaboration with other departments through data sharing If the personnel in charge of sales can share data, collaboration with other departments will be smoother. Even if you work in the same company, it becomes difficult to coordinate within the company as the size of the company grows. If there is no internal coordination, even if the marketing department narrows down the target with potential customers, it may not be possible to sell effectively. Sharing data also encourages sharing goals. Collaborating with other departments to work towards the same goals creates a unified mindset and increases the potential for increased profits. Simplify the work of sales personnel By introducing sales DX, you can simplify the work of sales personnel. Sales personnel were busy with not only day-to-day sales, but also tasks such as creating daily reports and listings, and were unable to concentrate on acquiring new customers. Daily reports and progress reports can be created anytime, anywhere, 24 hours a day, 365 days a year by converting them to cloud data. If the data format is set by default, the daily report can be created simply by entering the data, which saves time. Even when creating regular reports, it is efficient because all you have to do is manipulate data that has already been entered. If the personnel in charge of sales streamline their clerical work, they will be able to spend more time on acquiring new customers and communicating with existing customers. Let's simplify the clerical work of sales personnel by introducing DX so that they can concentrate on the original work of sales. In addition, management can quickly check the status of business reports and progress reports by converting them into data. There is no need to have the sales representative come to the office to make a report, which leads to a reduction in expenses, resulting in an increase in the company's profits. A must-see for sales people! Quickly create an accurate sales list from the portal site Disadvantages to be aware of in DX conversion of sales As mentioned above, DX

It is difficult and time consuming to analyze and collect historical data. A cloud of accumulated data If there is no human resource to manage the system, confusion will occur. In addition, the establishment of data governance and the It is also true that the effect of sales DX will be halved even if it is converted to DX without data management and analysis. of the data For management and analysis, it is necessary to establish specialized personnel or specialized departments, so it is costly and time consuming. It costs. Summary It has been said that it is difficult to convert the sales department to DX, but it is partially Many companies have introduced DX, and the profits of such companies are improving. traditional sales department The main challenges faced by the company are: "It takes a lot of time and money to sell," "It is difficult to manage customers," and "The sales department and other Lack of coordination with departments, too many tasks for one sales person, management of sales personnel is difficult." Each issue can be solved by partial introduction of DX. By all means this time Please refer to the DX conversion method introduced in the article. hbspt.cta.load(23171742, '676fa9d3-92c0-4872-898e-65148354f3e6', {"useNewLoader": "true", "region": "na1"}); Utilization big data sales marketing scraping basic knowledge DX data analysis scraping Ping Law Sedoris Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidy Employee Wholehearted Blog Superintendent Visual AI Market Research Big Data News Latest Articles What is Google Alert? Use in business Explanation of methods and keyword setting tips Introducing 7 use cases of the real estate industry evolving with the introduction of AI [ 2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Germany Commentary on special attractions, use cases, and how to find them Latest in 2023! 20 AI Terms You Should Know Well Read [2023 latest] 45 IT terms you can't hear anymore What is web scraping? if it's illegal Introducing 5 methods and 5 scraping prohibited sites Easy way to download images in bulk! Solve the problem of collecting images No need for Excel! Top 10 Recommended Graphing Tools [Sample Code Released] ] How to realize scraping with VBA? Related articles [Must-see recruitment company] How to make a sales list ! Explanation of the importance of lists and how to make them effectively Why is Japan's data utilization lagging behind? Data utilization Advantages, points, and usage examples are also explained What is the trick to successful telephone sales? Telea by scraping Efficiency of Po Previous Article Advantages of CSV data download | What is the solution when it is not possible? blog To the list Next article What is Web Clipping? Effective utilization of the data collected by knowing the merits Scraping service and document download Service & solution Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS Analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI solution Application "Optamo for Shift" Case Study News & Blog Operating Company Document Download Inquiry Contact Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag']=cla;window[cla]=window[cla].function()((windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})('//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin / boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr / var <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpfc7 = {"api":{"root":"https://Vpig data.jp/vwp- jsonV","namespace":"contact-form -7/v1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig-data/ itscoco/ legacy/ my\_deeplake/ var leadin\_wordpress = {"userRole":"visitor", "pageType ":"post", "leadinPluginVersion":"10.1.16"};

/bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> \*"" text\_url\_144=""Contact Us Services & Solutions  
Scraping

service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau Construction support service Automatic shift optimization AI solution "Optamo for Shift" Case studies Blog Operating company Document download Inquiries Privacy policy Security policy Return to top What is AI?

Explain the history of evolution and examples of business utilization! PigData > Blog > What is AI?

Explain the history of evolution and examples of business utilization! 2023.02.20AI AI (artificial intelligence) is evolving day by day. According to experts' views, AI is predicted to significantly change human society. What exactly is AI (artificial intelligence)? If we do not have correct knowledge about AI (artificial intelligence), we will not be able to respond to the ever-changing society. In this article, I will explain what AI (artificial intelligence) is and introduce actual examples of how AI (artificial intelligence) is being applied in business. If you want to learn about AI (artificial intelligence), or if you are a business owner who wants to apply new technology to your business, please refer to it. Table of Contents What is AI? History of AI How to learn AI What AI can do

Business use cases of AI Future of AI Summary AI AI (artificial intelligence) is an abbreviation for "artificial intelligence" and is a technology that artificially reproduces intellectual activities that humans perform using computers. A professor named John McCarthy is the godfather of "AI". Human beings think with their brains and act accordingly. For example, ``recognizing words'', ``holding tools'', ``correcting mistakes'', and ``painting'' can be said to be human actions. AI is named because it is created by a computer program that collects human-made technology. However, at present, humans do not actually have the same intelligence as humans, and there are many programs that specialize in various tasks. History of AI (artificial intelligence) The history of AI can be broadly divided into three eras. It is now called the tertiary boom, and has gone through the first and second booms so far. I will explain how AI has evolved over time. The First AI Boom The era of the first AI boom began around 1960. In this era, AI became able to solve problems with set rules, such as puzzles and simple games, equipped with "reasoning" and "exploration" technologies.

However, the AI of this era ran into problems that could solve simple games but not as complexity increased. This marked the end of the first boom. The Second AI Boom In the 1980s, the AI boom was at its peak with the development of expert systems. Expert systems make AI learn the same knowledge as humans, which requires specialized knowledge. The development of this system has increased the number of companies that actually introduce AI into their businesses. However, the expert system required the effort of a human being to memorize the necessary knowledge and information. In addition, the second boom will come to an end because it will not be able to handle exceptions or deal with inconsistent rules that humans can understand. The Third AI Boom We are currently in what is called the third AI boom. "Machine learning" and "deep learning" triggered the boom. Machine learning is a technology that can learn huge amounts of data such as big data and automatically build algorithms that perform category classification, data analysis and prediction.

"Deep learning" is one of the implementation methods of machine learning mentioned above. It is a technology that makes AI learn the work that humans would normally do and solves problems that have been considered complex. Learning method of AI (artificial intelligence) Unless AI learns properly, its function will not improve. There are several ways AI can learn. One learning method, machine learning, trains humans to perform tasks assigned to them. Furthermore, in machine learning, there is also a method called "deep learning (deep learning)". Deep learning is a method in which computers learn by themselves and improve their performance automatically. From here, we will explain each in detail. Machine Learning Machine learning can be categorized into three methods: With superv

In the learning method "with teacher data", it is a method to learn accurate data in advance. Learning with supervised data mainly involves "classification" and "regression". When data is input to AI after learning, the data is output in a classified form. A prime example of "classification" is the identification of spam. AI uses this technology to sort suspicious and spam emails into folders after receiving them. As for "regression," it enables future predictions such as precipitation and stock price predictions. Based on continuous data so far, it also predicts future numerical values. "With training data" learning is to perform "classification" and "regression" by comparing newly input data with already learned correct data. No training data Unlike learning with training data, learning without training data is not given correct data. "Unsupervised" learning involves absorbing large amounts of data. It then "clusters" similar data based on algorithms. Clustering refers to grouping data with similar characteristics. For example, in order to analyze consumer purchasing trends, it can classify attributes such as age and gender of the person who purchased the product. This allows AI to extract patterns that humans tend to overlook. Reinforcement learning "Reinforcement learning" is to improve the accuracy of maximizing the value to be aimed at by the computer itself through thought and error. Reinforcement learning is used, for example, in games such as Go and Shogi. It is effective in games such as Go and Shogi, where the rules are set and the value of winning is determined. We are calculating the probability that the AI will come close to winning each move. No matter what move your opponent makes, you will move to the move that is closest to winning. The more data you memorize, the more you can improve your calculation system. Deep Learning Deep learning is a learning method that mimics the structure of the human brain. A neural network, which is one of the technologies for deep learning, consists of multiple layers of data output and input layers. It recognizes the given data by capturing the feature values of the input data. Through deep learning, AI absorbs knowledge on its own and acquires features on its own. With the advent of deep learning, image recognition accuracy has improved dramatically. What AI (artificial intelligence) can do AI can actually do the following six main things. Image recognition, voice recognition, natural language processing, anomaly detection, analysis, and simple prediction work. Image Recognition Image recognition is a technology in which AI recognizes people and things in images. The way AI recognizes images is different from how humans perceive people and things. The "shape" and "color" in the image are read and the differences are identified. By repeating this process, it is possible to extract the characteristics of people and things. AI recognizes images by extracting features. Image recognition is also used for facial recognition on smartphones, etc., and is mainly used in the fields of security and crime prevention. Speech Recognition Speech recognition is a technology that uses AI to read human voices and convert them into text data. When humans talk to each other, there aren't many text-based exchanges. Communicate by making sounds. AI is made to memorize human conversation data in advance and extract features of speech (phonemes). This feature value is used to recognize differences in sounds. This differentiates the sounds that the language has and converts them into text. In smartphones, this technology is used for "Siri". Natural Language Processing Natural language processing is the analysis of large amounts of text data by AI. Natural language is the language that humans use on a daily basis, as opposed to man-made languages such as computer programming languages. AI reads large amounts of natural language data and extracts features. Then, we analyze the meaning of natural language. With the improvement of this natural language processing technology,

The accuracy of Google Translate has improved. Anomaly detection Anomaly detection is a technology that recognizes an anomaly when there is a discrepancy between the correct data and the target being detected, by making AI remember the correct data in advance. Anomaly detection technology is highly versatile and is used in a wide range of fields. In the IT industry, it is used as a security function against spam, etc. to prevent information leaks and damage from hackers. AI is also used in factories to inspect products. It is difficult to see with human eyes, but AI reduces the risk of selling defective products by playing the role of eyes. Analysis/Prediction Analyzing and predicting is another technology that AI excels at. Unlike humans, AI uses large amounts of data.

It is possible to absorb and classify data. Originally, data analysis was mainly done by humans. However, AI also recognizes and analyzes biases in detailed data that humans miss. Furthermore, based on the analysis results, future predictions can be made quickly. Companies that operate EC sites can sell and develop products according to consumer preferences based on analysis and predictions made by AI. Simple work AI can also be entrusted with simple work. Computers are good at calculations and simple repetitive tasks. With this, all the clerical and mechanical work that humans used to do can be entrusted to them. Since AI is a computer, it can repeat simple tasks 24 hours a day, 365 days a year. In addition, computers are less likely to make mistakes in calculations than humans because they are able to reliably carry out only given instructions. AI (artificial intelligence) business use cases AI is already being used in a wide range of businesses. AI technology is applied to smartphones that many people have. AI, like smartphones, is pervasive in everyday life, so it is possible to use them as a reference for your own business. From here, we will study actual AI business use cases. If you learn how to use it through case studies, you can apply it to your own business.

EC site recommendation function The EC site recommendation function is a service that uses AI. It makes individual recommendations for products that consumers have purchased, searched, and carefully examined. Among the huge variety of products, you can choose the product that suits you personally. In addition, it will recommend related products based on the products purchased in the past, making shopping convenient for consumers. Companies that provide products can also expect an increase in the purchase rate with this recommendation function.

Image Recognition Security Image recognition security functions have been made possible by advances in AI technology. For example, the facial recognition function of smartphones is a new security service that applies image recognition. While the spread of the Internet has made things more convenient, it has also caused the problem of personal information leakage. A smartphone is not a mobile phone that can make calls and send emails. It is a small personal computer, and depending on the application, it can also be used for payments and bank access. Even if your smartphone is lost or stolen, you can prevent others from using your smartphone by setting it to Face Recognition.

Predicting disease risk and maintaining health AI is also being used in the medical field. Disease prevention is one of the most important issues in Japan, where the population is aging rapidly. AI predicts the risk of illness by loading past medical records and diagnostic data. In addition, AI can analyze X-ray images and detect risks that even doctors could not notice. If you know the risks before you get sick, you can prevent serious illness. AI can recognize the risk of major illnesses. As a result, it is possible to maintain individual health and reduce the burden of medical expenses.

The Future of AI (Artificial Intelligence) AI is already being used in many fields and companies. If technology continues to improve, in the future AI-powered autonomous driving will spread, and humans may no longer need to drive. Also, after purchasing a product on an EC site, an unmanned drone may deliver the product to your home. Improvements in AI and robot technology are expected to be a solution to the labor shortage caused by the declining birthrate and aging population, which is a major problem in Japan. AI is a technology that continues to develop, and we can expect many applications in society and in business.

Summary AI-powered products are already ubiquitous. AI is an effective technology to make future business more efficient. It can replace simple tasks that humans used to do, and it can also analyze and predict complex data. However, in order to utilize AI, it must be made to remember valid data.

PigData specializes in collecting effective web data for training data. Please feel free to contact us when developing services or products that utilize AI.

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Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Whole Body Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and t

can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! to know 20 AI terms that should be used Popular articles [latest in 2023] 45 IT terms that you can't hear anymore What is creping? How not to become illegal and introduce 5 scraping prohibited sites Image Batch Download Easy way to download! Solve the problem of collecting images No need for Excel! Recommended charting tools Top 10 [Released sample code] How to realize scraping with VBA? Related Articles 2023 latest! 20 AI terms you should know Go beyond ChatGPT! ~ How much can humans resist machines? Leeds ~ How to use ChatGPT in your business! Prev Article What is Web Clipping? Know the Benefits and Effectively Use Collected Data List of Blogs Next Article Creating AI that Even Beginners Can Do Explain how! We also introduce AI creation tools Inquiries and document downloads Services & Solutions Creping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest management Business list creation/management dashboard SNS analysis service "SocialAnalyst" Tableau construction support Service shift automatic optimization AI solution "Optamo for Shift" Case study News & Blog Log Operating Company Document Download Inquiry Privacy Policy Security Policy Keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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AI solution "Optamo for Shift" Introduction example Blog Operating company Document download  
Contact Us Privacy Policy Security Policy Back to top What is a crawler? How it works  
Explain the types of Miya! PigData > Blog > What is a crawler? Explain the mechanism and types!  
2022.09.16 Basic knowledge of web scraping  
I'm sure you've heard the word "ra" before. A crawler is a search  
There is a strong perception that it is a mechanism that crawls engines and collects information from a huge number of websites, but in reality has other sides as well. In this article, we will explain what a crawler is in the first place, its importance, and two types. I will explain the crawler and the benefits of crawling. Table of contents What is a crawler?  
Why it's important Types of crawlers Tips for getting crawlers to judge your site  
Advantages of Crawler Summary What is a crawler? Why it matters Crawler means to "crawl"  
This bot was created from the English word "crawl", which means "crawl", and crawls search engines (\*1).  
By collecting information on a huge number of websites, it plays a role in determining the search ranking of websites.

vinegar. A typical crawler is "Googlebot" that crawls Google, but there are crawlers with different names for each search engine. Crawlers regularly patrol your website so that pages with correct and specialized information appear higher on search engines. The presence of crawlers is essential for search engines to be easy to use for search users. Without crawlers, search engines would be flooded with dubious sites with uncertain information, and search engines would lose their usability and credibility. \*1 Search engines here refer to services for searching web pages on the Internet, such as Google and Yahoo!. In addition, measures taken to increase the inflow of specific websites by displaying them at the top of search engines are called "SEO measures". We are working on SEO. Search engines and crawlers are closely related, so to properly understand crawlers, you also need to remember how search engines work. Types of Crawlers When we hear the word crawler, we tend to imagine the crawler built into the search engine system as mentioned above, but there are actually two types of crawlers. They are of two types: search engine crawlers and web crawler tools.

Crawlers for Search Engines "Crawlers for search engines" are crawlers built into search engine systems, a typical example of which is Googlebot. By following the links of sites published on the Web and crawling them, we accumulate text and image data within the site and play the role of master data that determines the ranking of search engines. Web Crawler Tool

The "Web Crawler Tool" is a mechanism that extracts and extracts all the data and information on the website, unlike crawlers for search engines. Also, the technology to collect and save information such as specific HTML and PHP on a web page using a web crawler tool is called "crawling" What is crawling? Thorough explanation of the difference from web

. scraping and how to use it! Ideas for getting crawlers to judge your site well No matter how accurate and highly specialized information is posted on your website, if the information is not correctly recognized by crawlers, it will not be displayed at the top of search engines. this is not allowed. Here are four tricks you can do to get crawlers to judge your site better. Create an XML sitemap and register it with a search engine First, create an "XML sitemap" that lists the URLs of all pages on your website and register it with a search engine. By listing the URLs in the XML sitemap, the crawler can crawl all the information on your site. Don't forget to add the URL to the XML sitemap when you publish a new page. Keep Your Site Structure to Three

Levels Limit your website structure to three levels at most. If the site structure consists of 4 layers or more, the crawler may not be able to crawl correctly to the bottom layer. In order to have all pages crawled without omission, it is important to design the site so that it can be reached from the top page with a small number of leads. Connecting pages with internal links Crawlers crawl between pages by following the links included in web pages, so pages that are not connected by internal links cannot be crawled. Therefore, be sure to connect the pages of your website with internal links without omission. If you publish a new page on a website that requests crawling with Search Console, the crawler won't crawl it right away if you don't do anything. In order for the crawler to crawl as soon as possible, you can use the "Google Search Console" to request crawling of the published page, and it will be crawled preferentially.

Advantages of Crawling In terms of SEO measures, it is important to devise ways to promote crawler patrols, but there are advantages other than SEO measures by using Web crawler tools for crawling. The amount of data that can be collected is limited because it takes a tremendous amount of time and effort to manually collect information such as phone numbers and addresses contained in web pages that can be collected at once. In such cases, crawling can be used to acquire a large amount of data in a short period of time without requiring human intervention once the settings have been made. You can improve the efficiency of your work By using crawling, The latest master data included in the portal site can be retrieved by crawling in cooperation with API and AI.

It is also possible to automatically update data. Compared to collecting information manually, the difference in operational efficiency will be obvious. Latest in 2022! Recommended WEB crawler selected by experts Service Conclusion It is essential to understand how crawlers work when operating a website. vinegar. Crawling using a web crawler tool is also indispensable for information collection work. I can't However, in addition to legal issues such as copyright, crawling is not only possible with tools, information may not be obtained. If it is difficult to implement in-house, outsource to a specialized company is also possible. PigData makes the most of crawling, from surveying and monitoring competitive sites to We support various tasks such as creating business lists. If you are having trouble collecting information, please Consider PigData's services. [Supervised by an IT Lawyer] Is scraping illegal? according to law In-depth explanation Search articles All Operational efficiency Data utilization Big data Sales Marketing Scraping basic knowledge DX data analysis scraping law Sedori restaurant real estate tourism SNS IT terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest Articles What are Google Alerts? Explains how to use it in business and tips for setting keywords AI guide [2023 version] What is the future and trends of the real estate industry? ? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Update] Listen Now 45 IT terms that don't exist What is web scraping? How not to be illegal and prohibited sites for scraping Introducing 5 selections Easy way to batch download images! Solve the trouble of collecting images No need for Excel ! 10 Recommended Graphing Tools [Sample Code Released] To Realize Scraping with VBA teeth? Related Articles What is Demand Forecasting? Explanation of important reasons for management and methods that do not require calculation What are SERPs? Explaining essential measures for Google's SEO measures What is web clipping? Data collected knowing the benefits Effective Use Previous Articlelets Oita Hot? I tried to investigate "popular prefectures" from accommodation reservations Blog To the list Next article What is Web Scraping? How not to be illegal and prohibited sites for scraping 5 Introduce selection Inquiry/document download Service & Solution Scraping agency service Service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Creation and management of the latest sales list Dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift Auto Dynamic optimization AI solution "Optamo for Shift" Case study News & Blog Operating company Capital Free Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""
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I tried scraping with free Octoparse! PigData > Blog > I tried scraping with free Octoparse!

2022.09.20 Scraping Scraping that can collect various information from the web using a program. If you do business using information, it will work as a very powerful tool. As for the software for such scraping, do you know that some services and software offer free versions? Although there are some usage restrictions, if it is possible to automate

information gathering for free, I would definitely like to use it. Octoparse is one of the software that can do scraping. Since the free version is provided, it is a great advantage that even those who are new to scraping can easily work on it. In this article, we will introduce an overview of Octoparse, how to use it, and how to actually use it. Contents

Usefulness of scraping Octoparse Advantages and disadvantages of Octoparse I tried

scraping with Octoparse Usefulness of PigData scraping for scraping There is a huge

amount of information on the web. It is expected that it will take a lot of time and effort to collect information that is useful to you. Web scraping (crawling) is a method of gathering information on the web automatically by software. Users only need to specify keywords,

URLs for data acquisition, etc., and after that, useful data can be collected automatically by web scraping tools. You can read more about web scraping in the article below. Please refer to Web Scraping Encyclopedia! Read this to know everything What is Octoparse? Octoparse

is an application-type web scraping tool (web crawler) provided by Octoparse Data Inc. Web scraping allows you to collect useful information from the web. It also has a free desktop plan, so anyone can download it from the website and try it out. (The cloud scraping function is available in the paid version.) Comparison of Octoparse paid plan and free plan When

using Octoparse, there are free and paid plans. Since there are differences in the number of objects that can be scraped at once and the execution environment, etc., it is necessary to subscribe to a paid plan for large-scale use. Click here for detailed price plans and feature differences. In addition to this, there is also a "data service" course that handles scraping settings and data acquisition work. Please contact us for details on this.

Advantages and disadvantages of Octoparse Here are the advantages and disadvantages of using Octoparse. Advantages Can be used with a PC and an internet environment Can

be started for free GUI-based scraping anyone can easily scrape No code required, even

those without specialized knowledge can start scraping Many output formats are available Tutorials, etc. is available, so it is easy to find out how to use it. Disadvantages If you need

more functions than the free version, it costs money. In the case of the local version, you need to run the application continuously on your PC. Therefore, the Japanese translation is

partially incomplete. Since this is a service provided by an overseas company, there is no

description of how to respond to domestic laws. This is a service provided by an overseas company, and data security and user information leaks. I tried scraping with Octoparse,

which is uneasy about such things I tried actually using Octoparse with the free plan. I am trying it in Windows 10 environment. Preparing the Environment To start using the service, you must first register as a user. After registering as a member, download the installer. As

of August 25, 2022, the latest version was 8.5.4. The installation procedure is written in

Japanese on the download page, so follow the instructions here to install. After the download

is complete, launch the installer and install it on your PC. Creating and Running Tasks Launch Octoparse from

You can also create scraping tasks using tutorials and customization modes. It is convenient to use while looking up how to use. This time, by creating a new page, we set the PigData site top page as the URL. When you save, page recognition will start automatically and data will be extracted. In addition, let's set the acquisition items etc. as necessary. If pagination is set, information from the next page onwards can also be obtained on websites that have pagination enabled. By clicking the "Generate Workflow" button in the red frame on the screen, a workflow will be automatically generated. By clicking the item in the blue frame in the image below or the website image on the left side of the screen, the item is added to the list at the bottom and you can set the acquisition item. Also, by clicking the red frame in the image below and the arrow part of the flow diagram on the right side of the screen, it is possible to add a processing event to the workflow. Save the task after configuration. When scraping, it is necessary to set up what kind of data to extract and how to determine the target website (URL). accustomed to scrapin If not, you're in trouble. Make effective use of tutorials, etc. to check the settings. For settings around here, you need to match the information you want to collect while referring to tutorials. Since you have to check it first, it may be the first point you get caught in using. Also, please be aware that some sites prohibit scraping. Please also refer to this article for sites that prohibit scraping. [Web scraping] 5 service patterns that are not illegal Execution of tasks Execute scraping tasks from the dashboard screen. Since the task created earlier is displayed here, it is OK just to start it. The free version only allows local startup. Since I specified only one URL, the scraping finished in about 10 seconds. Execution time is expected to increase as more URLs are specified. Also, the processing time will vary depending on the network environment and PC conditions. When specifying many URLs, I felt that scraping execution in the cloud (paid version) was necessary. By exporting data, Excel, CSV,

Output in various formats such as JSON is possible. It seems that the output to the database is also possible. This area should be set so that it is saved automatically. You can also follow links and extract data across page transitions. It is possible to set the details of the scraping process by editing the workflow on the right side of the image red frame on the task edit screen. You can also configure settings such as following links and extracting data across page transitions. The workflow can be edited by editing the flow diagram on the GUI. Since the workflow can be edited using the GUI, it is possible to add processes intuitively to some extent. However, it is hard to see because the display character string of the contents of the selectable process is too long, so you need to get used to it. It took time and felt difficult to set up. Since it is possible to specify the data that can be acquired in detail, I would like to make full use of it. For scraping PigData PigData provides a scraping engine and cloud service type system development. Since it is a service for BtoB by a domestic company, it can be used with confidence. Even if you are concerned about legal conflicts due to scraping, we will propose a method that can be used with peace of mind from our extensive know-how. Please contact us if you want to do more scraping, want to use a domestic scraping service, or cannot scrape with Octoparse. hbspt.cta.load(23171742,

'c50eb9f4-6032-498c-8791-1c56238d6976', {"useNewLoader": "true", "region": "na1"}); If you want to do so, we recommend the simpler website monitoring tool "TOWA". It is easier to use than scraping tools because you can see changes in website data just by setting the web page you want to monitor. I don't want to collect all web data, but if you want to know the changes, please consider it.

hbspt.cta.load(23171742, 'ee511865-0474-40ac 96a5-aa621c7fb668',

{"useNewLoader": "true", "region": "na1"}); Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Wholehearted Blog Monitoring AI Market Research Big Data News Latest Articles Google Alerts

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var ]]> \*/\*\*"

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2021.07.12 Marketing basic knowledge data analysis  
There must be many people who want to set up a marketing strategy. achieve the company's goals  
An effective marketing strategy is essential to increasing sales. not the market leader  
Even if you are a venture company or SME, marketing strategy is essential.  
However, even if you try to create a marketing strategy, you do not know how to create a strategy.  
Isn't there a lot of people who don't have it? Therefore, this time, we will discuss the procedure for creating a marketing strategy and how to achieve it.  
I will explain in detail the points to make it successful. Useful when planning marketing strategies

We also introduce frameworks. After reading this article, you will be able to develop a successful marketing strategy. What is a table of contents marketing strategy? Why should you have a marketing strategy? How to create a marketing strategy Frameworks that can be used in marketing strategies Four points for creating a successful marketing strategy To create a marketing strategy, start with data analysis What is a marketing strategy? A marketing strategy is a strategy that determines "who", "what kind of value", and "how to provide", builds a sales system, and makes corporate activities more efficient. Marketing, according to Peter Drucker, is defined as "business thinking that starts with the customer". "Starting with the customer" means that we develop a strategy that understands the customer's tastes and preferences from the customer's point of view. In addition, Drucker asserts that as long as the marketing strategy is thorough, even sales efforts are unnecessary. Of course, depending on the product or service, sales may be necessary, but if you also have a thorough marketing strategy, you will be able to achieve even better results. Why should you have a marketing strategy? One of the reasons why it is necessary to develop a marketing strategy is to respond to sophisticated and complex businesses. In today's world, where the Internet has spread and information is easily available to anyone, the economic and market situation is very different from what it used to be. In an era when mass media such as newspapers and television were the center of information dissemination, as long as you made a product of good quality, it would sell well. However, in today's world, where the Internet is widespread and consumers can easily collect information, business as usual will not work. Now that consumers have access to information without relying on companies to provide it, the world is in a position to compete. To be competitive, you'll need to develop a marketing strategy and sell it the right way. How to Create a Marketing Strategy In order to actually create a marketing strategy, it is recommended that you take the following steps. Analysis of the internal and external environment Identification of targets Determination of the value to be provided by the product Determination of the method of providing the product It is important to Small and medium-sized enterprises and those who are about to start a new business tend to be immersed in day-to-day marketing tasks such as sending e-mail magazines and updating websites. However, without a long-term marketing strategy, you will not be able to attract the interest and attention of your customers and increase sales. If you have a solid marketing strategy, you will be able to carry out your daily marketing operations efficiently and efficiently. Analyze the internal and external environment Before formulating a marketing strategy, understand the consumers and competitors in the market, as well as your own company. If you don't know the market situation you're marketing to, you can't develop an effective strategy for your customers and competitors. No matter how good a strategy you can come up with by analyzing your customers and competitors, the strategy you can implement will differ depending on your company's situation, so it is also important to understand your company's situation. When conducting research and analysis, we use frameworks such as SWOT analysis. In addition to relying on data such as frameworks and market research, it is also important to conduct interviews directly with related parties, employees, and customers in order to conduct accurate analysis. Hearing the voices of the people on the ground will lead to the discovery of latent needs that could not be grasped from data alone. Determine the target After analyzing the market, subdivide the market by segmentation and decide the priority for which customer group to market. As a criterion for subdividing the market by segmentation, past behavioral data of customers' hobbies and tastes in the business category region can be cited. Depending on how the market is segmented, the target group that can be found will differ, so let's decide the appropriate segmentation criteria. If you decide on a specific customer segment, you will not only be able to dig deeper into their needs, but also highlight your company's strengths and weaknesses to clarify effective marketing strategies. When determining target demographics, methods such as persona setting customer journeys are effective. Accurately understanding customer needs is critical to the success of your marketing strategy, so get your targeting right. Decide what value to offer Once the target is decided, let's decide what kind of value product to offer. When purchasing a product, the purchaser is attracted to the added value that distinguishes it from price competition and selects the product. Sales will vary greatly depending on what kind of product value is sought in the market, so it is important where to put the value of

Uncover customer needs in the market with data and targeting obtained from Based on the results of the analysis, we search for points that our competitors do not have, or areas where our company's strengths match our needs. Decide what the advantages of purchasing your company's products are and how they differ from those of your competitors, and promote them as product value. ÿ Decide which method to provide value If the value to provide is decided, let's decide what method to provide the value to the customer next. A representative framework for providing value is the 4C analysis advocated by Robert Lauterborn. 4C analysis is a theory that captures the process of delivering products to customers from the customer's point of view. The optimal delivery method depends on the circumstances surrounding the customer, so when choosing a delivery method, consider all factors, such as the customer's lifestyle and changes in the times. It is important not only to look at things from the standpoint of a company that provides products, but also from the customer's point of view, to think about ways to make products easier to obtain. When you think of framework marketing strategy that can be used in marketing strategy As a convenient framework, the following method is representative. STP analysis 3C analysis SWOT analysis PEST analysis 4C/4P analysis The framework in marketing strategy is used to achieve the purpose of grasping the situation quickly and grasping the whole. In today's world, where information is overflowing and markets are constantly changing, it is necessary to quickly and accurately implement strategies that match changing circumstances. If you use different frameworks according to the purpose of analysis, you will be able to perform more efficient and accurate analysis. STP analysis STP analysis is a marketing method that selects targets and pursues customer benefits. STP is an acronym for the three processes of Segmentation, Targeting, and Positioning. Let's segment the market based on the data in segmentation, and decide which needs to target in the segmented market in targeting. Also, even if segmentation and targeting are in place, it is meaningless unless the company is positioned in a significant position through positioning. Careful judgment is required because it is necessary to strike a good balance between customer needs and the company's strengths. 3C analysis 3C analysis is one of the analysis methods called market-in that analyzes the current situation from three perspectives. The three perspectives advocated by the 3Cs consist of Market/Customer (Consumer), Competitor (Competitor), and Company (Company). It is important to analyze from a third party's point of view, not from your own company's point of view. Instead of collecting only information that is beneficial to your company, try to collect objective facts and analyze the facts that come to light from both negative and positive sides. If multiple people analyze the company's strengths and weaknesses, it will be possible to analyze from an objective point of view, and it is also expected to have the effect of promoting a common understanding. SWOT analysis After analyzing the market, divide the market into segments and prioritize which customer groups to market to. As a criterion for subdividing the market by segmentation, the strength of the company, the weakness of the company, the opportunity in the market (opportunity), and the threat to the company are summarized and cross-analyzed. increase. For example, we will think about future business opportunities, such as how to take advantage of strengths to seize opportunities, and how to reinforce weaknesses to eliminate threats. It is a framework used to combine the positive and negative factors in the company's internal and external environment to find the direction of strategy. PEST analysis PEST analysis is a framework for analyzing a company's external environment from a broader perspective in order to formulate business operations. There are four perspectives captured in PEST analysis: Politics, Economics, Society, and Technology. If you analyze the external environment surrounding your company from each perspective, you will be able to grasp trends in society as a whole and see opportunities and threats that will lead to business opportunities for your company. A more effective analysis is possible by using the discovered opportunities and threats in the external environment for SWOT analysis. Since it analyzes the external environment more macroscopically, it can be said that it is a method that allows us to grasp everything that is happening in the industry. 4C/4P analysis 4P analysis is a framework for achieving results by combining elements that companies can control, while 4C analysis is a framework for improving results from the customer's point of view. The elements

Promotion). A framework for analyzing more effective marketing strategies by combining each element. However, as marketing theory evolved, there was a movement to reconsider 4P analysis from the customer's point of view, and 4C analysis was born. The 4C analysis consists of four elements: customer value, cost for the customer, convenience, and communication with the customer, and emphasizes analysis from the customer's perspective. is characterized by A deeper understanding of customer needs makes it easier to develop effective marketing strategies. 4 Points to Create a Successful Marketing Strategy In order to create a successful marketing strategy, it is important to keep the following 4 points in addition to the framework. Targeting Concisely articulating your business Summarizing your benefits Identifying your competition and positioning A framework is essential to quickly thinking about effective marketing strategies, but by itself it will be less effective. In order to use the framework effectively and maximize the effectiveness of your marketing strategy, it is important to have a firm grasp on the basic points. Please see below for an explanation of each point. (1) Firmly narrow down the target In order to carry out the marketing strategy efficiently, it is important to narrow down the target customers who should really be targeted. Unplanned marketing targeting an unspecified number of customers is both inefficient and costly. Even if you've invested time and money into marketing, if it's not producing results, you haven't completely narrowed down your target audience. When developing a marketing strategy within a limited budget and time, it is effective to narrow down the target and concentrate the budget. By narrowly targeting your customers, you will be able to draw out the value of your products and services and develop effective marketing strategies. (2) Express your business in a few words In order to increase your appeal to the market, you should be able to explain in a few simple words what kind of business your company is doing. In marketing strategy, the simpler the message to convey to the customer, the more impactful and powerful the words. It is important for customers to know what kind of business a company does, but they cannot understand it immediately unless it is expressed in simple terms. A lengthy message makes it difficult for customers to understand what kind of business you are doing, which weakens your appeal to the market. If you can narrow down what kind of product you want to offer to which target group, the message you want to appeal will become clearer. ý Summarize "benefits" rather than functions and features The products and services that you want to sell in the market may have various characteristics, but let's summarize the benefits that customers will get from using the products and services. Benefits are benefits and conveniences that customers obtain from using a product or service. As a company, we would like to appeal the unique functions and features of the products we offer, but customers do not place importance on functions and features. What customers want from a product is, "What are the benefits of using that product?" Even if you appeal the functions and features, it is meaningless if you can't judge that you can get benefits worth using by customers. Analyze what your target customers use your product or service for and summarize the benefits for them. (4) Understand your competition and clarify your company's positioning In order to increase sales in the market, it is important to ascertain who your competitors are in the market and clarify your company's positioning. When customers purchase a product or service, they always compare it with other companies' products and services. If you don't know who your competitors are, you won't be able to articulate your points of differentiation to your customers. If you analyze the market and clarify who your competitors are, you should naturally be able to see your company's positioning and points to appeal. It is not necessary to set many competitors, and even one or two major companies will be effective. To make a marketing strategy, first of all, I explained how to make a marketing strategy and points from data analysis, and a convenient framework. Marketing strategy is an important process to achieve the company's objectives and increase sales. Accurate data analysis is essential to developing an effective marketing strategy. If the data analysis is not solid, it will be an intuitive and unfounded strategy, and it will be difficult to produce results. In order to create an effective marketing strategy, first of all,

Try to do some analysis. Search articles All Business efficiency Data utilization Big data  
Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori  
Restaurant Real estate Tourism SNS IT terms Data collection Subsidies Employee blog Surveillance AI Market research B  
Check Data News Latest Articles What are Google Alerts? How to use in business and keyword setting  
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mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> \*"""

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Commentary 2021.08.04DX The financial industry is lagging behind other industries in DX conversion. This time, the financial industry  
We will explain the reasons why DX conversion is delayed, why DX conversion is difficult, and the advantages of DX conversion. Table of Contents Finance  
Reasons why DX in the industry is lagging Reasons why DX in the financial industry is having difficulty  
Summary Reasons why DX in the financial industry has been delayed Originally, the financial industry has

IT adoption was on the rise. In the 1970s, the use of IT in banks was already ahead of other industries, and at that time it boasted an astonishing degree of perfection. Originally, the general trend is that "each industry/type of industry will develop with the benefits of IT due to advances in IT technology." However, in the financial industry, it may be the other way around. For this reason, the empirical rule called "Moore's Law" that "the integration rate of semiconductors doubles every 18 months" does not apply to the financial industry, and the subsequent development of IT has lagged behind other industries. I have come to take it. In recent years, some companies have been introducing AI and robots, but in the industry as a whole, there is a high percentage of them remaining as legacy systems, and there is a need for DX as soon as possible to clear the cliff by 2025. There is. Reasons why DX in the financial industry is in trouble Compared to other industries, the financial industry has been transitioning to IT at an early stage. Due to the early introduction of IT, there have been some negative effects. The harmful effects of this have led to the difficulty of transitioning to DX in the financial industry. Early introduction of IT makes system renewal difficult The more IT is introduced, the more flexible system development becomes possible. However, as a result of pursuing a system with advanced security prior to the development of IT technology, a system with low flexibility, labor and cost was completed. Even if we tried to revamp the system, we were unable to grasp the inner workings of the system, leading to a black box situation and making it difficult to make the intended improvements. Configurations that do not take external system linkage into consideration In order to achieve strong security, linkage with external systems is often restricted, and there is no choice but to supplement the necessary processing with a single system. At that time, it could be said that linking with external systems was unexpected, and it would have been necessary to radically review it along with the development of IT technology. However, a drastic overhaul is synonymous with rebuilding the system, and the current situation is that it is difficult to find a solution. Decrease in the number of people with the technology of the time IT technology is advancing day by day, and in the last few years in particular, the advancement of technologies related to automation, such as AI, machine learning, and IoT, has been remarkable. Most systems in the financial industry are configured with a programming language called COBOL. Currently, the number of engineers who can handle COBOL is aging, and there is a shortage of young engineers. Due to the decrease in the number of human resources who can take over the technology of the time, there have been cases where people who know the inner workings of the system have become dependent on each other and cannot step into DX.

Advantages obtained from DX By promoting DX, the following advantages can be obtained. Able to quickly respond to the needs of customers and society Agile development, not a waterfall method Ability to improve internal systems and systems Able to quickly respond to the needs of customers and society A waterfall approach was the norm, with meticulous planning all the way through. In recent years, the business environment has changed rapidly and diversely, regardless of customers or society. The essence of DX is to respond to drastic changes in the business environment and transform products, services, and business models. As long as we promote DX, we should change to an agile approach rather than a waterfall approach. The Agile approach is also effective in terms of new technologies. If you don't know which technology to adopt, you can simply conduct a simple PoC and repeat releases in a short period of time to select the technology that will give you the best results. By taking an agile approach, you can respond to the needs of your customers and society in real time. By promoting DX that can improve internal systems and systems, we can improve internal systems and systems. In the agile approach, since releases are repeated in a short period of time, it is necessary to reform such as integrating the business department, planning department, development department, etc. as an organization. If this system can be realized, it will lead to mutual understanding between the business side and the development side, and it will be possible to promote DX more smoothly. In addition, in order to maximize the effect of DX, it is also important to reform internal systems, such as automating some operations and introducing telework and flextime systems. Strong security is required in the financial industry, and there are services with high security and services that can adjust security according to the situation of the company. DX and data utilization Data utilization has great significance in promoting DX. Today, big data can be used in a variety of cases, and data utilization plays an important role in various aspects, such as making proposals tailored to customers, improving customer service, and gaining an advantage over other companies in the same industry by improving efficiency. Increase. In addition to gaining an edge on the business side, agile approaches w

vinegar. If it is difficult to collect and analyze data in-house, outsource it to a company that is good at these things.

Let's consider Shira's means. Data utilization is essential for the success of DX. summary

This time, we will explain the reasons why the transition to DX in the financial industry is delayed, the reasons why the transition to DX is difficult, and the advantages of DX.

I was. The financial industry faces various challenges in promoting DX. try to solve everything at once

Rather than thinking about it, it is important to solve it little by little in the sense of continuing DX. Search articles

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2022.01.28 Data Utilization Big Data There are many companies that have improved their sales using big data. On the other hand, there are companies that are struggling to increase sales even if they intend to utilize big data. Although they are the same in terms of using big data, there is a difference in sales. What are the differences between the two? In this article, after introducing a case study of using big data to increase sales, we will also explain the process of using big data and how to improve it. If you are a manager who wants to use big data in your business in the future, please refer to it.

Table of Contents Companies that use big data are increasing sales All processes of big data utilization until sales are improved Review the process for countermeasures if sales are not improved Reconfirm the goal setting of big data analysis Summary Big Data-driven companies boost sales The IT companies that drive the world's economies are boosting sales through effective use of big data. Big data is used not only by leading IT companies around the world, but also by various industries, and even in Japan. What is particularly noteworthy is that many industries that were considered difficult to convert to DX are now using big data to improve sales. I would like to introduce how big data is being used in industries in Japan.

What is big data in the first place? ("What is big data? Understand the first step in data analysis!") Use cases in the restaurant industry In the restaurant industry, big data is used to analyze trends and manage orders and inventories. Sales in the food and beverage industry change greatly depending on people's trends. With more products that are trending and fewer that are obsolete, you can increase your revenue and lower your spending. By analyzing big data, you can quickly grasp trend movements. Inventory management with expiration dates is also important for restaurants. If there is no need to order or manufacture products that are not in demand, wasteful spending will be eliminated and profits will increase.

Use cases in the retail industry In the retail industry, POS data collected when making payments is used for detailed analysis of customer behavior. POS data can collect data on the items sold as well as the age and gender of the purchaser. In the case of stores that are nationwide, such as franchises, we also accumulate data by region. Therefore, by analyzing customer attributes and behavior, it is possible to distinguish between popular products and standard products.

Furthermore, by rearranging and changing the display shelves in the store, it is possible to create a system that makes it easier for customers to pick up products according to their attributes. Use cases in the entertainment industry Big data is also used in the entertainment industry. The entertainment industry, like the food and beverage and retail industries, is influenced by trends. Extract trending content by analyzing big data. It is possible to increase sales by selling trendy content and goods. The entertainment industry must constantly create new projects and content.

Reading the trend of the times by analyzing big data is a necessary matter before conceiving a new project.

All Processes of Using Big Data to Increase Sales In order to use big data to increase sales, it is necessary to go through a proper process. Here's a rundown of the processes that companies are using to grow their sales with big data. Big data cannot be used effectively if it is used blindly.

Keep the process tidy. Big data collection The process of big data utilization begins with the raw data collection stage. Without the data itself, the analysis cannot be done. You can use big data that has already been published, and you can also collect it from your own site. First, let's collect the raw data. Data collection is never ending. Continue to collect data as you move on to the next process.

Shaping Big Data After collecting the raw data, we enter the stage of data scraping (crawling). Some raw data is unnecessary and unsuitable for analysis. Raw data must be in a suitable format to allow data analysis. Scraping big data makes it easier to analyze. Data scraping (crawling) also requires specialized knowledge and skills. Also, if there is a mistake in the scraping (crawling) stage, it will greatly affect the analysis results. This is an important stage in the data analysis process. Analysis of big data is the final stage.

. It is important to analyze big data from various methods and perspectives. This is because analysis that includes perspectives and attributes can reveal completely different characteristics and trends. Digital has made it easier to enter analytical methods and attributes. However, human beings have to do what kind of things can be read by the data analysis. Developing plans based on the knowledge obtained from analysis Developing future plans and measures based on analysis results is also an important task performed by humans. By analyzing data, it is possible to discover trends in the world and discrepancies in existing knowledge. We work out optimized plans to improve your company's profits and sales. Deciding on new projects and future directions is an important decision that affects management. Based on the analysis results, propose various plans and conduct repeated examinations. Data-driven planning increases the odds of a positive outcome. The actual implementation of the plan The actual implementation of the plan is also a process of utilizing big data. It goes without saying, but you can't get results unless you implement a plan based on the knowledge of data analysis. Even if you carefully analyze the data and make a plan, it is only a hypothesis. It is important to actually take action. By implementing it, you will be able to know whether the plan is good or bad. Once you have a detailed plan, it's time to put it into action. Measuring the effect of the project After implementing the project, it is time to measure the effect. Even after implementing a new project, have a system in place to obtain data. Check what kind of results have been obtained for the sales estimated at the planning stage and the expected customer base. If the expected results are obtained, the project can be considered a success. Modification of Measures and Plans It is a success if the expected results are obtained at the planning stage, but it is rare to get the expected results when implementing the plan for the first time. Even after implementation, we continue to collect and analyze data while repeating trial and error to revise measures and plans. It is important to get closer to the target results, and it is also important to switch to a new plan if it is determined that the plan has failed. Continue to collect data to decide whether to continue revising the plan or switch plans. Management decisions cannot be made without evidence from data analysis. If sales do not improve, review the process If sales do not improve as expected even with the use of big data, the data utilization process should be reviewed from the beginning. The data analysis process described so far has to be repeated many times. And it is important to get closer to the target result while repeating corrections over and over again. Errors may have occurred in the early stages of collecting and formatting the raw data. There may also be cases where modifications are made to the data analysis or the project itself. If you do not get the expected results after implementing a plan, carefully review the big data utilization process one by one. Reconfirm your big data analytics goals It's also important to reconsider your big data analytics goals. When you get stuck in the details of data analysis, planning, and so on, you may lose sight of the ultimate goal. If you lose sight of your goals, data analysis and planning become meaningless. By reconfirming the final purpose, you can determine the direction of data analysis and planning. In some cases, plans, measures, and goal settings may be changed in the middle. Revisit your goal setting and experiment with how you approach it. Summary There are many companies around the world that utilize big data to improve sales. On the other hand, there are companies that are not able to increase their sales despite using big data. When using big data, it is important to follow proper processes. If you don't get the results you expect, you should recheck whether there are any problems with the process of using big data. Also, big data analysis must be purposeful. Rethink your company's goals. In the big data analysis process, the scraping (crawling) stage takes time and effort. Scraping (crawling) can exhaust you, and you may lose your concentration at the stage of analyzing results and proposing measures. Data scraping (crawling) can also be outsourced to specialized companies. Let's leave the scraping (crawling) work and concentrate on developing a new plan. Search articles All Operational efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis

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Able to analyze competitors Able to obtain huge amount of web data Able to analyze SNS data Information related to your company Site and SNS information that could not be acquired by scraping agency service tools, large amounts of information It is a service that collects data (scraping) that also supports data. Information related to your company Collect Data to be used in research can be obtained Data collection for AI development that can automate copy and paste work Acquire real-time information Tableau construction support service that can acquire huge amounts of web data PigData, which has solved the problems of many customers such as data collection, analysis, and system construction, We will help you build an environment where anyone can analyze internal data using Tableau. Construction of analysis DB (DWH), proposal of analysis methods, setting of Tableau graphs and reports (views) one-stop service. Collect information related to your company Link big data with internal data Create a marketing report Services and solutions that can analyze competition Scraping service Service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Creation and management of the latest sales list Dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift Auto Dynamic optimization AI solution "Optamo for Shift" Case study News & Blog Operating company Capital Free Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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19 Benefits Key points for choosing an ETL tool 19 recommended ETL tools Points to note when introducing ETL Compare and consider repeatedly to choose the appropriate ETL tool for your company What is an ETL tool? It is a middleware tool that processes data so that various data can be efficiently operated in multiple systems. In the first place, ETL is an abbreviation that takes the initials of Extract: Extract Transform: Transform Load: Write, and has the function of extracting, converting, and outputting data. Data analysis is essential in the modern business environment where handling of information has become critical. However, the data used for analysis differs in data format and character code depending on the system, so it used to take a lot of time to unify the format. By introducing an ETL tool, you will be able to extract the necessary data from a huge amount of data, convert it, and output it efficiently and accurately.

Three Benefits of ETL Tools There are three benefits to be gained from implementing an ETL tool.

Integrated management of distributed information Formatting, converting, and outputting data

Improving work efficiency By using ETL tools, you should be able to efficiently organize data, which used to take time. . Even if you do not have specialized knowledge about data, you can organize data accurately in a short time, which will lead to more efficient work. Make sure you fully understand the benefits and realize the effectiveness of your ETL tools. Next, we will introduce the benefits of each.

1. Integrated management of distributed information By introducing ETL tools, it becomes possible to efficiently collect and comprehensively manage the vast amount of information distributed within a company. Data analysis requires data accumulated within the company, but because company data is managed by various systems, it is necessary to collect cross-sectional data. Since different systems have different data extraction procedures and require different knowledge, doing it manually is too time consuming and inefficient. By introducing an ETL tool, you can automate data extraction work that requires expertise and cost, so you can efficiently manage scattered information. Data analysis is a repetition of data extraction work, so the data analysis work itself will also be able to be done quickly. 2.

Formatting, transforming, and outputting data ETL tools can be used to accurately and quickly format and transform data extracted from multiple systems within a company. The data extracted from multiple systems have different data formats and character codes, so unless they are standardized in the same format, they cannot be used for accurate analysis.

In addition, some data are duplicated or missing, so deletion or interpolation work is required as necessary. If you try to manually format and transform data,

you run the risk of human error, which greatly reduces the quality of your data. Using an ETL tool

automates the transformation and shaping of data, making it more efficient and accurate than doing it

manually. 3. Improving work efficiency Since ETL tools can be used without using programming

languages, the burden on IT personnel can be reduced and work efficiency can be expected to improve.

Conventional ETL tools were created by engineers with specialized programming skills, but it was not

easy to redo extraction because program modifications were costly. There is also the risk that the

maintenance of the tool will deteriorate if the person in charge of programming disappears. However, the

current ETL tool has a visually easy-to-understand development environment, so it is now possible to

respond flexibly to changes in the work content. It also improves maintainability and shortens the time

required for data processing, so you can expect to improve operational efficiency by spending enough

money on other operations. Choosing an ETL Tool With so many ETL tools available today, it can be

difficult to know which one to choose. Here are some points to consider when choosing an ETL tool.

Clarification of Issues It is necessary to clarify the number of man-hours required for data cleansing, such as character code and format conversion. By doing so, you can imagine in advance how much man-hours can be reduced after introducing the ETL tool. Matching the scale and price to be used ETL tool costs vary depending on the scope and amount of use. There are different types, such as those for small and medium enterprises and those for large companies. Clarify the type, scope, and scale of data cleansing that you want to use in your company, and set an appropriate cost. IT Knowledge Required

ETL tools require no programming knowledge at all, some are click-and-drag, while others require a little more technical kn

It is important to consider how much knowledge the people who use the tool have and whether the function of the tool satisfies the task. 19 Best ETL Tools ETL tools are essential to effective data analysis, but no ETL tool is right for every situation. Appropriate ETL tools differ depending on the company's situation and the situation in which it is used, so it is necessary to select the appropriate tool according to your needs. We will introduce 19 recommended ETL tools, so please refer to them.

1. Xplenty Xplenty is a cloud-based data integration platform that supports the integration of multiple data sources. Even people with no programming experience can perform flexible customization with intuitive drag-and-drop operations. In addition to supporting more than 140 data sources, it also comes equipped with cutting-edge security features, so it can be used in a secure environment. Support is available 2 hours a day, making it an easy tool to use even for beginners.

2. Alooma Alooma is a data migration tool that can unify data on the cloud into a data warehouse called Google BigQuery. Most of the flow from data formatting to analysis is automated, so the biggest feature is that you can concentrate on the analysis results. It used to be compatible with data warehouses other than Google BigQuery, but since being acquired by Google in 2019, it can only be used with Google BigQuery.

3. Stitch Stitch is an open source data integration platform. Since the process up to data linkage is simplified, it can be said that it is an easy-to-use tool even if you do not have specialized skills. Being open source, it is highly scalable and can extract data from a wide range of data sources. In addition, it is easy to maintain because the flow of data can be controlled and visualized by the orchestration function. There is also a 14-day free trial, so if you are interested, you should try it.

4. Oracle Data Integrator Oracle Data Integrator is a comprehensive data integration platform with a wealth of options. Because it is part of Oracle's data management ecosystem, it is a good choice if you have other Oracle-related applications. Also, Oracle Data Integrator supports ELT workloads, not ETL. Unlike ETL, conversion is done within the database server, eliminating the need for a dedicated intermediate server and reducing costs. While data can be imported at high speed, the load on the database increases during processing.

5. Waha! Transformer Waha! Transformer is a 100% domestically produced ETL tool with over 100 billion records of data processing. It is also used by major companies such as Denso and Mizuno, so it can be said that it is a tool that can be used with confidence. Its simple and intuitive operability makes it easy to configure complex and advanced processing even without specialized skills. In addition, we have prepared a full range of support unique to a purely domestic tool, and in the event of a critical failure, we will provide on-site support. User training and manuals are also substantial, so it should be easy to handle even for companies that are introducing ETL tools for the first time.

6. ASTERIA Warp Core ASTERIA Warp Core is a no-code data integration middleware that supports business automation and system linkage. The intuitive operation of dragging and dropping icons makes it easy to set up linkage with existing databases and various business systems. There is no need to develop an interface for each system by absorbing differences in data formats, which can be a problem when linking systems. In addition, ASTERIA Warp Core supports various databases, so you can check the flow of extraction and conversion to find problems.

7. Boomi Boomi is a platform that can be built from simple to sophisticated systems through a modern cloud platform. In addition to the ability to link systems and applications, it also supports building and integrating workflow apps. Since much of the coding is not required, applications can be deployed and built quickly. Since it can be operated while communicating, it will be useful in many scenes other than data integration.

8. ASTERIA Warp ASTERIA Warp is a cloud-based ETL tool that can integrate data accumulated within a company with simple operations. Because it is a no-code development environment, it can be used not only by software developers with specialized

is also easy to use. In addition to being equipped with a wealth of linking functions and conversion functions, processing for integrating data can be defined using a GUI, so processing can be expanded and modified. With more than 8,000 installation results, it is a tool recommended for those who want to use highly reliable products that have accumulated a wealth of know-how and experience. 9. Talend Talend can be used as a simple ETL tool or as a sophisticated data integration platform, depending on the plan. Depending on the plan, you can also use cloud platforms such as AWS and Google Cloud Platform, so you can respond flexibly. There are also free, open-source ETL tools available. Since the open source version has almost the same level of functions as the paid package version, the open source version is sufficient to some extent. However, tools for monitoring and scheduling cannot be used, so it is better to use the paid version for large companies. 10. RapidMiner RapidMiner is a machine learning leading platform used in over 40 countries around the world that can process, evaluate, and operate data. With simple operations such as drag and drop, you will be able to perform advanced analysis work like a data scientist. It can be said that it is an easy-to-use tool because it has a function that can visualize data such as graph output. A Japanese manual site is also available, making it easy to introduce. There is a Free version that can be used for free and a 30-day free trial, so it would be a good idea to try it first. 11. IBM InfoSphere DataStage IBM InfoSphere DataStage is an ETL tool for large companies that has the top market share in Japan. It is sold by major vendors such as Hitachi and Itochu Techno-Solutions, so it can be said that it is a reliable tool. High-speed processing is achieved in hybrid and multi-cloud environments through AI-based data integration and parallel processing. In addition, development by GUI operation enables highly productive development of data integration processes. It has a rich set of functions that can withstand the requirements of large enterprises, and can be used to develop complex data structures, such as for AI applications.

12. Informatica PowerCenter Informatica PowerCenter is an enterprise data integration platform for large enterprises that can extract, integrate, and distribute the data accumulated in the enterprise at the appropriate timing. The repository can integrate and manage table definitions and business logic as metadata, so an efficient and flexible data integration infrastructure can be realized. In addition, multi-thread processing, which manages the complex flow of various data scattered throughout the enterprise, supports quick decision-making through high-speed processing of large amounts of data. In addition, the development environment based on GUI operation enables data definition, extraction and processing in a non-programming environment. 13. DataSpider Cloud DataSpider Cloud is an ETL tool made in Japan that is characterized by abundant connection destinations unique to the cloud. In addition to having a wide variety of connection destinations such as Salesforce and AWS, our unique Thunderbus technology enables secure connection with on-premises without a VPN. In addition, it is also a point that it supports detailed data processing unique to 100% made in Japan, such as half-width kana and Japanese calendar conversion. It can be said that it is an easy-to-use tool because it can create cooperative processing with

14. Syncsort DMExpress Syncsort DMExpress boasts high quality and fast processing.

ETL tool. Equipped with a unique automatic tuning function called Smart ETL Optimizer, it performs optimal processing according to data content and system resources. Even with large-volume data processing, optimization enables stable processing even on low-end servers, making it possible to curb excessive investment in hardware. In addition, it has an easy-to-understand GUI structure that advances development from top to bottom, so anyone can easily and stably develop. 15.

BusinessSPECTRE BusinessSPECTRE is an ETL tool specialized for SAP ERP data linkage, equipped with SAP's data analysis engine with its own data structure. A unique data analysis engine allows SAP data to be linked to other systems and used to create analysis reports. Since the report is already built, it is also a point that you can grasp the overview and introduce it in as little as one month. It also has the detailed functions required by Japanese companies and a scalable architecture that can withstand increases in data volume. 16. AWS Glue AWS Glue extracts, transforms, and writes data stored on AWS.

It's a fully managed service that you can plug into. It mainly serves as a data linkage platform that connects various AWS services. It automates much of the ETL work and prepares the data for workflow execution so you can focus on other tasks. And ETL processing is done automatically in code developers are familiar with, such as Scala and Python, so you can debug, test, and more in any IDE.

17. trocco trocco is a comprehensive support service that automates everything from data integration development to data infrastructure operation, and supports the development and operation of data analysis infrastructure. In addition to supporting data warehouses and databases as connection destinations, data analysis can be performed by linking with various services provided in the cloud such as CRM and MA. It is also characterized by its ability to flexibly process seven types of templates and programming languages such as Python and Java. In addition, processing such as date format conversion and masking processing can be performed with simple screen operations.

18. Reckoner Reckoner is a cloud-based ETL tool that connects to over 100 databases and SaaS applications. Since it can link data with a wide range of on-premises, cloud, and SaaS applications, you can integrate and utilize all kinds of data, from basic systems to business data. In addition, the intuitive and simple interface allows non-experts to quickly build ETL and data pipelines.

19. tableau tableau is a data analysis platform that visualizes data in an easy-to-understand manner. Since it supports various data formats such as CSV, Excel, and databases, data can be imported as is without preprocessing or conversion. Also, if you use an ETL tool called Tableau Prep, which can format and integrate data without code, in advance, even large amounts of data can be processed at high speed. Like Tableau Desktop, in addition to an easy-to-understand drag-and-drop interface, you can process data while visualizing it.

Precautions for introducing ETL tools Temporarily increase the amount of work As mentioned in the point of introduction, it is necessary to identify issues and understand the data to be used for ETL tools before introduction. You should also check the integrity of your data regularly after deployment, especially in the beginning. In the long run, the introduction of an ETL tool will promote work efficiency, but keep in mind that work hours may increase temporarily before and after the introduction.

Cost of Implementation Some ETL tools are free, but they can cost you a lot if you ask for the features you need. It is also important to take advantage of free trials, etc., in order to understand whether it is really worth spending money on the tool.

Choose the ETL tool that's right for your company after repeated comparisons We've introduced the benefits of ETL tools and recommended ETL tools. ETL tools are provided by various companies, but if you choose an ETL tool that suits your company, you can expect a significant improvement in work efficiency. For example, if you use tableau, you can collectively handle everything from data collection and formatting to analysis. Also, since it can be operated intuitively, it will be easy to handle even without specialized knowledge. We encourage you to read our article, compare and contrast the many ETL tools available, and choose the right ETL tool for your company.

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What is Explanation of its importance and use cases PigData > Blog > What is data marketing?  
Commentary on its importance and use cases 2022.02.10 Data utilizationData analysis  
You can now get various information from the application. As a result, customer behavior becomes more complex and  
This is leading to intensifying market competition. Along with the development of digital technology, traditional marketing  
It is now more likely to fall behind market changes. The focus is on big data  
Data marketing using This time, what is data marketing and its importance  
I will explain the characteristics and actual use cases. Contents What is data marketing?  
Importance Points to note in data marketing Examples of data marketing Conclusion Data marketing  
Data marketing collects and analyzes customer purchasing behavior based on customer data,  
It is a marketing method that provides customer experiences and products from a point of view. data marketing  
The customer data used in the system includes not only personal information such as age, gender, and occupation, but also purchase history and store visit information.  
, including behavioral data such as purchasing product trends. Therefore, we collect and analyze various data in a complex manner.  
•It is essential to use it, and the more data you collect, the more accurate the promotion will be.  
I can. Importance of data marketing Due to the epidemic of the new coronavirus, the recent market has  
Even from a global perspective, the distribution volume and frequency of products and parts are decreasing. Therefore, with limited resources  
In order to achieve more results than ever before, there has been a movement to promote data utilization throughout the company. death  
However, there are few companies that are able to effectively utilize data, remaining at just under 60% of the total. ( Source: Excerpt from Cross Marketing "Survey on Corporate Data Utilization")  
With the development of mobile technology, the acceleration of market changes and changes in customer behavior have become remarkable.

It is becoming impossible to keep up with the appropriate promotions can be carried out in diversifying markets by utilizing digital marketing. Expanding sources of data collection Advances in digital technology have expanded the sources of data collection. For example, the use of mobile devices in business, the generalization of SNS operation on a company-by-company basis, and the expansion of the market using video and voice. By expanding the sources of data collection, it can be analyzed and utilized as big data. In order to conduct more effective analysis, consider introducing a dedicated analysis tool. Increasingly Complex Customer Purchasing Behavior Amid dramatic changes in the market, customer purchasing behavior is undergoing major changes. With the spread of the new coronavirus, the traditional store-based purchase has become the mainstream of online purchase, where products can be purchased from websites and applications. Digital marketing is essential to properly analyze customer purchasing behavior. Acceleration of market changes The amount of information that can be acquired has increased rapidly, and customer value related to brand recognition and purchases has diversified. The background to this is the remarkable development of digital technology. Purchasing behavior becomes more complex, and in order to maintain high-precision promotions, it is necessary to respond quickly to changing customer and market needs. By using digital marketing, you can make an accurate and rapid approach. Points to note when data marketing There are some points to note when implementing data marketing. I will explain two points in particular.

Clarification of data collection and analysis Simply collecting and analyzing data does not constitute marketing. It is necessary to clarify why the data is collected and how it will be analyzed. To conduct effective marketing, it is important to collect appropriate data and understand the meaning of that data. Also, after collecting, analyzing, and utilizing data, be sure to find improvement measures and do not forget to turn the PDCA cycle. Since there is no straight forward approach in the marketing world, repeating the PDCA cycle is the shortcut to the optimal solution. Awareness of objective analysis When analyzing data, eliminate subjective analysis as much as possible. Market and customer needs are likely to be subjectively unmeasurable, leading to false promotions. It is important to formulate measures based on objective analysis, such as scrutinizing data on market trends and customer purchasing behavior, and conducting experimental surveys with internal employees. How to create a marketing strategy and four points Examples of data marketing In fact, data marketing is also introduced by well-known companies. I would like to introduce two examples of companies that are doing marketing that deals with big data in particular. Amazon Amazon collects data from customers' behavior logs and search histories, and accumulates purchase-related data. Based on the collected big data, the best products are displayed by analyzing the preferences of each customer around the world and predicting their behavior patterns. Appropriate use of big data enables us to present products that motivate customers to purchase, leading to increased sales. Sushiro Sushiro, a major sushi chain, attaches IC chips to all the plates flowing in the lane and collects big data such as the freshness of sushi and the sales of each sushi. By collecting information such as "when", "which sushi", and "how many times it was picked up", it is possible to analyze popular sushi and identify sushi that should be sent to the lane. As a result, we succeeded in eliminating customer dissatisfaction that "the sushi we want to eat does not come around" and at the same time reducing the loss due to disposal to a quarter of what it used to be. The use of big data greatly contributes to improving customer satisfaction, sales, and food loss reduction. [Introducing competitive analysis examples of conveyor belt sushi chains!](#) Summary In this article, we explained what data marketing is, its importance, and examples of its actual use. In order to perform optimal data marketing, it is important to work on a combination of various data. The larger the amount of data, the more likely it is that promotions that meet the needs of the market and customers will be possible.

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2022.02.18 Business efficiency Those who are considering introducing PDCA to improve productivity and performance

Are you there? The PDCA cycle has permeated as an excellent business management model and has been introduced in many companies.

It's a great method that's proven to be effective. However, how to implement PDCA?

Isn't there a lot of people who don't know if it's good? In fact, although PDCA was introduced,

Many companies have not been successful and have not been able to use it effectively. Therefore, this time, we will focus on the characteristics of PDCA.

We will explain in detail the advantages, disadvantages, and precautions for implementation. Together,

We will also introduce examples of companies that have successfully implemented PDCA. If you read this article, you will understand how PDCA works.

It is possible to grasp whether it should be introduced in such a way. Table of Contents What is PDCA? Advantages of PDCA

Disadvantages of PDCA Causes of PDCA failure Points to note when turning PDCA Successful examples of PDCA Instead of PDCA

What is OODA? Summary What is PDCA? PDCA is the process of production management, quality control, etc., to achieve goals.

It is a method for continuously improving any management work. It is taken from the initials of the four steps of Plan, Do, Check, and Action. Improve quality and accuracy. It is a framework advocated by the father of quality control, Edwards Deming, in the 1950s, and a model proposed to identify and change areas in need of improvement. By measuring and analyzing each process and continuously running the PDCA cycle, we created a loop-type model that enables continuous feedback. Currently, many companies have introduced the PDCA cycle, and it is used not only in marketing but also in other industries and occupations. Next, each step in the PDCA cycle is explained in detail.

• Plan Plan is a step to set goals and objectives and make an action plan to achieve them. However, don't blindly set goals and plan in the old fashioned way. A key point for setting clear goals is 7W2H1G. "7W2H1G" means who (who) to whom (where) from which (what) why (when) how many (how to) 10 points for setting a clear goal, such as what the goal is. Be aware of 7W2H1G and try to set realistic goals that are measurable and achievable. It doesn't matter if the PCDA cycle ends up failing, so there's no need to have a perfect plan from the beginning. When making a plan, it is important to be conscious of making a logical plan based on your own hypotheses.

• Do Do is the step to carry out according to the plan to achieve the goal set in the Plan. Hypotheses raised in the plan for problem solving are divided into multiple actions, broken down into specific task levels, and put into action. When setting tasks, it is a good idea to pay attention to whether the actions are reproducible and specific. By following a plan, you will be able to focus on the tasks that are important to achieving your goals, rather than on the spur of the moment or inertia. It is also important to keep a log of activities so that the processes performed and the results can be evaluated later. When taking records, if you select several indicators and quantify them, you will be able to make an objective evaluation without the evaluator's subjectivity.

• Check Check is a step to evaluate whether the executed contents were really appropriate. It is necessary to carefully verify whether the activities were carried out according to the original plan and whether the targets were achieved as expected. It is important to evaluate factors such as the reasons for a certain result based on data, instead of simply making a two-choice evaluation such as "yes" or "no". If the project could not be implemented as planned, it will be necessary to perform a factor analysis, especially using data, to find out why it did not go well. Of course, even if the execution result is successful, we must analyze why it was successful. By conducting thorough analysis based on data and making appropriate evaluations, we will be able to efficiently run the PDCA cycle. If it is difficult to make an evaluation using data in-house, it may be a good idea to ask a professional data analysis company to do so. By frequently analyzing the execution results, you can quickly identify where the problem is and reduce unnecessary execution.

• Action Action is the step to consider what kind of measures and improvements should be made in the future after receiving the evaluation in Check. If the hypothesis verification and factor analysis are not properly performed in the Check step, it is possible to come up with the wrong countermeasures, so we have to be careful. There are three points to consider for improvement in the Action step: goal planning action. We'll look at what we can do to reach our goals, or how we can do even better. It is necessary to consider not only fixing the bad points, but also improving the good points. Based on the improvement measures, set realistic goals again, formulate a new plan, and repeat the PDCA cycle. Advantages of PDCA The advantages of introducing the PDCA cycle to companies include the following.

- Clarification of goals Concentration on the work to be done Grasp of the problem No matter what kind of work you do, if you do it haphazardly without making a plan, you will repeat the same mistakes. If you introduce the PDCA cycle, your goals will become clear.
- I will explain each of the benefits of PDCA in detail.

- (1) PDCA cycle to clarify goals

By introducing the kuru, the goals to be aimed at and the tasks to be done will be clarified. If the goal is not clear, it may end up deviating from the landing point that should be achieved. It becomes difficult to think of specific actions and tasks, and you will find yourself in a situation where you don't know what to do. A lack of clear goals can lead to a lack of motivation, and as a result, you may end up with no results. PDCA is a flow of making a concrete plan and taking action based on it, so the goal becomes clear. In addition to clarifying the path to achieving goals, it also clarifies what individuals and organizations should do, so you can expect the benefits of being able to maintain motivation. (2) You can concentrate on what you need to do In the PDCA cycle, you can set goals and plans in advance and then take action, so you can concentrate on executing tasks without making unnecessary movements. If you do not set clear goals and tasks, you will end up spending time on tasks that are not related to your goals, or you will spend time not knowing what to do. If too much time is wasted, not only will it take longer to produce results, but it can also lead to situations such as a decline in concentration. PDCA clarifies goals and tasks in advance at the planning stage, so it clearly states what individuals and organizations should do. When you know what to do, you'll be able to focus on the task at hand and spend less time tackling unnecessary tasks and thinking about what to do. (3) It becomes easier to understand issues In the PDCA cycle, specific goals are set at the planning stage, so the degree of achievement becomes clear in numbers, making it easier to understand issues. If the plan is executed, there will always be good and bad points, but it is difficult to analyze the issues if the goals are not specific. You can objectively analyze the bad parts of the PDCA cycle using specific data such as numbers, which makes it easier to understand the issues. If you can grasp the issues, it will be easier to come up with improvement plans to solve them, and you will be able to move on to the next cycle with more precise goals. By continuing to repeat the cycle, you will be able to make highly accurate plans while reducing the issues that lie in the gap between goals and reality.

**Disadvantages of PDCA**

There are many merits in PDCA, but there are actually the following demerits.

**Sticking to past methods**

PDCA itself becomes the goal

The PDCA cycle is excellent as a business improvement model, but it does not necessarily produce results if it is rotated. It is important to use the PDCA cycle skillfully with a firm grasp of the disadvantages in order to achieve better results. Next, I will explain the disadvantages that exist in PDCA, so please refer to it.

(1) It becomes easier to stick to past methods

If you repeat the PDCA cycle, there is a risk that you will stick to the very first plan and it will take more time. In the PCDA cycle, the original plan is executed and improved repeatedly, so the starting point for the idea of a new plan is the past plan. Depending on the quality of the plans made in the past, a considerable number of cycles must be repeated until a highly accurate plan is reached. The PDCA cycle is a model that assumes failure, but if the initial plan is vague or difficult, it will take too much time to improve accuracy. In order to operate the PDCA cycle effectively, sometimes it is important to have a flexible attitude that incorporates new perspectives instead of sticking to past plans.

ÿPDCA itself becomes the goal

There are cases where turning the PDCA cycle becomes the goal itself. If turning the PDCA cycle itself becomes an objective, the results of execution cannot be evaluated and improved appropriately, and factor analysis will become ambiguous as to why such results have been achieved. The PDCA cycle is a means to achieve goals by continuously improving the plan, so if you can't learn from the process of the cycle, you're putting the cart before the horse.

The PDCA cycle is just a means to achieve goals, and we must work on it based on the fact that it has the purpose of improving the plan. Also, if you try to run the PDCA cycle too well and spend too much time on each step, you will miss opportunities for improvement. Since the business environment is constantly changing, speedy and efficient completion is also important for the PDCA cycle.

**Reasons why PDCA fails**

It is true that many companies are worried that the PDCA cycle will not go well even if they have introduced PDCA. In order to make PDCA a success, it is important to understand why it fails and why it does not go well.

why it fails

If you can figure out, you will also be able to grab the points to not fail naturally. Next, I will introduce the reasons why each step of the PDCA cycle fails, so please refer to it. (1) Causes of Plan failure There are cases in which an ambiguous or difficult-to-realize plan is made in the Plan step, resulting in failure. If the process to reach the target set when making a plan is not drawn, or if the current situation is not analyzed or understood, the plan tends to be ambiguous or difficult. The basis of the PDCA concept is hypotheses and verification, so if the initial hypotheses and plans are ambiguous, execution and verification work will be at a poor level, and satisfactory results will not be obtained. Also, if the initial goal is set too high, the execution work will not be able to keep up with the project, and the project will most likely fall apart. If employees feel that they cannot achieve their goals, they will feel resigned and lose their motivation. Even if it is just a hypothesis, whether or not you can make a concrete plan to achieve your goals and solve your problems will be the turning point of success. (2) Causes of Do failure Factors that cause Do steps to fail include reasons such as unplanned execution and laziness. Unplanned execution, such as just doing your best, will not produce effective results no matter how long you do it. If your goals are long-term, you miss the opportunity to focus on results if you don't see immediate progress. In many cases, when the Do step does not go well, there is unreasonableness in the planning stage, unreasonableness occurs in the business process, and the workload is concentrated somewhere. When the PDCA cycle is not running smoothly, we should check whether we are acting as originally planned. It is important to break down long-term goals into short-term goals and formulate detailed plans to achieve goals. (3) Causes of check failures One of the reasons for failures in the Check step is that the check criteria are ambiguous and results cannot be properly evaluated. The PDCA cycle cannot be effectively utilized if the check is abstract and ambiguous, such as passing somehow. Even if we produce results, we will not know what is good and what is bad unless we can evaluate specific changes using numerical data, and we will repeat the same things. A sense of speed is also important to respond to rapidly changing markets, but if the Check step is too hasty, accurate analysis will not be possible and it will not lead to improvement. Also, if you try to complete the Check step only internally, the evaluation criteria may be loose or overlooked. No matter how rushed you are, it is important for the Check step to incorporate an external perspective and conduct thorough and careful analysis. (4) Causes of action failure No matter how accurate the analysis in the check step is, the PDCA cycle will be interrupted if the action step does not actually take action toward improvement. Since the PDCA cycle is a continuous loop, failure in any of the four steps will stop the entire loop. Once the loop stops, there are many cases in which the work ends as it is. In order not to stop the PDCA cycle, if we can analyze the points for improvement in the Check step, we should try all the possible plans for improvement. If there are no clear signs of action for improvement, consider revising the issue itself. Since the PDCA cycle is a model in which improvements are repeated over and over again, it is important to continue to persevere through the cycle without expecting to achieve great results all at once. Points to note when turning the PDCA cycle In order to effectively turn the PDCA cycle, you need to pay attention to the following points. Goals should be quantitative, plans should be specific Plans that can actually be implemented Execute according to plan Periodic review Simply repeating the PDCA cycle will not produce definite results, so it is important to firmly grasp the points. It is important. Let's be aware of the points and failure factors to realize a smooth PDCA cycle. Next, I will explain in detail the points to note in running the PDCA cycle. (1) Goals should be quantitative, and plans should be concrete and within a realistic and feasible range When starting the Plan step, goals should be indicated quantitatively with numerical values, and plans should be formulated within a specific and realistic range. It is important . The biggest cause of failure in the PDCA cycle is that the first Plan step does not establish a firm goal or plan. If the goal remains unclear, the path to reach it will be unclear and difficult to achieve. By setting goals with specific numerical values in mind, it becomes easier to understand what specific

will be When setting goals, it is important to start from the current situation and use quantitative and quantifiable indicators. Also, if the plan is unrealistic, the motivation of the employees will decrease at the stage of execution. Identifying the root cause is useless unless remedial action can be taken. When planning, it's important to set goals that you can reach without overstretching yourself. However, setting goals that are too low is meaningless, so try to come up with goals and plans that are achievable as much as possible while taking into account the amount of work involved. It's also helpful to set a deadline so that you can accurately analyze whether you've met your goals. Paying sufficient attention to goal setting, such as using the SMART law (a way of thinking about setting achievable goals), will greatly affect the success or failure of the PDCA cycle.

Execute according to the plan Once you have made a concrete plan in the Plan step, be sure to carry out the plan according to the plan. If the plan is not executed as planned, it will not be possible to accurately analyze what went well and what went wrong during the verification stage. If verification is not possible, it will be difficult to determine how improvements should be made, which will lead to interruptions in the PDCA cycle. It is important to always follow the plan to the end, even if you feel that there are challenges while executing the plan. Also, be sure to keep detailed activity records such as execution results as data so that you can evaluate and analyze them during verification. If you leave data so that you can understand the execution status, you will be able to objectively analyze the success or failure of the results and issues. (3)

Periodically look back The PDCA cycle always goes through a verification process, but it is also important to periodically review and analyze. In order to maintain the virtuous cycle of the PDCA cycle, regular maintenance such as regular progress confirmation and current status analysis is essential. Even within a single cycle, providing regular opportunities for reflection will help you to effectively modify your behavior. If the data used for retrospection is aggregated as specific numerical values, it will be easier to analyze, and it will be easier to propose better improvement measures in the Action Step. In addition, by using specific data and looking back, it is possible to make sure that improvements are made without repeating the same mistakes. If you set a time to review the PDCA once a week on a predetermined day of the week, it will be easier to maintain a virtuous cycle. Successful Examples of PDCA Next, we will introduce three case studies of companies that have actually introduced the PDCA cycle and succeeded. MUJI SOFTBANK TOYOTA Well-known companies have achieved successful improvements by effectively utilizing the PDCA cycle. If you know how each company implemented the PDCA cycle and what kind of results were achieved, it will be helpful when introducing it at your company. Next, we will discuss in detail the case studies implemented by each company. MUJI products MUJI uses the PDCA cycle to standardize the know-how of all staff so that there are no differences in knowledge and service quality between stores and individuals. We created a manual on customer service and work details, and the staff carried out their daily work according to the manual. MUJI believes that a manual cannot be completed just by creating it once, so it has continued to make improvements through the PDCA cycle. As a result of improving the manual's completeness, we are now able to provide a higher level of service to our customers, which has greatly improved our business performance. SOFTBANK SOFTBANK has grown into a company with sales of 8 trillion yen in 30-odd years by adopting the concept of "high-speed PDCA" and evolving PDCA by adding a unique perspective. SoftBank's unique perspective added to the conventional PDCA is two points: speed and precision PDCA that does not end with the atmosphere of doing PDCA. As for the flow of the implemented PDCA cycle, we first set a large goal, then set several small goals below it and establish a system to check them on a daily, weekly, and monthly basis. We set a period for executing the plan, proceeded with multiple methods in parallel, and conducted verification every day. For improvement, we adopted the most effective method and continued to make positive improvements, such as further brushing it up. While going through the PDCA cycle in detail on a daily basis, the company has grown significantly by adding a sense of speed that leads to rational verification and improvement of PDCA. Toyota Toyota Motor Corporation has succeeded in establishing a solid position as a global company by thoroughly implementing the PDCA cycle. In the Plan step, we have built a system that can manufacture vehicles in the shortest possible time by increasing productivity through the Toyota Production System, which th

has introduced a “just-in-time” system and automation that automatically stops machines in the event of an emergency. As soon as we saw the occurrence of defective products or signs of problems, we entered the Check step, where on-site workers and managers worked together on verification, making proposals for improvement and implementing them immediately. We also succeeded in promoting drastic organizational and personnel reforms, and have grown into a global automobile manufacturer. What is OODA as an alternative to PDCA?

OODA is a business method advocated by John Boyd of the United States Air Force, and is attracting attention as a concept to replace PDCA. OODA is an acronym for Observe, Orient, Decide, and Act. A major feature of this game is the ability to overwhelm the opponent and gain an advantageous position by using the adjustment function while looping and repeating it quickly over and over again. Difference between PDCA and OODA While PDCA is a process-oriented method that utilizes numerical indicators and quantified standards,

OODA is a highly mobile method that emphasizes observation and situational judgment. The PDCA cycle is a highly effective method, but the goals and plans that were drawn up at the beginning were process-oriented as the starting point, so in some cases it is not possible to respond to changes in the market. On the other hand, OODA gives top priority to flexible judgment and quick execution, so it is easy to come up with innovative ideas, and it can be said that it is a method that is highly compatible with market trends and customer needs. It is important to consider the merits of both PDCA and OODA and utilize the method that is suitable for your company.

Conclusion We have explained the features of PCDA and the advantages and disadvantages of its implementation. The PCDA is an excellent model, but it cannot be fully effective unless the points are firmly held down. A method called OODA has also emerged as an alternative to PDCA. Both PDCA and OODA have merits, so please consider which one is more appropriate for your company and use it effectively to improve your business performance.

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? ўCommentary on merits and points for progress 2022.02.02 Data utilization Digitization is progressing  
In today's world, there are many people who want to promote data utilization in their own companies so as not to miss the wave.  
Isn't there? The spread of the Internet has made it possible for anyone to obtain information easily.  
In today's modern world, it is no longer necessary to utilize data for business. In recent years, the Ministry of Economy, Trade and Industry  
Partly because we are accelerating the promotion of DX, efforts to utilize data are becoming more active. death  
However, there are many people who do not know how to proceed with data utilization.  
Isn't there? Therefore, this time, we will discuss the benefits of data utilization, how to proceed, and points to keep in mind.  
and explain. After reading this article, you will be able to understand how to proceed with data utilization.  
I will. Contents What is data utilization? Advantages of data utilization How to proceed with data utilization Data utilization  
Three key points for success Summary What is data utilization?  
We will utilize the vast amount of data that we store to improve sales and streamline operations, leading to business success.  
This is the process of With the spread of the Internet and smartphones today, consumers can easily access information at any time.  
can now be accessed. Up until now, information was disseminated only by companies, but the Internet  
With the spread of the Internet and SNS, it is now possible for individuals to send messages. more than ever  
As information becomes available, consumer needs are diversifying, and traditional experience and intuition  
It cannot be captured by a management strategy that relies on Market movements are also accelerating due to the use of IT.  
If it takes too long, it will quickly become obsolete. diversified consumer  
To quickly respond to needs, collect, analyze, and utilize information such as customer data and sales data.  
I have to go. Objective facts such as numbers and symbols are recorded in the data accumulated by companies.  
It is possible to make well-founded decisions that do not rely on experience or intuition. accelerating  
In order to respond to the growing market and diversifying customer needs, to improve sales and develop strategies  
effective data utilization is essential. Current Status of Data Utilization in Japan  
Data utilization is considered essential, but in Japan, compared to Western countries and advanced Asian countries,  
The current situation is that it is not progressing. According to a survey conducted by Gartner Japan in November 2020,  
, More than 60% of the companies that responded have an awareness of issues regarding data utilization, indicating a high level of awareness and interest.  
I understand. However, the number of companies that responded that they were able to obtain business results from data utilization  
Percentages have been fluctuating since 2018 and have not delivered sufficient business results. Day  
Lack of understanding of data utilization is thought to be the reason why data utilization is not progressing in books  
and lack of literacy Lack of skills and human resources who can use data. gar  
A survey by Toner Japan also found that more than half of companies cited lack of skills/personnel and lack of data literacy.

Industry was cited as an impediment. Due to the shortage of human resources in the IT industry as a whole, it is difficult to secure human resources who are familiar with data utilization. Even if we rely on external partner companies, there is also the issue of the time it takes to select and outsource. Even if human resources are secured, there are many cases in which the analyzed data is not effectively utilized due to a lack of understanding from the front lines and management. Due to the above reasons, the current situation in Japan is that data utilization is not progressing. Differences between data utilization and data analysis Data utilization and data analysis are different in terms of what the data is used for. First, the purpose of data analysis is to extract the information necessary for data utilization. As it is, data is nothing more than a collection of numbers, so it must be processed in order to make it easier to analyze and obtain information. By combining and analyzing each data and searching for regularities, outliers, correlations, causal relationships, etc., data that does not make sense on its own will become meaningful. On the other hand, the purpose of data utilization is to take necessary actions based on the results of data analysis and make it useful for business. Before starting to use data, it is necessary to clarify the purpose of using the data, because it is necessary to think about how to use the analysis results to achieve the tasks and goals. Strategies become more effective by accumulating data by repeating a series of steps, such as creating strategies and actions based on hints obtained from analysis and verifying their effectiveness. In other words, data analysis is the basis for effective data utilization. Another difference is that data analysis requires skills for processing numbers, such as statistics, while data utilization requires practical experience and marketing.

Advantages of data utilization The following points can be cited as advantages of introducing data utilization into business. Ascertaining the current situation Prompt management decisions Discovery of new opportunities

Consumers can now easily obtain information, and in order to respond to changes in the market where needs are diversifying, it is necessary to utilize data accumulated both inside and outside the company. We need to make effective use of it. Management strategies that rely on conventional experience and intuition may not be able to respond to rapidly changing markets and may be left behind. Better use of data can generate new business and increase revenue, optimize operations and reduce costs. Today, not only large companies that have secured IT human resources, but also small and medium-sized companies are working on organizational reforms and service reforms using data. In order to effectively utilize data, it is necessary to understand the benefits of utilizing data. Next, I will explain each of the advantages of using data in business settings, so please refer to them. Useful for grasping the current situation By collecting and analyzing data accumulated inside and outside the company, you will be able to grasp the current state of market trends for your company and the market. It is important to understand the current situation of the company in order to formulate an accurate management strategy that solves problems and achieves goals. For example, if you do not understand the current situation of your company when you want to recover declining sales, you may not understand the cause and implement measures that are irrelevant. Since the data accumulated inside and outside the company shows objective facts, it is possible to conduct analysis without relying on uncertain measures such as experience and intuition. By converting sales data and customer data into numbers and graphs and visualizing them, you will be able to quickly understand the current situation and accurately identify the cause. Management decisions can be made quickly Utilizing data for management decisions makes it possible to make evidence-based decisions with a sense of speed. With the spread of the Internet and other factors, consumer needs are diversifying, and the market is undergoing drastic changes. Quick management decisions are necessary to respond to market changes, but conventional decision-making that relies on experience and intuition will not be able to keep up. Decision-making that relies on individual senses requires coordination with many people, and it takes time to share perceptions with others. Even if they manage to make a decision, in today's world where needs are diversifying, there are many cases of failure because they are already outdated. In contrast, data-driven decision-making allows decision-making to be based on evidence. Since there is evidence based on concrete data, it will be easier to share recognition with those around you, and you will be able to make management decisions with a sense of speed. Decision making using data also makes it easier to verify whether management decisions were correct in the future. If we can properly evaluate management decisions, the quality of future management decisions will likely improve. Noticing new opportunities While analy-

You will also notice new business opportunities that you were not aware of before. To find new business opportunities, you need the foundation material. Many hints for discovering new business opportunities are hidden in the data, so it is effective as a foundation for new strategies. Even if the data is meaningless on its own, by combining it with multiple pieces of data and analyzing it, you can discover business issues and ideas that you were not aware of before. More effective analysis is possible by using not only internal data, but also data published by public institutions such as the government. Relations between data, which are difficult to do manually, can be easily done using tools, so you will be able to discover issues and needs that you would not notice with human power alone. Proceeding with Data Utilization In order to utilize data in a company, the following procedure should be followed. Data collection Data organization

Data analysis Data utilization Even if you try to introduce data utilization into your business, there are probably many people who do not know how to proceed with utilization. Recently, tools that help with data processing and visualization have become commonplace, so it is now possible to use them to some extent without the need for specialists. However, since tools are just support, you will not be able to effectively utilize data unless you understand the flow up to utilization. In order to use data effectively, it is important to first understand the flow of data utilization. Next, I will explain the flow from data collection to utilization.

#### 1. Collecting data

First, determine and collect the data necessary to solve problems and achieve goals. There are two main types of data collection methods: Using other companies' data collected in-house In order to collect data in-house, it is necessary to have a system that can consolidate the data that is scattered by departments and departments. For example, there are many cases where the data up to lead acquisition is scattered, such as the marketing department, and the customer data, such as customer support. Collecting scattered data in one place makes it easier to analyze. However, in some cases, the data they need is not collected in the first place. Accurate analysis cannot be performed without the necessary data, so it will be necessary to build a system that can collect data with the cooperation of departments and departments. In addition, external data must be used for data such as brand image that cannot be collected in-house. When using external data, you will generally ask a marketing company or research company to collect the data. Recently, the use of second-party data that can be traded and used via marketplaces is also progressing.

2. Organize the data

It is difficult to analyze the collected data as it is, so it is necessary to cleanly organize the collected data through a process called data cleansing. Data cleansing is the work of finding data with notational variations and typographical errors from the data in the database and correcting and optimizing it according to a certain standard. If the data in the database remains scattered due to entry errors or mismanagement, the quality of the analysis will be degraded. For example, if the alphabets entered in the list data are not standardized in full-width or half-width, it will be troublesome when analyzing. In addition, if each company uses a different notation for the company name or uses different delimiters, accurate analysis cannot be performed. When performing data cleansing, it is important to decide on certain standards, such as standardizing numbers to single-byte characters and standardizing notations of corporations to corporations. Let's cleanse the data to make it easier to use according to the purpose of analysis. In addition, the data that has undergone data cleansing should be sorted according to its purpose, such as by dividing it into lists. Sorting and organizing the data where you need it will make it easier to use for analysis.

3. Analyze the data

Once the data is organized, it's time to start analyzing the data. Data analysis is a simple term, but the information obtained differs depending on the method, so it is important to understand the characteristics of each analysis method in order to maximize its effectiveness. Choose the method that best suits your purpose. Since the analysis results obtained differ depending on the analysis method, if the method is used without understanding the type and method of analysis, the obtained effect will be diminished or the effect will be limited. By making appropriate hypotheses and conducting analysis, we can obtain appropriate results and avoid unnecessary analyses, which will lead to more efficient operations. It's also a good idea to have a dedicated team to analyze the data for unbiased analysis. Even the same data can be interpreted differently depending on who is looking at it, so

If we were to analyze this on our own, we might interpret that the reason for the lack of sales was not the marketing department, but the customer support. For this reason, it will be necessary to take measures such as partnering with external partners for data analysis.

4. Utilizing data As a result of data analysis, we will propose measures and strategies by utilizing the data to find out how to solve the issues identified. Based on the trends identified by data analysis, let's consider and implement when and what kind of approach should be taken for which customer to achieve results. For example, in order to increase sales, a strategy could be to order a lot of hot-selling products and reduce the arrival of low-selling products. However, using data and formulating measures does not necessarily lead to results that lead to problem solving or goal achievement. After implementing the measures, verify based on the data how much the set goals have been achieved. If it was successful, what was the reason for success? It is important to have discussions within each company and lead to the next measures.

**Three Key Points for Successful Data Utilization**

The following three points should be kept in mind for successful data utilization in business.

**1. Instill data utilization throughout the company**

Create a system that can be used when necessary Prepare a system that can evaluate data utilization human resources

1. Instill data utilization throughout the company A culture of decision making needs to permeate throughout the organization and company. If data is not used, it is nothing more than numbers, and simply accumulating it is meaningless. Data utilization will not progress at all unless employees are made aware of how to use data to improve operations and think of new measures. In addition, since collaboration among multiple departments is essential for successful utilization of data, it is necessary to instill a culture of data utilization throughout the company. In order to permeate data utilization throughout the company, it is important for management to actively participate in the data utilization strategy themselves. While data utilization is highly important, it is a strategy that does not produce immediate results. If management understands the use of data and continues to promote it, the awareness of the entire company will change.

2. Develop a system that enables the use of necessary data when it is needed

It is necessary to develop a system that enables the acquisition of necessary data when it becomes necessary for business operations. Even if they decide to use the data in their business, if it takes time to obtain the data they want, some people will think that there is no need to use it. If an atmosphere is created in which data utilization is troublesome, data utilization will not be active within the organization. In order to promote the use of data, it is necessary to establish a system that allows the necessary data to be obtained when necessary. One example of how data can be used is a data platform. A data platform is a collection of functions that enable consistent processing of data, from data collection to processing and analysis. If you can introduce a data platform, you will be able to immediately start working on data analysis when you want to, and you will be able to analyze data across the company. However, introducing a data platform requires specialized knowledge and know-how.

3. Prepare a system for securing, training, and evaluating data utilization personnel

In order to engage in data utilization over the long term, it is necessary to prepare a system for securing, training, and appropriately evaluating data utilization personnel. Since data utilization does not end overnight and will take a long time, it is important not to hire human resources on a temporary basis, but to have them permanently enrolled in the company as human resources who specialize in handling data. The placement of specialized personnel is also a sign of the company's seriousness about data utilization, so it will also lead to unity and motivation within the company. By forming a dedicated team, you can focus on efforts to promote data utilization, and prevent people from leaving midway. In addition, since it takes time to produce results from data utilization, motivation will decrease if the evaluation is made prematurely on the grounds that the results have not been achieved. In order to appropriately evaluate data utilization human resources, a new evaluation axis will be necessary, such as personnel evaluation with achievement criteria.

**Conclusion**

We explained the merits of data utilization and how to proceed. With the widespread use of the Internet and the ability to collect vast amounts of data, there is no doubt that the future of a company depends on whether or not it can utilize data. By actively promoting data utilization, we will be able to make management decisions quickly and quickly seize

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You can understand the first step of data analysis! PigData > Blog > What is Big Data? The first step in data analysis is  
Recognize! 2018.09.06 Basic knowledge of big data Data analysis  
We talked about planning and data. "Planning" and "Data Analysis" in Marketing Mar  
One of the data required for marketing is "secondary data". Big among them

Data is increasing rapidly with the evolution of IoT. What is big data in the first place? Let's take a look at the definitions and their uses. Table of contents What types of big data are there? In what situations are they used? The effect is through the use of big data What is big data? There is no definition of big data. The Ministry of Internal Affairs and Communications, which recommends the use of big data, interprets it broadly as "data for deriving useful knowledge for business." In addition, it seems that many people now adopt the "three Vs" advocated by Gartner, an American research company, as a definition. Volume: Amount of data As the name suggests, it is a huge amount of data. There is no definition of XX or more, but it is often said that it is about several terabytes to several petabytes.

Velocity: Data speed Big data is data that is accumulated daily and has a high update frequency. Being able to respond in real time is also an important element of big data.

Variety: Diversity of data All types of data, including not only text but also images and voices, have diversity generated from various places such as SNS and sensors. By analyzing various data, the possibility of acquiring new insights expands. Furthermore, Fujitsu Ltd. considers value to be the most important factor in discovering new value from a large amount of data, while IBM considers data contradictions, uncertainty due to ambiguity, and inaccuracy due to accumulation of approximations.

We have eliminated , and added "Veracity" as the fourth V, as it is important to make decisions based on truly reliable data. Point Big data is not just about quantity, it is also real-time and diverse, and it is data that continues to be accumulated and has utility value! what kind do you have? As mentioned above, big data has "variety". The diversity of data is not only the number of types of data itself, but also the diversity of sources that make up the data. In what situations are they used? The effect is big data with lots of capacity and variety. Where are they and how are they used? In 2015, the

Ministry of Internal Affairs and Communications is investigating in what areas big data is being used. As a result, the percentage of big data utilization in "general management" and "planning, development, and marketing" is increasing as an overall trend. Areas of data utilization (Source) Ministry of Internal Affairs and Communications, "Estimation of Big Data Distribution Volume and Survey Research on Big Data Utilization" (2015) Similarly, how effective is the use of big data? was investigated by the

Ministry of Internal Affairs and Communications in 2015. According to the results, about 30% of the overall effect was obtained for "general management," about 20% for "planning, development, and marketing," and about 10% for other areas. In addition, looking at each industry, we can see what kind of business is suitable for using big data in each industry. Percentage of effects achieved by using data (Source) Ministry of Internal Affairs and Communications, "Estimation of Big Data Distribution Volume and Research on Big Data Utilization" (2015) Point Areas where big data can be used effectively by industry various. However, "management" and "planning, development, and marketing" are consistently effective! By leveraging big data Big data is one of the means to help companies meet diversifying customer needs and survive in today's highly competitive business environment. Knowing customer needs requires information about many customers. For example, in addition to name, age, occupation and address, it is possible to obtain more information such as the time of day the customer uses the search service, location information, purchase history, etc. by using big data.

Analyzing information and discovering what customers want is the basis of marketing. I would like to collect and analyze the big data necessary for each industry and type of business and use it for marketing. How should we collect and analyze big data? You may think. When you first want to collect the necessary data from the web, you can use a scraping (crawling) tool to do it more quickly and accurately. If you are just starting marketing or want to collect big data, please consider the one that suits your purpose from the many collection tools available. Softbank and Rakuten too! Big Data Use Cases Search Articles All Business Efficiency Data Utilization Big Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT

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Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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Must see! IoB Use Cases by Industry PigData > Blog > A must-see for marketers! IoB activities by industry
Application example 2022.02.28 Data utilization marketing data analysis IoB (internet of behavior)
It is said that by 2025, 50% of the population will be in contact. In addition, IoB is owned by IT research firm Gart
It is also the trend word for 2021 chosen by Nah. marketing because it touches a lot of people
As a person in charge of programming, there is no loss to remember. This article explores what IoB is in the first place.
I will explain. This information is useful for new product development and new service planning. managers and
If you are a marketer, please refer to it. Contents IoB (Internet of Behavior) and
teeth? Industries where IoB can be used and their specific examples Concerns about IoB utilization Marketing field
Analysis of data becomes more important in the Summary What is IoB (Internet of Behavior)? IoB is an extension of IoT

It is on the line, and the Internet will permeate not only things but also the actions of individual human beings. IoB provides information and services optimized for individuals as feedback by acquiring personal information such as "face recognition," "location information," "exercise history," and "purchase history." This will make people's lives more convenient. Since it is a technology to improve people's lives and make them better, it will also lead to the development of new services and products based on IoB. It is an essential technology for marketing in terms of collecting and analyzing information and developing products that meet people's needs. Industries where IoB can be utilized and their specific cases Now that I have explained the meaning of IoB, I will introduce industries where IoB can actually be utilized and their specific cases. If you refer to specific examples, you can see how IoB can be used. Please refer to the policies and plans of the company you manage.

**Restaurant Industry** Some restaurants are already taking advantage of IoB. For example, after eating at a restaurant, the restaurant asks for a customer review on a smartphone, which is an IoB use case. If you have reviews from customers, you can obtain useful information and opinions for future management, and you can also use them for advertising. There are also benefits such as points and discounts for individuals who write customer reviews. Using the location information from the smartphone, when an individual comes to a place near the same restaurant, it notifies information such as advantageous campaigns. This is a great service for customers who want to visit their favorite stores again. **Travel and amusement industry** Services using IoB are also used in the travel and amusement industries. Advertisements of recommended travel destinations and amusement parks optimized for individuals are one specific example of this. As hobbies and tastes differ from person to person, travel destinations and amusement parks that people want to visit also differ. People who prefer to travel to warmer regions will start seeing online advertisements for trips to Okinawa Prefecture and discounted tours to warmer climates abroad. We also utilize functions that suggest trips and amusement parks that are optimized for individuals based on the frequency of searches on the Internet. For this reason, even if you are in an unfamiliar place or an amusement park you have never been to, you will be able to propose a plan that suits your individual tastes online.

**Insurance Industry** In the insurance industry, IoB can be leveraged to collect credit information. Cars store location information and driving information to collect personal data. One of the most important tasks in the insurance industry is setting up a plan based on an individual's credit information. For example, if you are trying to drive a car safely, you can purchase car insurance at a lower price than usual. In the insurance industry, information gathering by IoB is also progressing to create a system that can provide appropriate plans to individuals. **Industries related to medical care and health** The use of IoB is also progressing in industries related to medical care and health. Physical contact devices such as smartwatches collect vital information in real time. The key to maintaining good health is disease prevention. Lifestyle-related diseases can be avoided by recommending the optimal diet and sleeping hours for each individual. In addition, even if a person does become ill, real-time information can be obtained by medical facilities, enabling early detection and early treatment. Location information can be used to understand people's behavior, which is useful in preventing virus infections.

**Taxi and shared service industries** Taxi and shared service industries are well suited for IoB. You want to pick up a taxi when you want and where you want. However, there are situations where it is difficult to hail a taxi depending on the time of day. An IoB-based application can coordinate location information and book the nearest taxi from your location in real time. It can also be used for human resource sharing services. It is important to match the time that is best for both the person receiving the work and the person requesting the work. If you can grasp the company's request information and individual employment status in real time, you can connect the best job and client for each other.

**Problems Concerned about IoB Utilization** As we have introduced so far,

IoB is a technology that makes people's lives more convenient. However, the introduction of IoB has also pointed out problems of concern. Below are the main issues identified. **Protection of personal information** Internet line failure Handling of huge amounts of data If we understand the problems in advance, we can deal with them.

From here, we will discuss each issue in detail. **Protection of personal information** Protection of personal information is one of the issues that have been pointed out. If an individual's location information or purchasing behavior information is leaked, there is a concern that privacy will be violated, and it could also be used by criminals. Individual

If the information of a person's financial institution is leaked, the trading account will be hacked and the property will be stolen. In order to utilize IoB, it is important to develop the perspective of personal information protection and security. Broken network line In the use of IoB, broken network lines are also a concern. IoB doesn't work without internet connection. Sudden power outages and network failures are problems that have not yet been resolved. If all services were digitized and centrally managed by a single server, services would not be available in the event of a power outage or Internet line failure. When utilizing IoB, it is also important to prepare countermeasures in case the internet connection is cut off. Handling huge amounts of data As the use of IoB spreads, the amount of data will grow accordingly. Another issue that has been pointed out is how to handle and store huge amounts of data. In order to save the data, you have to set up a server to save the data. Needless to say, setting up a server to store a huge amount of data also costs money. In addition, it takes time and effort to scrape a huge amount of data, and it may not be possible to implement measures that utilize the data for business. ょ [Understand in 3 minutes] What is scraping? Utilization methods, advantages and disadvantages Data analysis becomes more important in the marketing field Analysis of data obtained by utilizing IoB will increase in importance in the marketing field as it will also be possible to increase profits. With the advent of IoB, it is now possible to collect data from a much finer level than existing methods. Therefore, it is possible to identify consumers who are likely to make purchases and conduct effective advertising. If you can recommend products and services that are optimized for individuals, the purchase rate will increase. In addition, advertising costs can be minimized, increasing the company's revenue. In order to provide the best products and services to the best targets, it is necessary to analyze the details of the data. Data scraping is labor intensive Scraping takes information from a website and processes it into a form that is easy to analyze. However, we have already pointed out the problem that scraping data takes time and effort. The data scraping process fails to identify the target if done incorrectly. As a result, it becomes impossible to advertise and sell the products and services developed by the company to appropriate parties. Outsourcing the data scraping process to a professional company can save you a lot of hassle. Outsourcing the data scraping part will give you more time to focus on your own new projects and product development. Conclusion This time, we have explained the meaning of IoB (Internet of Behavior), which became a hot topic in 2021, and introduced specific examples of its use. IoB is a technology that permeates people's lives. In order to improve the convenience of people's lives, IoB technology will become the basic infrastructure of our lives. In order to manage the company in the future, let's predict that the services and products that can be provided by IoB will change. In addition, the scraping of useful data also increases the effectiveness of marketing.

Use IoB and data to improve your company's management. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Real Estate Industry Evolving with the Introduction of AI Introducing 7 Use Cases [2023 Edition] What are the Future and Trends of the Real Estate Industry? Consideration based on issues Old folk houses can be used for business! ? Explanation of unique charms, use cases, and how to find them Previous article Big data utilization is a must! What is Society 5.0? Blog list Next article What is dynamic pricing? Explanation of the advantages and disadvantages of companies and consumers Inquiries and document downloads Services and solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TC

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Inbound measures that can be started with web data 2018.12.28 Before big data marketing tourism  
In this article, I told you about the five perspectives necessary for the inbound construction and tourism industry. In-Bow  
Five viewpoints that the construction and tourism industry should know about measures against inbound tourists  
You can see that it is necessary to enhance services by utilizing data called "data".  
This time, we analyzed what kind of business will be born by using it. ol {&lt;br /> position:  
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What is big data? How to use tourism big data Tourism big data is collected from the web! sightseeing bit

What is Gudata? High numbers for data volume, data speed (real-time response), and data diversity  
is defined as "big data," but tourism big data is particularly important in the tourism industry.

It refers to valuable data. や Understand the first step of data analysis! What is big data?

The following three items were selected from the 2017 report on the trend of tourism to Japan by foreigners visiting Japan using ICT.  
Eyes are cited as important "tourism big data" for surveys on the dynamics of tourism to foreigners visiting Japan. やMobile phones, etc.  
roaming data や GPS data や SNS data

Since it is possible to know "where" and "what", it is possible to analyze data that depends on visitors to Japan, such as "traffic lines" and "interests", which were necessary from the five perspectives. What kind of results can be obtained by utilizing these? How to utilize tourism big data Matsue City, Shimane Prefecture – Discovery of areas where attracting tourists is delayed (Reference: Matsue City, Shimane Prefecture Analysis example using RESAS) Mobile phones By analyzing roaming data and GPS, you can see popular and unpopular traffic lines. For example, Matsue City in Shimane Prefecture is implementing promotional measures centered on Matsue Castle, but when comparing the departure points of visitors based on location information data, it was discovered that attracting visitors from the Tokai region was delayed. Did. Matsue City has a sister affiliation with Oguchi Town, Aichi Prefecture, and has also opened an air route, so it has begun planning to focus on attracting customers from the Tokai region in the future. "COMOMO," a travel platform for foreign visitors to Japan (Reference: COMOMO) Using the know-how of "Dentsu Social Insight Lab," a collaboration between NTT DATA and Dentsu, and the AI translation engine "cototoba," provided by NTT East, SNS posts were translated, analyzed whether the posts were "positive" or "negative", and from the keywords that were often posted together with specific keywords, we grasped "sightseeing spots". As a result, on "COMOMO" operated by Peach Aviation Co., Ltd., we are distributing content introducing sightseeing spots and excursion routes based on analysis, promoting the consumption behavior of foreign tourists visiting Japan. In this way, by analyzing tourism big data, it is possible to discover current problems and discover new marketing routes. Tourism big data is collected from the web! Some tourism big data, such as roaming data, is owned by specific companies, but there is also data published on the Web. [Examples of tourism big data available on the web] •Resas, which is published on the web by the Cabinet Office, can be used to analyze the resident population and floating population data of specific areas. •Review sites From a wide variety of review sites on the web, collect and analyze tourist interest and interest data on places and activities such as tourist spots, hotels, restaurants, and events by date, location, and nationality. is possible. Even those who lament that they don't have the data, they don't have the budget, etc., can get Web data for free. Let's make good use of it and use it for inbound measures. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidies Employee blog Surveillance AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download images at once! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles The real estate industry is evolving with the introduction of AI, introducing 7 use cases [Must-see for marketers] Twitter data use cases and points to note Big data is the key to expanding sales channels! What is that method? Previous Article Real Estate Tech's Data Utilization Method Learned from American Cases To Blog List Next Article Enhanced Tools! Increased sales for the first time in e-commerce Inquiries and document download Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift Optimization AI Solution "Optamo for Shift" Case Study News & Blog Operating Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag']=cla; window[cla]=window[cla].push(function(){(window w[cla].q=window[cla].q||[]).push(arguments)}),window

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Case 2018.09.13 Big Data In the previous article, we investigated the definition of big data and its effects numerically.  
Did. What is big data? Understand the first step of data analysis! This makes big data  
We found several effects across a wide variety of industries. However, how to use it  
What is it like physically? How to take big data with reference to companies that have actually used it  
I would like to think about how to handle it. Table of Contents Examples of big data utilization What will happen in the future? big  
The Future of Data Big Data Use Cases Many companies are already using big data and  
I'm out. Let's see some success stories. Softbank Quote: Softbank  
(<https://www.softbank.jp/mobile/>) Purpose: Build a steel tower that transmits radio waves more efficiently  
Big data used: Domestic mobile smartphone users actually  
Communication logs that accessed the site Additional analysis data: time, map information, building location information  
, store information of the location, user's complaint information Result ... Smartphone with less capital investment  
No. 1 in the nationwide average weekly packet connection rate! In addition, Twitter tweets are analyzed to measure customer satisfaction.  
We analyze and use search results, purchase records, and access logs on Yahoo!  
We are using various big data with a purpose such as conducting pinpoint campaigns. Honda Quote: Honda  
Motor Co., Ltd. ([www.honda.co.jp](http://www.honda.co.jp)) Purpose: Eliminate traffic jams, avoid disasters, carla  
Big data that makes full use of life...Floating car data (from moving cars  
data) Additional analysis data: weather data Results: by providing real-time traffic congestion information  
, reducing CO2 by about 16%. Pruning roadside trees and marking the road surface  
Succeeded in reducing the number of sudden braking by 70%. By combining it with weather data, we are also implementing disaster mitigation measures.  
. Rakuten Quote: Rakuten Ichiba ([www.rakuten.co.jp](http://www.rakuten.co.jp)) Purpose: Increase sales Utilizing Big Day  
Ta: Purchasing data from Rakuten Product Ranking Additional analysis data: Ranking update frequency  
, Genre-specific data, detection of misclassified products Results \*\*\*Reduced update frequency and subdivided genres.  
found that overall sales increased with In addition, we use big data to detect misclassified products and  
Reduce customer stress and increase average sales by more than 10% just by automatically reattaching to the genre  
was made. Shiseido Quote: Shiseido "Watashi Plus"  
(<http://www.shiseido.co.jp/wp/index.html>) Purpose: Ad click rate, product purchase

Increased purchase rate Utilized big data: member data, browsing data, purchase data within the company's website , in-store POS data Additional analysis data\*\*\*Customer behavior data on sites other than Shiseido Results\*\*\*

- By integrating customer data and "visualizing" customer behavior, it is possible to identify data other than customer age and gender data.

I was able to understand what the customer was thinking right now. From there, "What kind of user

It will lead to marketing that asks users what kind of informational today to do. based on data

Ads distributed through the

was five times higher, and the closing rate (CVR) was three times higher. Point1 Not only kind, but some big days

The key to success is to combine and analyze data! What will happen next? big data future big day

Data is not data that suddenly appeared. Things that have existed for a long time are now becoming more and more popular with the development of IoT. increased the amount of Big data that is mainly used in the retail industry

However, in the future, it is considered that it will be used in various industries such as medical and public institutions. in the previous article

As mentioned above, big data is not only large in quantity, but also in various types. Daily use

There is hidden big data that can be utilized even in websites that are with some data

By analyzing it, you will be able to improve the results of using big data. Get the right tools

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The term "digital marketing" is often heard these days. Similar to WEB marketing  
I feel the words, but what is the difference? In this article, we will discuss digital marketing.  
What is digital marketing (difference from web marketing)  
It explains the success points of the main method digital marketing in an easy-to-understand manner. ma from now on  
Digital marketing is absolutely essential for marketing. The first introduction to digital marketing  
We hope you find this article useful as a step. Contents What is digital marketing?  
Key ketting techniques Key points for successful digital marketing Summary Digital  
What is Marketing? Digital marketing is, as the name suggests, all digital technology  
It refers to marketing activities that make full use of Similar words to WEB marketing (on  
line marketing), but they differ greatly in terms of the "range of areas handled"  
increase. The main method of web marketing, which refers to marketing centered on websites, is  
Website creation and management SEO measures Various web advertisements SNS marketing E-mail marketing etc.  
However, in addition to the above, digital marketing can also be applied to big data analysis smartphones and tabs  
Behavioral history on mobile phones Behavioral history through apps Usage history and activity history accumulated in IoT products  
History Various digital technologies such as contact history with digital signage in stores  
It refers to marketing that utilizes With the development of digital technology, users can actually  
We have come into contact with the Internet in a variety of ways. Therefore, the conventional  
The importance of digital marketing that can take a more comprehensive approach, rather than web marketing  
The need is increasing. Main techniques of digital marketing Hands of digital marketing

There are many methods, but the most commonly used are: Construction and operation of websites and owned media SEO (search engine optimization) access analysis Web advertising SNS marketing E-mail marketing Big data analysis Marketing automation We will briefly explain each.

1. Construction and operation of websites and owned media Construction of own websites and content marketing through owned media fall into this category. The purpose is to communicate the company's world view, product characteristics, useful information, etc. through content posted on websites and media, and to build relationships with users.

2. SEO (Search Engine Optimization) This is a measure to aim for high ranking on the search results pages of Google, Yahoo!, etc. so that more people will visit the site. SEO practices are categorized into internal measures and external measures. Internal measures: improving convenience by optimizing site content, enriching content, etc. External measures: evaluations from search engines by acquiring high-quality backlinks, etc. and aim to be placed high on the search results page.

3. Access analysis Along with SEO, "access analysis" is an indispensable measure for websites. What kind of users are visiting the site What kind of actions are users taking on the site What time of day and what device are they viewing the site What kind of content is highly rated by users By analyzing information such as whether or not the customer is using the site, we can improve the convenience of the website and the quality of the content, and use it as a reference for the target image that we should aim for in marketing.

4. WEB Advertisement This is a marketing measure that utilizes an advertising menu such as listing advertisements and display advertisements. Depending on the advertisement menu, the advertisement display format (image, text, video, etc.) Ad distribution mechanism (KW designation, site designation, target designation, etc.) Ad cost charging method (click charge, viewing charge, It is important to select web advertising that matches your company's purpose and needs.

5. SNS marketing Refers to all marketing activities carried out on SNS. Operation of SNS accounts Campaign development on SNS accounts Promotions using SNS advertising menus Influencer marketing using influencers. While most marketing measures are limited to one direction from companies to users, SNS marketing is characterized by the ability for two-way communication between companies and users.

6. E-mail marketing Refers to general marketing activities using e-mail. Although this is a field that has declined with the development of SNS, promotion of up-selling and cross-selling by distributing follow-up e-mails Stimulation of purchasing desire by distributing sales information and coupons Cultivation of fans by distributing e-mail magazines containing useful information It is still one of the most important marketing measures, especially in the BtoB industry.

7. Big data analysis "Big data" analysis is essential in today's digital marketing. Big data refers to the huge amount of data that can be obtained on the Internet. Collecting words on SNS and analyzing sentiment toward the company's products. Analyze and find influential accounts Collect word-of-mouth posted on the site and investigate the difference between our products and competitors Regularly scrape media that has a high affinity with the target and grasp the latest trends It can be used in various ways, such as scraping data from real estate sites and creating sales lists. Big data may sound difficult to handle, but it can be easily collected using specialized tools. Also, depending on the tool, there are some that even analyze the collected data, making it a powerful ally for digital marketing.

8. Marketing Automation Marketing Automation (MA) is a service tool that automates routine work and complex processing in marketing activities and realizes a drastic reduction in personnel costs and man-hours. . It is especially useful for companies that spend a large amount of time on analog work or have limited sales staff. With marketing automation, you can visualize promotion efficiency for each inflow channel Visualize prospects based on the number of site visits, timing, etc. Automatic email delivery according to schedule Automatic email delivery according to user actions It is possible to visualize the rate of opening emails and attachments, etc., and it is possible to significantly improve sales efficiency

vinegar. Points for successful digital marketing Digital marketing can be divided into various methods, but there are three main points for success. Conduct detailed data analysis Select the optimal method for the target to brush up by constructing the PDCA cycle Let's dig a little deeper for each point.

1. Perform data analysis meticulously One of the great strengths of digital technology is the ability to visualize data. In the digital age, it is possible to clarify everything, such as user insights and the number of times of contact with content, which could never be seen in the analog era. How closely can such data be analyzed and whether it can be used for marketing? It is no exaggeration to say that this is the key to the success or failure of digital marketing. When we hear the word "data," we tend to think only of quantitative data (data expressed numerically), but analysis of qualitative data (data that cannot be expressed numerically) is also extremely important. From qualitative data, it is possible to determine user sentiment toward the company's products and services, as well as competitors' products and services, the positive/negative degree of reaction to promotions, trends in word-of-mouth posted on websites, and which influencers promote their products. You can read whether it has an impact on the market, and you can know the "real voice in the market" that cannot be guessed from the numerical value. Big data can be easily acquired using specialized tools. However, since it is important not only to acquire but also "how to analyze the acquired big data", it is recommended to choose a tool that comes with automatic analysis by AI or detailed analysis service by data scientists.

increase. 2. Brush up by constructing the PDCA cycle The PDCA cycle is Plan, Do, Check, ) A business term that takes the initials of the 4 steps of Action (improvement), and refers to the continuous improvement of operations by repeating these 4 steps. "Check (evaluation)" and "Action (improvement)" are extremely important for improving operations through the PDCA cycle, and the "data analysis" I mentioned earlier comes into play here. Did the promotion achieve its objectives? What made it possible/not possible? If there are movements that differ from expectations, what are the factors? What can be done to improve the next promotion? Clarify the above evaluations and hypotheses by analyzing quantitative and qualitative data, and use them to brush up your promotions.

3. Selecting the best method for the target The key to successful digital marketing is to select the best method from among the various methods according to the target. SNS marketing will be effective for the younger generation. It might also be a good idea to hire influencers who can gain support from your target audience. In the BtoB area, email marketing is suitable because it can be easily noticed even at work. For people who like gadgets, promotions using digital signage may be more appealing. What kind of digital technology does the target have a high affinity with? Let's think about it carefully so that we can develop optimal digital marketing.

Summary This time, I explained "digital marketing" which is indispensable in modern marketing. As I mentioned earlier, effective use of data is the shortcut to success in digital marketing. Please consider using big data collection tools so that you can analyze data from both quantitative and qualitative aspects.

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Create a sales list Create a marketing report Summarize word of mouth  
Can analyze consumer behavior Can improve products Can monitor own/competitor sites  
A 24-hour site that can detect the difference between sites that can be alerted in the event of a disaster or emergency.  
Can be monitored Can get real-time information Easily manage shifts Streamline shift creation  
Able to analyze competitors Able to acquire huge amount of web data Able to analyze SNS data Data used for research  
Site and SNS information that could not be acquired with the scraping agency service tool,  
This is a data collection (scraping) service that supports large amounts of data. relevant to your company  
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ÿ) What is it? Easy-to-understand explanation of new business models 2021.05.28 Big data marketing

Basic knowledge data analysis Do you know the word "D2C"? "A new business model

Although I understand that, the details are a bit..." I understand the general meaning, but actually the difference from BtoC

But I don't really understand it..." In this article, I will explain the basics of D2C

The difference between D2C and BtoC Explains the points for successful D2C in an easy-to-understand manner. Ze

Please watch till the end. Table of Contents What is D2C? Differences between D2C and BtoC? 4 Points to Successful D2C

Summary What is D2C? What is D2C? Direct to Consumer

)" abbreviation. Provide products directly to consumers through various channels without intervening retailers or distributors.

business model. Many apparel brands and cosmetics brands have adopted it.

. BtoC (Business to Consumer) refers to all transactions between companies and consumers

On the other hand, D2C is very different in that the source of supply is the "manufacturer (manufacturer)". removed by the manufacturer

"D2C" is a business model that delivers products directly to consumers. Its birth was relatively new around 2010, and it

It spread around the Parel brand. In recent years, many brands have embraced D2C.

However, there is "the spread and development of the Internet" in the background. EC site on the Internet

This is because an environment has been created in which manufacturers can communicate directly with consumers through social media. this business models that deal directly with consumers via the Internet, such as

Also referred to as "Le D2C". Current state of D2C Great benefits for both manufacturers and consumers

There is D2C. According to a survey by a popular online advertising company, digital

The size of the D2C market has been rising year by year, reaching 2.03 trillion yen in 2019. in 2025

is expected to exceed 3 trillion yen. Quote: "The digital D2C market will reach 3 in 2025

Towards a Trillion Yen Scale | Mikata of EC"

Model "D2C. What specifically is different from conventional BtoC? I will explain it clearly in the next paragraph. Difference between D2C and BtoC As mentioned earlier, the biggest difference between D2C and BtoC is "whether the manufacturer (manufacturer) sells the product or service." For D2C, the seller is the manufacturer. For B2C, the seller is someone other than the manufacturer (such as a retailer or distributor). For example, let's say you purchased a cosmetic brand product on an e-commerce site. If you purchase from an EC mall such as Amazon or Rakuten, the business model will be "BtoC". This is because EC malls are interposed between cosmetics brands and consumers. Let's say you purchased the same product from a cosmetics brand's own e-commerce site. In this case, the business model will be "D2C". This is because the consumer purchases the product directly from the manufacturer, the cosmetics brand. D2C = Manufacturer → Consumer BtoC = Manufacturer → Intermediary (retailers, etc.) → Consumer So, what kind of characteristics do these differences create? Compared to BtoC, D2C has the following four major features.

1. Direct contact with customers
2. Easy to conduct low-price sales and campaigns
3. E-commerce sites are the main product sales channel
4. Direct contact with customers

The point is that you can have direct contact. As a result, manufacturers will be able to directly ascertain purchase information such as the attributes and frequency of consumers who purchase their products. It has become easier to plan products according to customer needs, frequency, etc. By directly delivering the "manufacturer's thoughts" to the consumer, the consumer's customer loyalty is improved, and it is easy to become a fan of the manufacturer (brand). Tend to increase LTV It is generally said that D2C is easier to increase LTV (Life Time Value) than BtoC. There are three main reasons for this.

1. Direct communication between manufacturers and consumers makes it easier for consumers to increase customer loyalty
2. Directly grasping consumer needs enables better product development
3. Diverse brand products is an option, D2C, which can present only own brand products as an option, makes consumers become fans of the manufacturer (brand) and increases LTV. Higher LTV increases profitability and makes it easier for manufacturers to return value to fans. By gaining greater value, fans will love the brand even more... D2C also has the power to create such a wonderful virtuous cycle. In the case of BtoC, where middlemen such as retailers are involved in low-price sales and campaigns, margins are generated in the process of product distribution, so product prices had to be set high accordingly. With D2C, which is delivered directly from the manufacturer to the consumer, there is no unnecessary intermediate cost, so it is possible to offer products at lower prices than before. In addition, since campaigns and sales can all be conducted at the manufacturer's discretion with regard to timing and content, it is possible to develop services more suited to consumers. EC sites are the main sales channel for products It is not true that "D2C = EC (mail order) only", as is sometimes misunderstood, but it is certain that the main sales channel for D2C is EC. Unlike physical stores, EC does not incur land costs, real estate rents, inventory management costs, etc., and it is extremely compatible with digital marketing, which is important in D2C. Therefore, the main target of D2C is the young generation after the "millennial generation (born in the late 1980s to the late 1990s)".

Millennials and subsequent generations have been familiar with the digital environment since childhood, so they are characterized by low resistance to information gathering and product purchases through the Internet. Four points for successful D2C So far, we have explained the basics, current situation, future prospects, and differences from the conventional business model . (BtoC) of D2C. Did you get a good grasp of the image of D2C? Finally, I will explain the points to make D2C successful. The following four points are important:

1. Use SNS to interact with fans and branding
2. Build a system that allows customer feedback to be reflected in products
3. Focus on data marketing as e-commerce will be the main sales channel
4. Let's look at each in turn. The use of SNS is indispensable for the success of D2C, which uses SNS to interact with fans and branding. In fact, most of the successful D2C manufacturers actively communicate with their

Is it essential? Here are four reasons why. 1. SNS and the millennial generation have a very high affinity 2. Through posting on SNS, you can communicate the "brand world view" that is the core of D2C 3. SNS is the best medium for acquiring and nurturing fans 4. Because it is not a one-way communication from the manufacturer to the consumer, but also the real voice of the consumer can be heard.

It is characterized by a very high affinity with the millennial generation, which is the main target of D2C. Therefore, it is possible to efficiently deliver information to the millennial generation. Next, SNS, where manufacturers can freely post content at any time, is extremely useful in acquiring and nurturing fans who transmit the worldview of the brand. If you can make full use of content such as images and videos to express the worldview of your own brand in an attractive way, you will naturally increase the number of fans. Continuing to send out content that is beneficial to consumers is the shortest way to become a fan, so we aim to create attractive content that expresses the brand's worldview and that includes information that consumers want to know so that they can enjoy it. Please try to post interesting content on SNS. The next paragraph will explain in detail about the last point, "not only one-way communication from the manufacturer to the consumer, but also the real voice of the consumer." The "real voices of consumers" are overflowing on the Internet such as SNS, which builds a system that can reflect customer feedback in products.

Information that used to be collected through interviews and monitors, which took a lot of time and money, is now easily available on the Internet. Data on the Internet that reflects the real voices of consumers is called "big data." Big data can be collected with little effort using specialized tools. Depending on the tool, automatic analysis functions by AI and detailed data analysis services by data scientists are attached, and it is also possible to absorb real consumer voices from big data. Please make use of big data collection and analysis tools to absorb the real voices of consumers and use them to brush up your own products.

Traditional products that provide not only products themselves but also "values" and "customer experiences" While BtoC emphasizes "product functions," D2C tends to focus on "values and customer experiences attached to products." Rather than just selling functional suitcases, we asked ourselves, "What kind of trip will you realize with that suitcase?" Instead of just selling cosmetics with good coloring, we ask ourselves, "What kind of person do you want to achieve with these cosmetics?" Providing such values and customer experience, and improving consumer lifestyles. That is what is required of the new business model, D2C. Since EC is the main sales channel, if you list your product on an EC mall that focuses on data marketing, there is a possibility that users of the EC mall itself will take note of your products. However, this is not the case for in-house e-commerce. First of all, you have to start by attracting customers to your own EC. for that reason, The use of digital marketing is extremely important when incorporating D2C. In addition, by leveraging the unique appeal of digital marketing, which is the ability to visualize data in detail, we will ask what kind of users are visiting our company's EC, what kind of users are purchasing our products, and what is the efficiency of each customer-attraction channel. It is important to analyze the real voices of users who have purchased products, what is the difference between users who are willing to purchase products and users who purchase individual products, and to brush up on our products and methods of attracting customers.

In order to conduct data marketing, the analysis of "big data" introduced earlier is indispensable. By analyzing not only quantitative data such as the efficiency of each customer acquisition channel and purchaser attributes, but also qualitative data such as "consumer voices" obtained from big data, Let your marketing roll out. Conclusion In this article, we explained the new business model "D2C". Let's review the important points again. ý Difference between D2C and BtoC Direct contact with customers Tend to increase LTV easily E-commerce sites are the main sales channel for low-priced sales and easy campaigns ý Key points for successful D2C Use of SNS Build a system that can reflect customer feedback in products, such as interacting with fans and branding. Focus on marketing I hope this article helped you understand D2C. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scrai

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Main Benefits of Web Scraping Concrete Use Cases of Web Scraping Using Web Scraping and APIs Differently is the Key to Efficiency Differences Between Web Scraping and APIs Web Scraping extracts data that collectors need from the Internet It refers to a technology that extracts and collects data by hand and processes it so that it is easy for humans to see. On the other hand, API is an abbreviation of "application programming interface", and the collection destination in terms of web scraping publishes the data that it wants to be used in advance on the Internet. "Web API" (hereafter referred to as "API") is a general term for the interfaces created for collectors and users to connect and activate on the Internet with providers. For example, Google, Yahoo, Amazon, a major online retailer, and SNS Twitter and Instagram all have their own APIs based on a huge amount of mail-order information and article postings, and have a large number of users. In other words, in web scraping, data is collected independently by the collector, regardless of whether or not the site permits it. There is a difference. Main Benefits of APIs Data provided by APIs are created on the premise of being shared, and the benefits and scope of utilization for users are much larger than web scraping. This time, we will introduce three typical examples. Dramatically streamlining application development Developing a variety of applications solely on your own server is quite difficult from the standpoint of security and operational efficiency. However, if you connect to Google Cloud Platform, a cloud service API specialized for application development provided by Google, you will be able to develop applications efficiently in a highly secure environment. Can be linked with multiple services at the same time The Google Cloud Platform introduced above is one of the platform-type APIs (APIs that can be linked with multiple APIs) provided by Google. , you will be able to read Google Spreadsheets from Google Cloud Platform and operate them directly. Google Spreadsheet is a multi-functional spreadsheet software published on the Internet by Google. Multiple users can check the contents of the sheet simultaneously on the Internet, so it is an application that can be used very conveniently for sharing internal data. is. Secondary use of collected data For example, uploading data obtained by web scraping to the Internet as it is may violate the copyright law, and in some cases, it may be questioned by the criminal law. However, in many cases, the data obtained by connecting to the API can basically be used for secondary purposes unless modified, etc., and the data can be uploaded to the Internet as it is. Many new Internet services are being created. Concrete API Use Cases Utilizing SNS APIs for Ranking Sites For example, tweets obtained by connecting to the API of Twitter, a major SNS, can be used as is for secondary use on the Internet without any problems. This is because Twitter allows secondary use. "Togetter", a famous Twitter ranking site, collects part of the content of tweets obtained from the TwitterAPI for secondary use. In order to obtain and use Twitter data for commercial purposes, it is necessary to use NTT DATA's services (\*). \*

NTT DATA's service: "Twitter data provision service (integration)" As introduced in the section on streamlining inventory management operations using APIs from major e-commerce sites, major online retailers such as Amazon and Rakuten have joined their own sites. We provide our own API for shops that By using these APIs, affiliated shops can freely display a list of product lineups and product prices of not only their own company, but also competitors' products, thereby streamlining inventory management and product pricing operations. Utilizing transportation APIs for tourism information sites Just like online shopping, public transportation providers also provide various APIs for users and related companies. For example, the API of "Eki Spaato", which is famous for searching transportation routes, can search routes for trains, buses, airports and ships, and display total fares, so it can be operated by connecting to travel tourism sites. If you do, it will become a big selling point. Main Benefits of Web Scraping APIs are easy to use, so we tend to think that "APIs are enough", but in fact, if the site doesn't provide an API, you can't use it, and you can get any data you want. you can't. Scraping is very useful in such cases. APIs that allow you to extract and obtain only the data you want are convenient, but in a sense they are "one-way data" and available services depend on the prov

However, if it grows too large and you use it too often, you will end up with big problems, such as depending on one company for your business. However, web scraping allows the collector to run a program independently without permission from the site side, extracting and obtaining only the desired data, so it has the advantage of being able to obtain a wide range of information more flexibly than the API. It is impossible to obtain or use data from APIs that can obtain information that cannot be collected by APIs without the provider. Conversely, data that cannot be collected by API must be obtained by web scraping. Even if it is provided as an API, the data may suddenly become charged, or the screening for connection may become stricter, making it difficult to use. Even in such cases, there is no problem if data is collected using web scraping. Data can be collected for free if developed in-house. Many people may think that scraping is difficult, but in fact there are many people who use it on an individual level, so we provide free scraping tools for individuals like our company. There are multiple sites that do. However, if you want advanced analysis power or an easy-to-use web scraping tool, you have no choice but to develop it in-house. Once successfully developed, you will be able to independently collect various data completely free of charge.

PigData scraping agency service Web scraping specific usage examples Collecting property data and utilizing it on real estate information sites Currently, real estate companies pay commissions to major real estate search sites such as "SUUMO" and "Century 21" to The general sales method is to post the information and guide customers to the physical store. However, a new method of attracting customers by scraping property data from these sites to create a unique real estate information site is now attracting attention. First of all, we collect and research the contents of articles posted on major search sites by web scraping, create new recruitment articles for our own properties, and post them on our own site. If you continue to post articles as they are and operate the site well so that it can be displayed at the top of the search rankings, the number of site accesses will increase significantly, and you will be able to attract a large number of users, resulting in many inquiries and direct transactions. This will lead to increased revenue and profits. These are even more effective when used in conjunction with your own blog. Collecting stock prices and streamlining investment operations The age of looking at quarterly reports for stock investment ended long ago, and now it is very important how to select and collect stock price information on the Internet. increase. For example, by narrowing down the target from the huge amount of stock price data such as the Tokyo Stock Exchange and Nikkei Stock Average, and extracting only the desired stock price information by web scraping and making effective use of it, the efficiency of investment operations can be greatly improved. In addition, web scraping tools can monitor stock prices in real time, and can respond quickly and flexibly to emergencies such as sudden surges and crashes. Collect job information and use it to launch career change websites Reflecting the current severe employment environment, there are now online career change websites that specialize in specific occupations and occupations, such as middle managers and IT engineers. It is active. Even in such a case, web scraping can be used to extract the necessary articles from major career change sites such as "Recruit Agent" and refer to the articles to be posted on the company, which will greatly improve the efficiency of the site launch work. can make it, right. Differentiating between web scraping and API is the key to efficiency. As introduced, web scraping and API are the key to improving business efficiency by selecting the purpose and application. In addition, web scraping and APIs can be applied to a wide range of operations, so we should be able to demonstrate great power in developing new businesses and boldly changing business formats with an eye on the future. Complete web scraping! If you read this, you can understand everything Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law

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text\_url\_162=""Contact Service & Solution Scraping Agency Service Item comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dash Board SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" Introduction example Blog Operating company Document download Contact Us Privacy Policy Security Policy Back to Top What is Crawling? Thorough explanation of the difference from web scraping and how to use it! PigData > Blog > What is Crawling? Thorough explanation of the difference from web scraping and how to use it! 2021.04.23 Big data scraping Basic knowledge Crawling is currently attracting attention as a technology for efficiently collecting data on the Internet. and web scraping. Therefore, this time we will discuss the fundamental differences and operations between crawling and web scraping. We will thoroughly explain the purpose of and how to use each. What is crawling? crawling and Differences in web scraping Types of crawlers Advantages of crawling and web scraping How to use crawling and web scraping Crawling and web scraping methods Ring/Web scraping precautions Crawling and web scraping improve work efficiency specification! What is crawling? Crawling is the process of crawling a website and looking at the HTML on the web page. and PHP are technologies that collect and store information. Means "to creep around, to wander" It has a taste, and you can imagine crawlers gathering information while crawling around the website. . Crawlers and Crawlability Crawlability is something that publishers want to show in search results. Tactics to guide the crawler to the page you want to evaluate in order to move the page to the crawler That's it. Create breadcrumbs on your website, link to the top page, etc. This will make it easier for crawlers to find your page. In other words, crawlability It is one of the SEO countermeasures to raise the data. The difference between crawling and web scraping

"Web scraping" is treated as a technology that is very similar to crawling, but it is not exactly the same. In contrast to crawling, which broadly crawls websites and collects all information, scraping aims to specify and extract titles and headings from information such as HTML. Both technologies are sometimes used together, such as extracting information obtained by crawling by scraping. [Complete version] What is web scraping that can't be talked about in 3 minutes? All you have to do is read this! Types of Crawlers A robot that performs crawling is called a web crawler. When we think of a crawler, we usually think of the robots used by companies such as Google, but here we would like to introduce two types of crawlers. Crawlers for Search Engines A well-known technique for crawling is search engines. All public websites are patrolled, text and images on the website are stored in a database, and used as master data for searches. Many search engines in Japan use Googlebot. Googlebot, Web Crawler Tools such as Bingbot, Yahoo Slurp To be precise, there is a difference between crawling and scraping, but I feel that crawler tools are generally treated as equivalent to scraping tools. Many crawler tools do not require a programming language, and are characterized by the ability to collect data simply by setting the URL and the data to be extracted. Octoparse, import.io, UiPath, etc. Crawler measures Recognizing search engine crawlers like Google and displaying web pages on search engines is called crawler measures. In order for the created page to be crawled by the crawler, it is important to create a mechanism that makes it easy for the crawler to crawl by registering the page with GoogleSearchConsole or creating an XML sitemap, in other words, improving crawlability. Conversely, if there are pages that you do not want to be displayed on search engines, crawler countermeasures are also necessary. It is necessary to create "robot.txt" in the XML sitemap and clearly state that crawlers are prohibited there. (Robot.txt will be discussed later in "Crawling/Web Scraping") Advantages of Crawling/Web Scraping Acquiring a large amount of data at once Collecting a large amount of information from a website takes time and effort. It takes Also, repeating the copy-paste work manually may cause mistakes. However, if you use crawling and scraping technology, you will not make mistakes, and once you set it up, you can automatically acquire a large amount of data without any effort. Operational efficiency Crawling and scraping promote the automation of operations. Basically, data is collected from the web, but by linking with APIs and AI, it is possible to automate the work beyond data collection. For example, if you acquire the master data of the portal site by crawling/scraping and set it to be automatically incorporated into the portal site from the database, the information on the portal site will be updated automatically. How to use crawling and web scraping Creation of search engine Search engine can be created by crawling. You can get the basics of a search engine by crawling all public websites. Even if it is difficult to create a search engine like Google, a portal site can be created by combining crawling and scraping as an application. Creation of sales list Crawling and web scraping are effective if you are planning to use the data on the website to create the sales list that is essential for your sales activities. If there is a Web page that contains a lot of company information, it is possible to collect data from there and automatically create a sales list. Market Research for Starting a New Business Market research is essential when trying to start a new business. There are various methods of market research, but one way is to use open data from websites where data is already accumulated. Since the amount of open data available on websites is enormous, it is difficult to look at each one and copy and paste the data. Web scraping allows you to extract all specific information from a set website. Efficient market research can be done by entrusting the work that is difficult to do manually to web scraping. Competitor research If you research multiple competitors and check their websites regularly to follow their trends, or if you want to acquire data from an EC site where many competing products ar

Web scraping is not only one-time data collection, but continuous data collection is also possible. In order not to miss even the slightest changes of competitors, it is effective to automate by crawling or web scraping instead of manual work. Methods of Crawling and Web Scraping There are several ways to use crawling, but this time we will introduce two main methods of crawling. One way is to use the "crawler tool" mentioned earlier. Crawler tools allow crawling and web scraping without the need for coding, but there is a limit to how much freedom can be achieved. Another method is to code and implement the programming yourself. Here are some programming languages that are suitable for crawling. Python Python has a lot of libraries for implementing crawling and web scraping. In other words, there is no need to write detailed programming code, and efficient coding is possible by loading the library. Another attractive point of Python is its high versatility. Major Libraries: requests, Beautiful Soup Ruby Python as well as crawling It has a complete set of libraries for implementing web scraping, and it is attractive because it is a lighter weight library than Python. Main library: Nokogiri In addition, it is possible to scrape the web using VBA in Excel, but there is a limit to what can be done with the crawler tool, so if you want to acquire web data by crawling/web scraping It is a good idea to consider which method is most suitable for , and then select that method. Precautions for crawling and web scraping Copyright law Although information on websites is published as open data, text data and image data are often treated as creative works and should be handled with care. Using the collected data as it is may violate the copyright law, so it is necessary to understand how far the data collected by . crawling and web scraping can be used. We will acquire data just like browsing a website. Acquiring one piece of data is equivalent to browsing the website once, and if the frequency is high or the speed is high, the website will be overloaded, and in the worst case, the server may go down. I have. If so, you may be sued for obstruction of business. Crawling and web scraping will require some knowledge. [Supervised by an IT Lawyer] Is scraping illegal? Thorough explanation based on the law Also, there are cases where "crawling/web scraping is prohibited" for each website. If crawling or web scraping is carried out despite this being clearly stated, it will also be against the law. To avoid this, you need to check the instructions on the web called "robot.txt". robot.txt robot.txt tells you which sites robots can and cannot visit. Robot.txt often contains the following instructions: User-agent ... Target crawler type Disallow ... Path to prohibit crawling Allow ... Path to allow crawling Crawl-delay ... Crawling interval (seconds) Sitemap ... Sitemap XML URL For example, "User-agent: \*" If it says "Disallow: http://www.sample.jp/no/" for all crawlers, you know that crawling of this page is prohibited. It is convenient to use Python when examining this robot.txt. Improve your business efficiency with crawling and web scraping! Crawling and web scraping have only just begun to be used in business, and there are quite a few companies that are currently using them in earnest. That's why if you start using crawling and web scraping now and improve your business efficiency, it will lead to an increase in sales as a result, and it will be an opportunity to set yourself apart from your competitors. However, there are some caveats when doing crawling and web scraping. If you ignore it and do it, you may be punished by violating the law. If you want to start crawling or web scraping, it would be a good idea to ask an expert first and ask them how to start. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedoris Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News

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data.jp/wp-json/","namespace":"contact-form -7Vv1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /  
lost+found /media /mnt /opt /proc /root /run /sbin /snap /sys /tmp /usr /var ]> corpus_pig data/ itscoco/ legacy/  
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{"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"} ; /bin /boot /dev /etc /home /init /lib /  
lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]> *"""
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text\_url\_163=""Contact Service & Solution Scraping Agency Service  
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What is Ning? Detailed explanation of benefits and use cases! PigData > Blog > Federated Tigers  
What is a training? Detailed explanation of benefits and use cases! 2021.04.21 Basic knowledge of big data world  
Now, all kinds of data are increasing day by day, and cutting-edge federate technology that makes them more efficient with innovative methods.

Federated learning is getting a lot of attention right now. Therefore

This time, we will provide you with detailed information, including an overview and advantages of federated learning, as well as specific examples of implementation and usage.  
Let me introduce you. Table of Contents What is Federated Learning? Benefits of Federated Learning  
Preparing for Federated Learning Implementation Examples of Federated Learning Implementation Summary  
-Who controls the data controls the world What is federated learning? federated learning

Google is one of the machine learning technologies announced by IT giant Google in 2017. In Japanese, it means "joint learning". Federated learning is an epoch-making technology that allows arbitrary AI and terminals to perform machine learning in a distributed state without collecting various data in one place, and is currently being introduced in various fields. In conventional machine learning, it is necessary to collect data that is distributed individually in one place for learning, and there were cases where development did not proceed as expected due to the handling of confidential data, the method of conversion, and the increase in communication traffic. . However, with federated learning, a large amount of data is not always exchanged, and each terminal can independently execute machine learning to find improvements, so it is possible to realize a smooth development environment with less load. Advantages of Federated Learning Efficient development of new products Federated learning is much more efficient than conventional machine learning because it is possible to start machine learning immediately by simply downloading the core program to any terminal. , can train AI and terminals under development. Easier protection of privacy In machine learning, which involves exchanging large amounts of data online, data containing personal information is transmitted during the development process, and there is a risk of privacy information being leaked. However, with federated learning, only the machine learning results and processes can be sent separately from the core data, which protects personal data and makes it easier to protect privacy. Less Risk of Leakage of Confidential Data In conventional machine learning, the protection of important data such as trade secrets during the development stage was an issue. However, with federated learning, development can proceed without sending important data to an external cloud server, reducing the risk of confidential data leaks. Machine learning, which can handle huge amounts of data as it is, requires complicated preprocessing such as collecting and accumulating a huge amount of individual data while collectively managing various data in a data center and converting it into data suitable for machine learning. However, with federated learning, there is no need for preprocessing for data shaping, and it is possible to perform machine learning while distributing a large amount of data without transforming it. Preparations required to introduce federated learning Core programs of federated learning When introducing federated learning, core programs such as TensorFlow and federated core are required. TensorFlow is an open source software library developed by Google that supports various technologies such as machine learning, numerical analysis, and deep learning. Anyone can distribute, run, and modify it. Federated Core is a core program specialized in federated learning, and by combining Federated Core with TensorFlow, it is possible to introduce federated learning. Engineers who can customize for your company To implement federated learning, it is essential to customize the federated core mainly through functional programming to match your company's specifications. Therefore, when introducing federated learning, secure development engineers who can clear these requirements. The Federated Core is open source, so there are no limits to customization. The range of applications varies greatly depending on the skills of the development engineer. Federated Learning Case Study Used for smartphone learning Google has incorporated federated learning into its smartphone (Android 10) learning algorithm. Implement a machine learning program downloaded to a smartphone, and if a problem is found in the operation of the smartphone, adding a correction program based on the results and process data will complete the improvement of the operation. This method eliminates the need for personal data on the smartphone and allows privacy protection while maintaining the benefits of machine learning. Application to drug discovery and medical AI education Medical institutions are actively working to improve medical technology by having medical AI machine learn various case data and promoting mutual cooperation. However, there are problems such as patient privacy leaks and the burden of transmitting huge amounts of data. With federated learning, it is possible to build algorithms that allow medical AI to perform machine learning safely and smoothly while using the vast amounts of patient data from each medical institution while remaining anonymous. Overseas, AI machine learning for image analysis such as breast cancer and brain tumors is currently undergoing technological development, and the introduction of federated learning is also being considered in the drug discovery industry. For example, in a project called MELLODDY (Machine Learning Ledger Orchestration for Drug Discovery), in which 10 European pharmaceutical companies, academies of science, and the IT industry jointly participate, vari

Algorithms are being developed to Application to banking and insurance business The banking industry is a mobile bank With the spread of banking and Internet banking, large-scale changes such as the integration of branches, the abolition of ATMs, the management of deposits, etc. There is a need to transform the business format, but the associated inadequacies in the core system and the leakage of depositor data are major issues. has become a serious social problem. To overcome such challenges, Intel and Data Republic jointly has announced the development of a new financial service that applies federated learning. in that By connecting multiple banks via a cloud network, a huge amount of financial data can be stored in a local environment (external Data is shared while retaining it in the environment), and machine learning is used to analyze individual financial data in various ways to find areas for improvement. increase. This method maximizes the utility value of financial data while maintaining confidentiality. In addition to improving convenience, it is also expected to expose organized crime such as money laundering. Also insurance In the industry, as with banks, insurance-related matters such as depositing insurance premiums, withdrawing insurance claims, and managing customer information There is a huge amount of clerical work to do, and the introduction of federated learning, including the identification of fraudulent claims It is being considered. Those who control the data control the world It's been a long time since the digital revolution was called out. In particular, it is said that how to use big data and how to make it more efficient is the key to structural reform. The era of "whoever controls the data controls the world" is fast approaching. federated rani ng is the pioneering cutting-edge technology. Huge big data are connected to one and shared globally The day will come soon. ѕ Click here for those who are thinking about using big data Search articles All Operational efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX data Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidies Employee blog Surveillance AI Market research Big data News Latest articles What is Google Alert? ? Explanation of how to use it in business and tips for setting keywords 7 real estate industry evolving with AI introduction [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues: old private house as a business can be used for ? Explain the unique charm, use cases and how to find it Latest in 2023! For AI you need to know 20 Words Popular Articles [2023 Latest] 45 IT Terms You Can't Hear Now Web Scraping What is Gu? How not to become illegal and introduce 5 scraping prohibited sites Image batch download Easy way! Solve the problem of collecting images No need for Excel! 10 recommended charting tools [ Sample code released] How to realize scraping with VBA? Related articles Evolving with the introduction of AI [2023 latest] 45 IT terms you can't hear now Crawler What is -? Explain the mechanism and types! Previous article Product planning changes with big data! New from consumer voice Creating New Ideas Back to Blog List Next Article What is Community Marketing? Amazing ability to attract customers Inquiries/Document Downloads Services & Solutions Scapin Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation Management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI solution "Optamo for Shift" Case study News & Blog Management Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){ {window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){(window w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);}})('uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://pig.data.jp/wp-jsonV","namespace":"contact-form -7/v1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> corpus\_pig data/ itscoco/ legacy/ my\_deeplake/ /bin /boot /dev /etc /home /init /lib

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usr /var ]]> */***
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text\_url\_164=""Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top Product planning changes with big data! Creating new ideas from consumer feedback PigData > Blog > Product planning changes with big data! Creating new ideas from consumer voices 2021.04.21 Big data marketing Data analysis Product planning requires imagination, planning ability, and the ability to catch the latest trends. Product planning is one of the most rewarding jobs because a single idea can create an explosive hit. In order to create products that appeal to consumers and turn them into hits, analysis from the consumer's point of view is essential. In recent years, "big data" has been attracting attention as data that can be useful in such cases. Today, with the overflow of goods and information, it is becoming more important to differentiate products from competing products. It is no exaggeration to say that the success or failure of product planning in this modern era depends on whether or not big data can be effectively used. In this article, based on the theme of "product planning and big data," what is big data in product planning? Why is big data necessary for product planning? The points to be kept in mind when collecting big data are explained in an easy-to-understand manner. "I'm working in product planning, but I can't . come up with new product plans..." "I'm doing analysis, but I'm not sure if this is the correct answer..." Table of Contents Big data is a treasure trove of gold in product planning Advantages of product planning using big data Collecting big data is hard work! Introduction of specialized tools for collection and analysis is recommended Summary Big data is a treasure trove of gold in product planning What is big data?•Various and large amounts of data that can be accumulated easily Ministry of Internal Affairs and Communications | Well, it's all part of big data. Such big data reflects the "real voices of consumers" and contains various information useful for planning, so big data is a treasure trove of "money veins" in product planning. Let's take a closer look at why in the next paragraph. Advantages of using big data for product planning Appropriate collection and analysis of big data that reflects the "real voices of consumers" can lead to positive and negative opinions about the company and its competitors' strong week. Point It is possible to understand the purchasing activities and purchasing intentions of the consumer needs target in the industry that develops the image business that is held against the company's own products and competing products. What's more, new big data like this continues to be released every day, so you can always receive the latest hot information. Based on this kind of information, it becomes possible to plan new products that could not be achieved through in-house analysis alone, brush up existing products, and rework marketing strategies for existing products. It can lead to product planning that "sticks" to the customer. Product planning strongly requires "thinking from the consumer's point of view". In such product planning, big data that reflects the "real voices of consumers" is a powerful ally that gives us various realizations and ideas. Collecting big data is hard work! We recommend the introduction of specialized tools for collection and analysis Big data is continuously transmitted 24 hours a day, 365 days a year. Attempting to collect such big data manually would result in a tremendous burden. As long as the work is done by

Specialized tools for collecting big data can help avoid pitfalls. There are many different types of specialized tools, and what they can do and what they can do vary greatly. In this paragraph, we will introduce the points that you should keep in mind when considering "collection of big data useful for product planning." Please use it to compare big data collection tools. (1) Choose the scraping type over the crawling type Big data collection tools are broadly classified into the following two types. Crawling type Scraping type Let's see the difference between each type. Crawling type A program called "crawler" or "spider" is used to crawl websites and collect information there. A word based on the scraping type "scrape". Scrape off unnecessary information from the information obtained by crawling, and pick up and collect only important information. Big data is not always good to have. It is important to select important data that can be used in product planning from a huge amount of data and collect them appropriately. For that reason, choose a scraping type big data collection tool that can collect only important data, instead of a crawling type that scrapes all the information on the website. (2) Choose a tool that not only collects data, but also organizes the data Collecting data is just the beginning, and the key to product planning is how to effectively utilize the collected data. To that end, it is essential to format the collected data into a form that is easy to use. No matter how important the information is in the data, if the format is difficult to use, it will not be used in the company as expected. If we had engineers, we could develop a formatting program, but if the format of the original data were to change, all our efforts would be in vain. In order to avoid such troubles, it is best to choose a tool that even formats the collected data. If you choose a tool company that listens to what each company wants to do and the issues they face and proposes an appropriate format, you will be able to entrust it with more peace of mind. (3) Choose a tool that allows data analysts to perform analysis If you choose a tool that not only organizes data but also performs analysis, you can make more effective use of big data. There are tools that automatically analyze data, but an analysis consulting service by a data analyst will give you more accurate and detailed analysis results. Big data contains "real voices of consumers," but "analysis" is essential to decipher consumer dissatisfaction and needs. This "analysis" is a big obstacle for companies that have just started using big data. Choosing a tool supported by experienced data analysts will greatly reduce the hurdles to analysis. Summary In this article, we have explained the effectiveness of big data in product planning. Again, big data is never "collect and finish". It is only after properly organizing and analyzing the collected data that it becomes possible to make use of it in product planning. It is also important to constantly collect and analyze big data and keep abreast of the latest user trends, rather than being satisfied with a single analysis. Big data holds many possibilities. Please make use of the "real voices of consumers" reflected in big data for attractive product planning. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? How not to become illegal and introduce 5 sites that prohibit scraping How to easily download images in bulk! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Introducing 7 Use Cases of the Real Estate Industry Evolving with the Introduction of AI What are SERPs? Explaining essential measures for Google's SEO measures What is the best competitive res

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{"userRole":"visitor","pageType ":"post","leadinPluginVersion": "10.1.16"} ; /bin /boot /dev /etc /home /init /lib /lib32 /
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Which person or work caught your attention at the Me Awards? The most buzzed actor, work ranking 2021.02.03 Big day  
hello everyone. My name is Dera, a data analyst. It's a hot topic here in Japan.  
We will unravel the matter using SNS analysis. Well, the other day on January 27th, the "Japan Academy Prize"  
Did you know that the Excellence Award and New Actor Award were announced? #1 Twitter trend of the day  
It got a lot of attention when it first appeared, so I think many people saw it. Therefore, the theme that we will deliver this time  
Ma is "Tweet analysis of the Japan Academy Awards". Those who know the announcement of the Japan Academy Awards  
Whether you're not or not, take a look at this analysis and check out the latest movie trends! here  
Although the article includes content about obtaining Twitter data, it is not possible to use Twitter data commercially.  
To use it, you need to use the NTT DATA service (\*). \*NTT DATA service  
Service: "Twitter data provision service (integration)" Table of contents "#Japan Academy Award"  
's tweet analysis start! What are the most relevant keywords in the tweet "#Japan Academy Award"? Japan  
Which award-winning film made headlines at the Academy Awards? Finally, the tweet analysis of "#Japan Academy Award" has started!  
As of January 27, 2021, "# Japan Academy Award" was the number one trend on Twitter. the below described  
Trend keywords related to the Japan Academy Awards also account for about 20%. such attention  
I decided to analyze the tweet of "# Japan Academy Prize" which was highly rated as follows. related key

Word cloud analysis that visualizes words Award-winning works, buzz analysis of award-winning actors What keywords are highly relevant in the tweet "# Japan Academy Award"? First, I used word cloud analysis to visualize keywords that are highly relevant to the #Japan Academy Awards. The Japan Academy Awards held on January 27th were for the Excellence Award and the New Actor Award, and you can see the results well. Among them, the actor's name and the keyword "Best Actor Award" are lined up in large rows, so it can be said that the New Actor Award that was awarded this time attracted attention. The names of idol groups such as Tsuyoshi Kusanagi, Kazunari Ninomiya, and Ren Nagase also stand out. As for the name of the movie, "Midnight Swan" is displayed relatively large, so it can be seen that the number of tweets is particularly high. What was the award-winning film that made headlines at the Japan Academy Awards? We separated the tweets of "#Japan Academy Award" by parts of speech and extracted only the winning works and actors. We will announce the frequency of appearances in a ranking format! Actor ranking 1st Ren Nagase (21891 times) 2nd Tsuyoshi Kusanagi (14992 times) 3rd Kazuya Ninomiya (12090 times) 4th Kenshi Okada (10483 times) 5th Nanana Mori (10467 times) 6th Ayasu Makita (9793 times) 7th place Shun Oguri (4185 times) 8th place Suzu Hirose (2047 times) 9th place Masami Nagasawa (2008 times) 10th place Koichi Sato (1150 times) Ren Nagase was proudly the 1st place! Nagase-san, who won the New Actor Award, you can imagine that the fans were tweeting congratulations one after another. Next came Tsuyoshi Kusanagi in 2nd place, and Kazunari Ninomiya in 3rd place. Work Ranking 1st Midnight Swan (35134 times) 2nd Asada Family (3361 times) 3rd Sin no Koe (1508 times) 4th Demon Slayer (138 times) 5th Violet Evergarden (137 times) Surprisingly , Midnight Swan came in first place with a difference of more than 10 times from second place. The movie stars Tsuyoshi Kusanagi, who won the Best Actor Award. I've never seen it, but I'm very curious to see this result. 2nd place Asada family and 3rd place Sumi no Koe were also movies starring Kazunari Ninomiya and Shun Oguri who won the Best Actor Award. Finally, the award ceremony for the Excellence Award and New Actor Award announced at the Japan Academy Awards will be held on March 19, 2021. It will be a month away, but it looks like it will be trending on Twitter again! As I was checking out the details of the winning films, I felt like I wanted to immerse myself in the world of cinema. Once in a while, it's nice to do nothing and spend a day immersed in a movie. I will also check the trends on Twitter on a regular basis.

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2020.10.05 Big data data analysis  
Independently announced by the company concerned. Although the ranking changes from year to year, the top popularity feels immovable. This ranking is based on the company's own questionnaire.  
It takes time and effort. Therefore, instead of questionnaires, tens of thousands of cases are sent every day.  
We will investigate whether it is possible to efficiently collect and analyze data from SNS that are used to know the ranking of cities where people want to live.  
In order to prove it, I analyzed the towns in the Tokyo metropolitan area that people tweeted about that they would like to live in. here  
Although the article includes content about obtaining Twitter data, it is not possible to use Twitter data commercially.  
To use it, you need to use the NTT DATA service (\*). \*NTT DATA service  
Service: "Twitter data provision service (integration)" Table of contents The city you want to live in is changing  
ing? Find out on Twitter! Ranking of towns you want to live Prefectures with towns you want to live Homes in towns you want to live  
What is the rent market? Number of households in cities where people want to live Twitter analysis shows that cities where people want to live are changing  
? Suumo, Recruit Sumai Company, will hold an event from January 6, 2020 (Monday) to January 16, 2020 (Thursday).  
(, a survey of 7,000 people aged 20 to 49 living in the Kanto area revealed that the Kanto version of Suumo  
Ranking 2020 is 1st: Yokohama 2nd: Ebisu 3rd: Kichijoji 4th: Omiya 5th: Meguro  
vinegar. However, in April 2020, many companies began implementing work from home due to the effects of the new coronavirus.  
As a result, I hear that the "town where people want to live" is changing from the city center to the suburbs. is it a book  
Is it true? Collecting data on "towns you want to live" on "Twitter" where people's true feelings come out  
Saw. Find out on Twitter! Ranking of cities you want to live in [Survey content] From September 1st to 8th, 2020  
Twitter data was collected using the keyword "I want to live" as a keyword. Number of acquired data: 20403 tweets  
This time, when I used the keyword "I want to live" on Twitter, many towns (stations) were posted.  
rice field. Assuming that the posted town (station) is the place where the people who tweeted want to live  
, the top 30 are: Similar to Suumo's survey, Yokohama and Kichijoji are ranked high.  
However, Ebisu seems to be lower than the published ranking. Prefectures with cities you want to live in  
I made a pie chart to show which prefectures the top 30 towns (stations) are located in. After all convenient Higashi  
It seems that there are many in Kyoto. What is the rent market in the city you want to live in? The desire to live is a realistic one

Is it? I checked the rent market in the city where I want to live. Average of studio, 1K and 1DK nationwide While the rent is about 50,000 yen, it seems that the rent market is relatively high in the city where you want to live. City where I want to live No. 5 Shibuya in Tokyo is over 140,000 yen, about three times the national average. On the other hand, although it is in the top rank, the rent is relatively cheap These are places outside of Tokyo such as Urayasu, Maihama, and Yamate. Even in a popular city, the aim is good transportation Is it a suburb where the rent is cheap? Number of households in the city they want to live in Actually living in a popular city Are there many people? I tried color-coding the number of households on the map. Less than 2000 households Blue 2000 More than 4000 households Purple More than 4000 households and less than 6000 households Orange More than 6000 households Less than 8000 households Less than obi Red More than 8,000 households Brown There are many stations with large numbers of red and brown households, mainly in Tokyo. "Dwelling Most of the "Mitai towns" are in Tokyo, but the area where the most people live is a little bit on the Yamanote line. I found out that it is outside by making a map. What I learned from Twitter analysis This time Twitter Looking at the "city where you want to live" that analyzed the data collected from the data, the result in January 2020 The data from the Twitter analysis is not very different from the Suumo survey. For this reason, Itter analysis can be said to be an alternative to questionnaires without the need for manual labor. vinegar. In addition, there were rumors that "the city where people want to live is changing due to the corona disaster," but society has changed greatly. Even if it changes, it turns out that the popular town remains popular from Twitter tweets that understand the "real intention" doing. By combining it with various other data, it is also possible to know the characteristics of "towns that people want to live in." came. Twitter analytics can give you a lot of information without much effort. understaffed, day In today's world where data utilization is becoming more important, Twitter analysis will become highly useful in the future. prize. Search articles All Business efficiency Data utilization Big data Sales Marketing Basic knowledge of scraping DX data analysis scraping law Sedori restaurant real estate tourism SNS IT terminology data collection subsidy employee blog surveillance AI market research big data news latest Article What are Google Alerts? Explaining how to use it in business and tips for keyword setting With the introduction of AI Introducing 7 Use Cases of the Evolving Real Estate Industry [2023 Edition] What are the Future and Trends of the Real Estate Industry? Division Consideration from the subject Old folk house can be used for business! ? Explanation of unique charms, use cases, and how to find them 2023 latest! 20 AI terms you should know 45 Terms What is Web Scraping? How not to be illegal and 5 sites that are prohibited from scraping An easy way to download all images at once! Solve the problem of collecting images No need for Excel! graph 10 recommended creation tools [Release of sample code] How to achieve scraping with VBA? Seki Related Articles Real Estate Industry Evolving with the Introduction of AI, Introducing 7 Use Cases What are SERPs? Google's Explaining essential measures for SEO measures What is the best competitive research for calculating the amount? Pros and cons, cost calculation Previous Article 5 Tips for Collecting Information! Introducing trends and useful tools for people with high abilities Bro To List Next Article Notice of Exhibiting at the 11th Japan IT Week Autumn Inquiries/Document Downloads Service & Solution Scraping service Property comparison tool "Mekiki" Web Site monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service " SocialAnalyst" Tableau construction support service Shift automatic optimization AI solution "Optamo for Shift" Case studies News & Blog Operating company Document download Inquiries Privacy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla;window[cla]=window[cla]]|| function(){(windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://pig.data.jp/wp- jsonV", "namespace":"contact-form -7/v1"}}, /bin /boot /dev

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run /sbin /snap /srv /sys /tmp /usr /var ]]> *"" text_url_167=""Contact Us Service & Solution Scraping service
Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management
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optimization
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Official gazettes, registration information, papers, etc. will be published. It is highly reliable as an information source, so it seems that it can be used as it is as data. If you need statistical data, etc., you may first check whether the data is provided by a public institution. Reports from Think Tanks, Consulting Firms, and Private Research Firms Think tanks gather experts to conduct surveys and research, so their reports are highly credible. Consulting companies and private research companies also conduct research in specialized fields, and the results of questionnaires and user surveys can be treated as more realistic data than desk data. These data are published by each organization or sold for a fee depending on the organization. SNS SNS is the most real-time information source. As it is used not only by ordinary people but also by companies and governments, it is possible to obtain a wide range of information in real time. While there is a lot of useful information on SNS, there is also a lot of erroneous information, so you need to be careful. Also, since data flows every second, we recommend using dedicated tools and services to collect information from SNS. What people with high information-gathering ability do Differentiate the use of information sources People with high information-gathering ability do not focus on one source of information, but obtain information from multiple sources. By using multiple information sources, the information is not biased and its credibility can be confirmed. Using images and videos in addition to textual information may save you the trouble of gathering information. Set a time to research In today's world of endless amounts of information, there is no limit to how much information you can gather. You can manage your daily schedule and other tasks by deciding to collect information only for one hour in the morning. Make it a habit Collecting information at a set time every day, or deciding which websites to check in your free time, and making it a habit, you can quickly collect the latest information. For example, if you think, "Let's collect information on XX," and then collect it, the information may be outdated. By making it a habit to collect information, when you need specific information, you will be able to pull it out of your drawer immediately, and you will be able to know which information source you need to check to get that information. Use of tools It takes a lot of time to collect all the information manually. By using convenient tools for collecting information, the time can be shortened and only necessary information can be collected. Send out People with high information gathering ability can send out information themselves. For example, you can get a reply to it by sending it yourself on SNS. You may also get new insights and information from there. In addition, sending information can also be an opportunity to connect with new communities, and new connections and worlds can be expanded in those communities. Reasons for failing to collect information People who are not good at collecting information or who fail to collect information have the following in common. First of all, let's identify the cause and make improvements so that these do not apply. Collecting too much useless information Information is overflowing now. Certainly, the more information you have, the better it will be to make an accurate decision. However, it takes time to collect all the information in the world and check everything, and it also has the disadvantage that it is difficult to understand what information is important. Don't leave unnecessary information "may be useful for something", let's clarify the necessary information at that time. The purpose of collecting information is not decided Even if information is collected blindly with an ambiguous purpose, the information will not be unified and the result will be information that cannot be used for anything. The purpose of all work is to make a profit, and information gathering must be useful for decision-making to decide on actions for that purpose. Even if the information itself is not profitable, set a purpose so that you can make the right decisions. Information is not organized Most of the collected information is in different categories and uses, so it is difficult to extract the necessary information. Organizing information by category makes it easier to use when outputting. Also, by organizing information, you can organize your mind and deepen your awareness of the information. 5 Tips for Collecting Information Set a clear purpose before collecting information The main purposes of collecting information are for knowledge and for decision making. Before gathering information, it is necessary to clarify ``what" for knowledge and ``what" for decision-making. In particular, the information used in decision-making is important for the company's profits, so let's define the purpose in particular detail. Get the Big Picture of Information When gathering information, reading the details from end to end can be time consuming. Read only the titles, headings, and sections that contain the necessary keywords, grasp the

Let's find out. Collect new information as much as possible. Information is updated daily. In particular, information on the Internet may be out of date. Check the date posted and the sources referenced are up to date. If the information is several years old, it may be necessary to double-check for updates.

Separate information as facts or opinions. Not all the information you collect is fact based on data or research. If it is the personal opinion of the person transmitting the information, it will not be possible to make an accurate judgment if the opinion is taken at face value. If the information is an opinion, it should be recognized as informative. Comparing and analyzing a lot of useful information. Information from only one source tends to be biased. By collecting, comparing, and analyzing a large amount of necessary information from multiple sources, you can increase the credibility of the information and use it as more useful information. Even at this stage, care must be taken because accurate comparisons and analyzes cannot be performed if there is unnecessary information.

Recommended Tools for Collecting Information

Google Alert

Google Alert is a function that, if you set a keyword, will notify you by email or RSS when the latest information about that keyword appears on Google. Since it is a function provided by Google, anyone with a Google account can use it for free. Since only the necessary information can be collected automatically, there is no need to enter search words every day.

Inoreader

Inoreader is an RSS reader that allows you to check all the latest information on websites. It can also be linked with Google Alerts, so when new information you need comes up, you can check it by listing it in Inoreader.

Pocket

Pocket is an application that allows you to search and save articles that interest you and check them later. It can be saved on the app instead of the browser and can be read offline. There is also a text-to-speech function, so it is possible to collect information while moving.

Conclusion

Collecting information is just one tool for making decisions on operations to increase profits. But at the same time, it is one of the important flows that needs to be done continuously. There may be times when information gathering is necessary as part of your business, such as continuously gathering information on competitors. "Scraping" is also an effective means of collecting information when monitoring such a fixed website all the time. As stated in "Information Gathering Tips", collect a lot of information with a purpose and choose the most efficient means for comparative analysis.

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teeth? 2019.07.09 Big data marketing SNS Year after year, SNS not only in Japan but around the world  
Utilization continues to grow. SNS is not just for sending texts and photos, it has various functions.  
By being added, about 60% of companies can use it not only for individual information collection and transmission, but also  
It is used as a tool for raising awareness and promoting sales. What kind of data is in daily updated SNS?  
was accumulated, and we investigated what that data would produce. Contents Analysis of major SNS From SNS  
what do you know? Utilize SNS data Analyze major SNS Number of active  
The table below shows the number of active SNS users in Japan and around the world.  
. FacebookTwitterInstagramLINE Monthly active accounts 2,375 million (As of April 2019) 330 million (as of April 2019) 1 billion (as of June 2018) 200 million Over 17 million (as of April 2019) 1.56 billion daily active users (as of March 2019)  
134 million 500 million or more 86% (as of April 24, 2019) Domestic monthly active accounts 28 million (as of January 2019) 45 million (as of October 2018) 33 million (as of March 2019)  
As of April 2019) 80 million (as of April 2019) Features Posting Facebook texts, photos and videos  
You can also spread the post by the share function. Freedom because there is no character limit  
high and can be widely used. Compared to other SNS, there are more users in their 30s and 40s, and personal accounts  
It can be used for commercial purposes because it has separate pages, event functions, and group functions.  
One of the features is that it is easy to use. Short Twitter posts of 140 full-width characters are displayed in chronological order.  
Because it can be viewed in real time, it is popular among young people in their teens and twenties. Therefore, for young people  
It can be said that it is an SNS suitable for trending and research. Related posts by adding hashtags  
You can also look up Utilize the retweet function as many accounts are open  
And there are many campaigns that spread. It is an SNS based on Instagram images. centre  
Many women in their teens to 30s use it because they can easily post fashionable photos using filters.  
doing. Similar to Twitter, hashtags are widely used, so hashtag posting campaigns  
There are many companies that raise awareness by using a method called campaign. LINE As of June 2019, in Japan

It has a usage rate of over 80% among SNS users in Japan, and like other SNS, it has a posting function, but it is characterized by being mainly used as a message function, and its opening rate is extremely high. Not only individuals but also many official accounts are used. In addition, services such as LINE NEWS and LINE PAY, which are different from SNS, are provided in cooperation with each other. What can we learn from SNS? word of mouth Products, stores, and various reviews are posted in real time on SNS such as Twitter, where many posts can be easily posted. Since there is a possibility that even a small amount of content will be posted, by searching with keywords and hashtags, unlike other sites where reviews are posted, not only actual users but also a wide range of voices from consumers can be collected. can. By analyzing real-time voices of customers, it is possible to understand consumer needs, connect them to product development, planning, and marketing, and improve stores. Marketing essentials! Necessity of word-of-mouth data Trends SNS is a place where users send out what they want to show and what they want to convey to others. Of course, not all posts are meant to convey "good things," but if posts with the same keywords or hashtags are posted at the same time, or if the posts receive many "likes," Related to keywords is trending. By observing trends, it is possible to predict the next trend. A carefully selected website to learn about trends that are useful for work! Information about other companies You can learn about other companies not only from their official SNS pages, but also from the content posted by individuals. For example, even if you don't go to an event held by another company, you can find out about the atmosphere of the event, how to attract customers, etc. by checking the content posted by someone else. Utilize SNS data The content posted on SNS is highly real-time and useful big data. Analyzing this data will be useful not only for BtoC businesses, but also for marketers and consultants to make proposals to other companies and develop new businesses. What is posted on SNS is web data that continues to accumulate from the past to the present and into the future. You will be able to collect unique and variable data, as opposed to the time-tested content found in books. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles Google alert What is Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [Updated in 2023] 45 IT Terms You Can't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites How to easily download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles Introducing 7 case studies of the real estate industry evolving with the introduction of AI. What is that method? Previous Article [Supervised by an IT Lawyer] Is scraping illegal? Thorough explanation based on the law To the blog list Next article The cornerstone of marketing! Necessity of word-of-mouth data Inquiries and document download Services & solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift Optimization AI Solution "Optamo for Shift" Case Study News & Blog Operating Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla ;window[cla]=window[cla]]||function(){(window w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l= 1\*new Date();var ul=document.createElement('script');var tag = document.getElementsByName('script')[0];ul.async=1;ul.src=add;tag.parentNode .insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin /boot /dev / etc/home

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It is mandatory to open. However, when you open a site on the Internet, you run into various dangers.  
It is a fact that we are exposed. In addition to damage caused by hackers, web scraping (crawling)  
There are also server loads and information leaks due to data logging). The company site is web scraped ( It is necessary to take countermeasures on the premise that it will be crawled. This article actually  
Introduces the damage caused by web scraping (crawling) and explains countermeasures. new homepage  
Please refer to those who open a page or site. Contents Web scraping (crawling)  
Importance of taking measures to protect your website Concrete measures against web scraping (crawling)  
Law Web scraping (crawling) is useful for gathering information  
Data can be collected without risk if a specialized company is hired  
Summary Importance of protecting your website against web scraping (crawling)  
When opening a home page or site, be sure to take measures against web scraping (crawling).  
keep it. If you do not take proper measures to protect your website, problems such as the following will occur:  
may occur. It puts a load on the server and causes inconvenience to general site users.  
Contents, images, and video data of the company are used without permission.  
All the settings and other things are known How these problems actually affect the site operation and the management of the company  
I will explain in detail how it affects me. Web scraping that overloads the server ( Crawling) puts a load on the server that operates the site. too much load  
In the worst case, the server will go down and you will not be able to browse the site itself. the  
As a result, general site users will be inconvenienced because they will not be able to browse the content.  
Site viewers do not consider the circumstances of the operator. Low confidence in pages that cannot be viewed  
I will. Nowadays, when data collection is becoming more important, there is no web scraping (crawling).  
It's done on every site. Web scraping (cropping) that extracts image data and personal information  
In order to protect the website, there is a possibility that image data and personal information may be stolen by  
You should be aware of it. All information and data on the Internet are seen by someone and collected.  
It will also be collected. For original content, "copyright", "use for the site"  
It is necessary to take measures such as establishing terms of use. This countermeasure does not allow unauthorized use of the original  
This is so that you can sue when content is used. When running your own website

, Be sure to have the copyright and terms of use ready. Possibility of confusing product and service pricing Web scraping (crawling) can also collect all the pricing of your own products and services in a short period of time. Competitors who collect pricing data will price similar goods and services slightly lower. Multiple competitors can also set up price competition, and as a result, there is a possibility that the price of similar products and services will rise and fall. Concrete methods of web scraping (crawling) countermeasures Since we have explained the dangers of web scraping (crawling), we will also introduce concrete countermeasures. The main countermeasures are as follows. Change HTML regularly Use a tool to protect against web scraping (crawling) Make it unrecognizable as a character string We will explain each specific countermeasure in detail. Change your HTML regularly Changing your site's HTML regularly is one way to prevent web scraping (crawling). When the HTML changes Web scraping (crawling) side will have to change the settings. You can avoid automatic scraping (crawling) by changing the HTML. In order to keep your site safe, change the HTML of the website you operate on a regular basis. Use Captchas to Determine Crawling Bots Captchas can be used to determine whether they are bots or humans. When doing web scraping (crawling), bots (robots that are not humans) do the crawling. Captcha does a simple image recognition test to avoid bots crawling your site. Only humans can view the site because bots cannot give accurate answers. You can also avoid web scraping (crawling) by avoiding crawling bots. Captcha takes time before viewing the site and reduces user convenience, but it should be used especially for sites that need to be protected. Disabling Recognition as Strings One way is to prevent site content from being recognized as strings. In web scraping (crawling), a crawling bot recognizes characters and collects information. Therefore, text information is placed on top of the image data so that the crawling bot does not recognize it as text information. Then, humans who visit the site can read the information properly, but bots cannot read it. Take precautionary measures to keep your site safe while also providing information to your visitors, such as placing pricing information on images. Web scraping (crawling) can be useful for collecting information Web scraping (crawling) can be abused, but it can also be useful. For example, "it does not take time to collect information", "it is possible to obtain only the desired information at once", and "it automatically collects information from multiple sites". Web scraping (crawling) is a dangerous act that should be dealt with as a site operator. However, web scraping (crawling) is a useful tool for data collectors. Introducing the advantages and disadvantages of web scraping! Be careful when using web scraping (crawling) Do not infringe copyrights or leak personal information Do not infringe copyrights or leak personal information. Since the site contains original content, it is basically prohibited to divert any data as it is. In addition, some sites may post personal information. Personal information may be collected during web scraping (crawling), but it should never be leaked. Although it is possible to acquire image and video data in bulk, it is prohibited to process and use them without permission. Do not overload the web scraping (crawling) destination server It is also prohibited to overload the web scraping (crawling) destination server. Frequent web scraping (crawling) puts a heavy load on the other site's server. If the server is overloaded, it will go down, causing trouble not only for the site operator but also for the general public who visits the site. Especially in places like e-commerce sites, it is also a hindrance to other consumers. If you use web scraping (crawling), please reduce the frequency of access so as not to cause inconvenience. Web scraping (crawling) must not be abused Web scraping (crawling) must not be used maliciously. For example, acts that intentionally interfere with the operation of other companies' sites or acts that spread confidential information. Such acts are acts that interfere with the business of other companies and may be punished by law.

increase. When collecting information by web scraping (crawling), please refrain from actions that may cause inconvenience to the site. [Supervised by an IT Lawyer] Is scraping illegal? Thorough explanation based on the law Data can be collected without risk if you ask a specialized company If you ask a company that specializes in web scraping (crawling), you can collect data without taking risks. Web scraping (crawling) may be harmless to other companies' sites, even if you are careful. There is also the risk of being in trouble with the law due to personal information protection laws and copyright infringement. [Web scraping] 5 service patterns that are not illegal However, data collection is necessary for management and plays an important role in determining future policies. If you want to collect information without risk, you can ask a company that specializes in web scraping (crawling). If you are worried about web scraping (crawling), ask a professional company. Conclusion When operating your own website, be aware that there are various risks involved. Web scraping (crawling) is also one of the risks. In some cases, the server may go down, or personal information and original content may be stolen. You should take proper measures against web scraping (crawling). On the other hand, web scraping (crawling) is a convenient way of gathering information. However, since it may cause inconvenience to the side that operates the site, it is necessary to be very careful when using it. Web scraping (crawling) may cause inconvenience to the site management side even if you are careful without malice. If you are concerned about web scraping (crawling), ask a professional company to collect information safely. hbspt.cta.load(23171742,

'c50eb9f4-6032-498c-8791-1c56238d6976', {"useNewLoader": "true", "region": "na1"}); Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedoris Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Whole Body Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles [2023 edition] What are the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explanation of unique charms, use cases, and how to find them Diff tools can make your work more efficient! 6 Recommended Diff Tools Prev Article How to get results in your business? Introducing the 7 decision-making processes! To blog list Next article Use of big data is a must! What is Society 5.0? Inquiries/document download Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI solution "Optamo for Shift" Case studies News & Blog Operating company Document download Inquiries Privacy policy Security policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']= cla;window[cla]=window[cla]]|function(){(window w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l =1\*new Date();var ul=document.createElement('script');var tag = document.getElementsByName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);}());//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uh

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Acquisition of data to automate copy-paste work Data acquisition for developing AI  
Create a sales list Create a marketing report Summarize word of mouth  
Can analyze consumer behavior Can improve products Can monitor own/competitor sites  
A 24-hour site that can detect the difference between sites that can be alerted in the event of a disaster or emergency.  
Can be monitored Can get real-time information Easily manage shifts Streamline shift creation  
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text\_url\_170="Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top High-speed PDCA is the key to D2C marketing! Let's utilize big data PigData > Blog > High-speed PDCA is the key to D2C marketing! Let's use big data 2021.09.22 Big data marketing With the development of Internet technology, the D2C market is growing significantly year by year. One of the reasons is that the penetration of SNS has made it possible to sell personal products to individuals. So what is D2C in the first place? In this article, I will explain the characteristics of D2C and how to market it. We will also introduce how to improve using data, so if you are a manager who wants to enter D2C or a marketing person who wants to increase sales, please refer to it. Contents What is D2C? Introducing the features and benefits The best method for D2C marketing Big data is the key to increasing sales Summary What is D2C? Introducing features and benefits D2C is an abbreviation for "Direct to Consumer", which literally means "consumer direct sales type" or "consumer direct sales type". D2C is a method of selling your own or personal products directly to consumers. The feature of not going through distributors for products produced in the past brings benefits to the selling side. Key benefits include: Direct sales to customers Optimized for consumer needs Variety of sales channels Let's take a closer look at these D2C benefits. You can sell directly to customers The biggest advantage of D2C is that you can sell directly to customers. We sell directly to our customers, so there is no need for an intervening distributor. If you go through a distributor, there will be expenses such as commissions, so the profit will be less.

D2C offers higher profit margins because you don't pay distributor fees by selling directly to your customers. In addition, even if there is a problem with the product or service delivered to the consumer and it develops into a problem, it is possible to deal with it directly. Resolution is smoother than dealing with complaints through distributors. Optimized for Consumer Needs D2C can provide products and services that are optimized for consumer needs. Until now, the market for both apparel and cosmetics has been dominated by famous brand products. However, more and more consumers are not satisfied with these famous brand products. Well-known brands are often designed for the masses and fail to meet the detailed needs of individuals. D2C has the advantage of developing products and services optimized for individual needs and increasing the number of customers. Diverse sales channels Another advantage of D2C is the variety of sales channels. In the past, product sales were conducted through sales outlets. In the case of store-based sales, it tends to be tied to place and time. Depending on the location and time, you will miss the consumer. On the other hand, the Internet-based sales method With D2C, it is possible to sell 24 hours a day, 365 days a year without being bound by location or time. As a result, consumers can purchase products and services regardless of location or time. Moreover, sales channels are not limited to our own website, but are diverse, including SNS, e-mail magazines, and direct mail. D2C has a variety of sales channels, so we can approach different types of consumers. The Best Practices for D2C Marketing You already know that D2C marketing has many benefits. Then What methods are there for D2C marketing? D2C marketing has a different strategy than traditional big name brands. The source of information that creates trends is shifting from magazines and television to Internet services such as SNS and video distribution. The best way for D2C marketing is to send out information that matches the tide of the times. From here, we will explain D2C marketing methods using Internet services. Use of Video Ads The use of video ads is an indispensable technique in D2C marketing. If it's a YouTube ad, it's on your own site

It has the advantage of being able to guide The growing demand for YouTube allows you to effectively reach a large number of consumers. Another option would be to publish your own content on YouTube. Video content created in-house will be useful to viewers, and if it becomes popular, sales of products and services will increase. In terms of advertising methods on YouTube, in addition to the content created by the company, there are also cases where the company asks influencers who are compatible with the company's services and products. If you want to practice D2C, use a video distribution service. Make full use of SNS In D2C, it is also important to make full use of SNS. SNS can also be used as a sales tool. Moreover, there are Twitter, Instagram, Facebook and many free tools. Each has its own popular content, and the user base is also different. If you create content that appeals to the eyes and sensibilities of consumers, you can post links from SNS and guide them to sites for sale. It is possible to ask popular influencers to advertise on SNS as well as on YouTube. In order to make D2C a success, let's advertise using SNS. The advantage of high-speed PDCA D2C is that you can turn PDCA at high speed. If you are attracting customers on your own site or SNS, you can collect data at the same time. From the collected data, it is also possible to find the optimal target group to sell your products and services. PDCA is not just about media and advertising methods. Opinions on products and services can also be obtained, which can be used to improve existing products and services and develop new products. Since direct data can be collected, the PDCA cycle can be turned at high speed. Direct mail Making full use of direct mail is also important in D2C marketing. If you collect customers who have become fans of your company's products and services, your sales will be stable. If you have more fans and customers for your company, send out announcements of campaigns, new products, and services by direct mail. Selling to existing customers is cheaper than acquiring new customers. Remember to serve and care for your customers. Big data is the key to improving sales Big data, which accumulates sales trend data on the Internet, is the key to improving sales. Many companies have used big data to improve their profits. D2C is often done over the internet. Therefore, it is possible to collect data from your own website and SNS. Accumulated data can be analyzed to optimize products and services for customers. Even if we blindly develop new products and services, it is difficult to increase sales. Using data to understand consumer needs and the direction of trends is useful for formulating business strategies. From here, we will explain how to collect data and how to use it. Combining your company's data with big data By combining your company's data with big data, you can analyze consumer trends down to the smallest detail. In order to develop our own products and services, we must understand social trends and people's interests and follow trends. Alternative data obtained from SNS can be purchased from other companies. ѕ What is alternative data? Reasons and specific examples of rapid growth of the companies that use it Of course, these data should also be used, but the most beneficial for the company is the big data that is unique to the company itself. With D2C services via the Internet, big data is automatically accumulated. Collect your own big data by operating owned media and disseminating information. Knowing needs through direct communication A feature of D2C, which operates owned media, is the part where direct communication is possible between the seller and the purchaser. This feature allows us to hear directly from consumers. This means knowing the needs of consumers, and it also makes it possible to develop products and services that meet those needs. In particular, developers and consumers can work together to create products and services that are particular about the details. Communicate directly with consumers and collect information on the finer details of their needs. If you have fans, you can maintain constant sales The important thing in D2C is to acquire fans for your services and products. If fans become established, it will lead to constant sales. Developing a good product is important, but let's acquire fans by focusing on owned media content. Fans not only become consumers of products and services, but also voluntarily advertise on social media that individuals use. Word-of-mouth from fans further enhances the effectiveness of advertising. Summary In recent years, the D2C market is growing year by year. If you know the characteristics of D2C and make use of it, you can efficiently expand your business.

The marketing method is based on direct communication with consumers, and the PDCA cycle can be turned at high speed. site Since the products are sold through a third party, it is possible to accumulate data on consumer trends. Analyzing the accumulated data , can be used for product improvement and new development. In D2C, the utilization of data That's the heart of marketing. However, analyzing and classifying data is time consuming. We also need people with experience. If you're an executive or marketer busy with other jobs, data Outsourcing to a company that specializes in collection and analysis is also recommended. Outsource data collection and analysis If you do, you will be able to concentrate on developing new products and planning sales strategies. data collection and If you want to know more about data analysis for analysis, feel free to download the materials from the button below. please contact us! .marker {<br /> background: linear gradient(transparent 70%, #FFD750 30%);<br /> }<br /> img.alignright { display: block; margin: 0 0 auto!important;}< margin: 0 auto 0 0!important;}<br /> img.aligncenter { display: block; margin: 0 auto!important;}<br /> Search Articles All work efficiency

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comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau Construction support service Automatic shift optimization AI solution "Optamo for Shift" Case studies Blog Operating company Document download Inquiries Privacy policy Security policy Back to top Is it possible to convert restaurants to DX? Explain the benefits of introduction and how to use data PigData > Blog > Is it possible to convert to DX at restaurants? Explanation of the merits of introduction and how to use data 2021.08.31 Big data DX restaurants Due to the coronavirus epidemic, DX has progressed in all industries. There are parts of restaurants that are thought to be impossible to convert to DX due to their business format. However, there are restaurants that have introduced DX to improve their profits even during the corona crisis. So, how do successful restaurants incorporate DX? Also, what can be done to increase restaurant sales in the medium to long term? In this article, we will introduce a specific example of DX introduction to a restaurant, and explain its advantages and how to use data. If you want to DX your restaurant and increase your profits, please refer to it. Contents Example of a restaurant that made a profit with DX Advantages of introducing DX to restaurants Data can also be used by converting restaurants to DX Utilizing data is the first step in restaurant DX Summary DX Examples of profitable restaurants Even restaurants that are considered difficult to convert to DX have introduced DX and made profits. Store-type restaurants are also required to change their business forms and management policies in order to avoid the "three Cs". From here, we will introduce examples of restaurants that have successfully converted to DX. The cases I will introduce next are DX conversions that are effective in the medium- to long-term future, regardless of the coronavirus situation. Please refer to it in light of your own situation. Contactless Accounting Systems Contactless accounting systems make it possible to avoid contact when exchanging cash. Some restaurants only accept cash payment, and there was a problem of contacting customers at the time of payment. By introducing credit card accounting and electronic money accounting at restaurants, it has become possible to avoid contact at the time of accounting. Although the introduction of the contactless accounting system incurs costs, it has made accounting management easier and has made daily work more efficient. By accepting payment by credit card and electronic money, we have increased our customer base and reduced labor costs. Digital Order System Some restaurants have introduced a digital order system to improve user convenience. "Ore no Co., Ltd.", which develops "Ore no French" and "Ore no Italian", has successfully converted to DX with a digital order system. With the order table system, you can read the QR code on the customer's seat and place an order from your smartphone. Therefore, it is no longer necessary to call a store clerk to place an order. Orders are sent directly from customers to the person in charge of cooking, so it is contactless and efficient. The digital ordering system can also prevent human error, thus reducing wasted time and money due to incorrect orders. In addition, since orders go directly from customers to the kitchen, it is possible to provide meals quickly while keeping labor costs down. Penetration of takeout apps Takeout apps can also be said to be a DX transformation of restaurants. Services that use take-out apps to make reservations in advance and then pick up just the food are also becoming popular. With restrictions on eating and drinking inside the store due to the corona crisis, more and more people are using takeout. Restaurants that introduce a reservation system on their website can accept reservations 24 hours a day, 365 days a year. By linking with transportation services such as Uber, users can complete everything from reservation to receipt with just a smartphone. By improving convenience for customers, sales using the takeout app are also growing. Optimizing Management by Collecting and Analyzing Data There is a case of optimizing management by drastically reducing unnecessary purchases and the burden on employees through data analysis in restaurant management. Ebiya, a long-established restaurant, started management based on collected data rather than relying on the experience and intuition of the manager. Successfully allocated personnel without waste, such as

doing. "Ebiya" has improved both employee motivation and customer satisfaction by converting data into DX. As a result, while reducing expenses, we have also revitalized the store and increased sales by 4.8 times. Ebiya is advancing DX step by step through "data collection," "analysis/visualization," and "AI development." Ebiya's DX process can be used as a reference for restaurant DX. For more information, check out these articles! Benefits of introducing DX to restaurants Introducing DX to restaurants has many advantages. Key benefits include: By introducing an accounting system, you can safely and securely streamline your business. Improve customer convenience by enabling 24-hour reservations. You can advertise to a wide range of people through owned media. increase. The introduction of an accounting system enables safe and secure operations to be streamlined The introduction of a contactless accounting system enables safe and secure management and streamlines operations. With a non-contact type that does not involve the exchange of cash at the time of accounting, safe and secure management is possible in terms of hygiene. If you digitize accounting, accounting and daily sales calculations will be automated, making it more efficient. Human error is also reduced and profit loss is avoided. Labor costs can also be reduced by eliminating the need for periodic inventory and sales calculations. The introduction of contactless accounting systems such as credit cards and e-money will also improve profits as a result. Improving Customer Convenience by Enabling 24-Hour Reservations You can improve the convenience of your customers by introducing a reservation system on your company's website. It is a time-consuming and inefficient method for users to look up the phone number of a restaurant before making a reservation. If you introduce a reservation system on the site, you can easily make reservations 24 hours a day, 365 days a year using a smartphone or computer. At restaurants, more and more people are using online reservations to make reservations for take-out or delivery. Adding a reservation system to your site will increase your customer base and increase your sales. Owned media enable advertising to a wide range of people Owned media enables even store-style restaurants to advertise to a wide range of people. The restaurant itself is tied to the location, but advertising can be done to a wide range of people through the Internet. You should use SNS and Google My Business in addition to your own website. With SNS, you can visually promote the interior of the store and the food you serve. In addition, it is possible to lead to direct reservations or reservation sites simply by pasting a link. If you register with Google My Business, you can also search for your own store on the map. More and more people are searching for restaurants from Google Maps. By enriching owned media according to search methods, we can attract a wide range of customers. Data can be used by converting restaurants to DX By converting restaurants to DX, data can also be used. From a medium- to long-term perspective, the collection and use of restaurant data can be highly profitable. When you operate owned media such as SNS and websites, you automatically accumulate data on consumers who use media. In addition to owned media, reputation on word-of-mouth sites and SNS can also be used as data. By analyzing reputation on word-of-mouth sites and SNS, you will be able to grasp trends and consumer needs. In addition, there is data published by surveying general consumer trends at restaurants, such as Gurunavi. The data obtained by surveying general consumer trends can be applied to the management of your own restaurant. By analyzing and utilizing various accumulated data, it will be easier to "visualize" the customer base and narrow down the targets that will lead to sales. Analyzing huge amounts of data can also be useful for management strategy and product planning. There is a big merit in using data that takes time to collect and analyze data, but it is a disadvantage that it takes time to analyze and collect data. Restaurants also have business hours, and working hours will inevitably become longer. Collecting and summarizing data by hand using Excel or other tools takes even more time and effort. Also, after the data has been aggregated, it is necessary to sort out all the factors and analyze them from various perspectives. If you want to focus on your own business, you should have specialists for data analysis and collection. Consult a data analysis professional! Utilizing data is the first step in DX for restaurants When converting restaurants to DX, it should be gradually adopted where possible. DX conversion requires employee education, and sudden DX conversion may confuse customers. Restaurants cannot completely convert to DX due to their business form. Since some people value the connection between people, the customer service perform

Analyzing the data and using it for management is the first step in converting restaurants to DX. accounting system We will start with what we can do, such as introducing systems and operating owned media, and gradually shift from analog to digital. Let the rule optimize. Conclusion If restaurants are also converted to DX, they can aim to improve profits. increase. The main benefits of converting restaurants to DX introduced this time are that "non-contact accounting" and "24-hour Increased convenience for customers with long-term reservations, possible to advertise to a wide range of people, visualization of business conditions to improve sales "Up", etc. In addition, if you operate a website or SNS, data from the inflow to the site can be collected. Operation of the site and registration with Google My Business require the collection of data. It is also connected to By collecting, analyzing, and utilizing data, restaurants can develop new products and manage their business. strategy. Therefore, data collection is a resource that will increase restaurant profits in the medium to long term. It will also be In fact, there are cases where restaurants have successfully introduced DX conversion. Also, one It is possible to use generalized consumer data of restaurants, and it is also possible to collect reviews from word-of-mouth sites and SNS. You can also get the judgment as data. At restaurants, we will gradually convert to DX from where we can, Let's help. However, since the working hours of restaurants are long, it is difficult to make time for data collection and analysis. It is also true that it is difficult to come. If you don't have time to analyze the data, you can use data scraping. Rolling) should also be considered outsourced to a company that specializes in this. specializing in data If you entrust it to a company that handles it, you can also concentrate on your business strategy. data is the first step of DX in restaurants. Utilizing data to revitalize restaurants and increase sales in the medium to long term Let's stretch upwards. For more information, download the document from the button below. please look. Search articles All Business efficiency Data utilization Big data Sales Marketing Basic knowledge of scraping DX data analysis Scraping law Sedoris restaurant real estate view Hikari SNS IT Terminology Data collection Subsidy Employee blog Surveillance AI Market research Big data New Latest Articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords AI Introduction of 7 use cases of the real estate industry evolving with introduction [2023 version] Future and trends of the real estate industry teeth? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Update] Listen Now 45 IT terms that don't exist What is web scraping? How not to be illegal and prohibited sites for scraping Introducing 5 selections Easy way to batch download images! Solve the trouble of collecting images No need for Excel ! 10 Recommended Graphing Tools [Sample Code Released] To Realize Scraping with VBA teeth? Related articles The real estate industry is evolving with the introduction of AI, introducing 7 use cases DX for sales problems Resolved by transformation! Data sharing enables internal collaboration What is the reason why Japan's data utilization is lagging? data activity Advantages, points, and usage examples are also explained Previous article What is personal data? Explanation of restrictions and usage To blog list Next article High-speed PDCA is the key to D2C marketing! Let's take advantage of big data Inquiry/document download Service & Solution Scraping agency service Property ratio Comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI software Solution "Optamo for Shift" Case Study News & Blog Operating Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla;window[cla]=window[cla]]}ifunction(){(windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin /boot / dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr <! [CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://pig.data.jp/wp-json/v","namespace":"contact-form -7/v1"} }; /bin /boot /dev

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SNS analysis service "SocialAnalyst" Tableau Construction Support Service Automatic Shift Optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top Why is Big Data Necessary for Sales? Explanation of data-driven thinking PigData > Blog > Why is big data necessary for sales? The data-driven way of thinking is also explained 2021.08.05 Big data sales The new coronavirus, which has been raging recently, is affecting work styles in various industries. One of them is sales, which is shifting from face-to-face sales to online sales. However, there are many companies who are worried that their sales will not go as well as they have in the past since they switched to online sales. Data-based sales are very important because it is online sales. Therefore, this time, we will introduce the reasons why big data is important in online sales and how to use it. Table of Contents What is Big Data in Sales? Two Reasons Why Big Data is Necessary for Sales What is Data Driven for Sales Activities How to Practice Data Driven by Utilizing Big Data for Sales Points to Note When Using Big Data for Sales Summary: How to Use Big Data for Sales What is big data in sales that can maximize approach to customers? Big data in sales is data that is useful when approaching customers. Big data includes various data such as customer attribute information and behavior history. Big data also includes those written in PDF and Excel format files. In addition, the target data can be put to use by storing it in a database for big data. By using big data, it becomes possible to understand the needs of customers, such as when to approach customers. Two Reasons for the Use of Big Data in Sales SMEs need to use big data for the following two reasons. Information sharing across the entire organization Improving accuracy of approach Let's explain the reasons for each. Reason 1: Information sharing across the entire organization The first reason is that highly accurate information can be shared across the organization. If big data can be viewed from a common platform throughout the organization, information can be shared smoothly. For example, let's think about how to approach men in their 20s. In order to approach it, we collect big data, and the results of analysis show what kind of needs there are for that attribute. If the analysis results are shared throughout the organization, the entire organization will be able to take an effective approach to men in their 20s. By sharing information throughout the organization, inefficient work caused by miscommunication can be prevented, reducing the burden on the person in charge. Reason 2: Improved approach accuracy The second reason is that it improves the accuracy of approach to customers. The use of big data helps clarify information about prospective customers, clarifies the timing to approach them, and makes effective sales pitches. For example, let's say you have a Web promotion, advertisement, or email sent to multiple customers. Customers who are approached will not access at all if they are not interested at all. However, if they are even slightly interested, they will follow the target link and stay on the website for a while. Customers who take some action become potential customers, even if they do not reach a deal. When approaching customers, it is effective to approach prospective customers who are even slightly interested. By

You can know what you are interested in and deep psychology, and the accuracy of the approach will go up. What is data-driven for sales activities? The concept of data-driven is important for sales activities. Data-driven is a way of thinking that uses the results of analysis based on big data for corporate management strategies and decision-making. Sales is an important department related to company sales, so adopting a data-driven approach will lead to improved profits for the company as a whole. In recent years, online sales have become the norm, so data-driven is required more than ever. Face-to-face sales by meeting face-to-face have the advantage that it is easy to build a relationship of trust by showing enthusiasm and visiting the customer many times. In addition to the content of the contract, the personality of the sales representative may have partially covered the closing rate. However, after moving to online sales, it is more important than personality to see if the service is what customers want. For companies that are struggling with online sales, let's conduct sales that introduce a data-driven mindset. Data-driven practices that utilize sales big data To practice data-driven, the following efforts are required. Utilization of services Infrastructure construction Awareness reform Utilization of services There are various tools, but tools that can collect, analyze, and visualize big data are important in data-driven. Marketing automation (MA): automation and streamlining of marketing activities SFA (sales force automation): automation and streamlining of sales activities CRM (customer relationship management) : Automation and streamlining of customer management. When installing, understand the role of each tool and select the one that suits your company's operations. Infrastructure construction In infrastructure construction, it is important to keep the information visualized by big data in a state where it can be viewed regardless of time or place. Recently, due to the spread of remote work, there are more opportunities to work without coming to the office, but in a situation where internal information cannot be viewed outside the office, it will interfere with work. Therefore, it is necessary to convert internal information to the cloud so that it can be accessed from outside the company. When doing so, take security measures such as permitting access only from specific devices. Awareness Reform Once the environment for implementing data-driven practices is in place, the entire company must be conscious of using it. In order to raise awareness of changes in the internal environment, it is effective to clarify the guidelines for the use of data-driven within the company, conduct regular awareness-raising activities, and introduce internal case studies. It will be easier for the data-driven way of thinking to permeate not only the person in charge but also the entire company, including the management, by promoting a change in awareness. Points to note when using sales big data There are the following points to note when using sales big data. Costly Human resource development is required Business process improvement may be required Costly In order to utilize big data in sales, tools and infrastructure construction are required, and the introduction is costly. Costs will not only be monetary, but will also include the personnel costs required for implementation. Instead of introducing everything at once, it is important to introduce it little by little and assess the cost-effectiveness. Human resource development is necessary In handling big data, human resources with specialized data-related skills are necessary. In order to utilize big data, it is necessary to build a database that accumulates huge amounts of data and create a mechanism for importing the data. Since specialized skills are required, one method is to develop human resources in-house, or to outsource if the budget allows. However, even if you outsource, prepare the preparations and environment for in-house production and transfer to complete in-house production. Improvement of business processes may be necessary There are cases in which it is necessary to improve current business processes when utilizing big data. In particular, the process of storing and referencing data will change significantly. For example, there are cases where you normally proceed with transactions without doing anything, but you need to output the transaction data as CSV and import it into the database. Since the improvement of business processes may place a heavy burden on workers, it is necessary to proceed step by step. Using Big Data in Sales Can Maximize Approaches to Customers This time, we explained why big data, which is important in online sales, is necessary and how to use it. The use of big data in sales leads to the sharing of information throughout the company, reducing the burden on staff and clarifying the timing of approaching custo

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2021.07.01 Basic knowledge of big data "Data mart"  
The term is already commonly used in papers and commentary blogs about data usage. death  
However, it is also true that there are no documents or commentary blogs that clearly define "what is a data mart?"  
is. In fact, data marts are defined somewhat differently depending on the context and who uses them. so now

In this article, I will explain what a data mart is and introduce its advantages and disadvantages. After reading this article, you will be able to consider whether to implement a data mart in your company. If you want to use data to improve your profits, please refer to it.

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- Data marts store data suitable for analysis
- Is it necessary to use data marts and data warehouses?
- Advantages of data marts
- Disadvantages of data marts
- Cost of using data marts and data warehouses

**Summary**

Data marts store data suitable for analysis. Data marts are the name of the format in which data is stored, and the scale is also the unit of A data mart can be best understood as part of a data warehouse. It is an image of a mart (store) in a warehouse (warehouse). Think of each store as having a different type of product in a warehouse where everything is stored.

Compared to data warehouses, data marts simplify data for different types of business. If you use one department or one data, you don't need other data. Data marts are effective when departments that perform specific tasks use them according to their purposes. There is also a similar word "database". Also remember that databases simply store raw data, whereas data marts and data warehouses are better suited for classifying and analyzing data. Let's take a closer look at these alternative data. Is it mandatory to use a data mart or data warehouse? In an era where companies that make effective use of data are growing significantly, it is essential to use data marts and data warehouses that are suitable for data analysis and classification. By using data marts, it is possible to streamline back-office operations such as accounting and paperwork. Effective use of customer and consumption behavior data is also effective for sales and marketing. Therefore, the data mart promotes internal DX conversion. Make your work smoother and aim to expand your business with DX.

**Advantages of data marts**

Even if you know the definition of a data mart, you may still be confused between a data mart and a data warehouse. Data marts have both advantages and disadvantages. Knowing the advantages and disadvantages of data marts in advance will allow you to make a choice that best suits your company's scale and usage. First, let's take a look at the benefits of data marts.

**Extracting Data Suitable for a Specific Business**

One of the advantages of data marts is that it is easy to extract data suitable for a specific business. A data mart stores unified data. The data you need can be retrieved immediately when you need it. Since there is no other data, user confusion is avoided. For example, if accounting data is saved in an analyzed state, it is possible to immediately submit and view the business situation. If the purpose of using the data is predetermined, data marts will lead to more efficient operations. It takes less time to implement Data marts also have the advantage that it takes less time to implement them in-house and start using them. If the amount of data is large, such as in a data warehouse, it will take time to implement, and time will be lost before you can start using it. The data mart can be used immediately after deciding to use it, as the initial response is quick. It is possible to reduce unnecessary costs for personnel in departments that use the data mart. If you want to utilize data and convert it to DX early, choose Data Mart. Cheaper than data warehouses

Data marts are also cheaper than data warehouses. As I mentioned earlier, data marts have a smaller amount of data than data warehouses. As a result, the cost is relatively low both at the time of introduction and on a regular basis. It is also possible to use multiple data marts according to the scale of your company. There is also a method of using the appropriate number of data marts according to the size and purpose of your company.

**Disadvantages of Data Marts**

Data marts have many advantages, but they also have disadvantages. If you are going to use a data mart, be sure to check the disadvantages in advance. If you know the disadvantages, it will be easier to deal with problems after installation. I will explain the disadvantages of the data mart, so let's use it as a material for introduction consideration together with the advantages.

Inability to share large-scale data

Data marts have the disadvantage of not being able to share data in large-scale companies that specialize their operations. Data marts do not have the amount of data that can be accessed at one time. If there are

It may wake up and become unavailable. Another disadvantage is that the data being analyzed is single and lacks diversity, making it difficult to utilize. Unsuitable for multi-layered and multi-faceted analysis Data marts also have the disadvantage of not being suitable for multi-layered and multi-faceted analysis because they are single data. For data analysis, it is necessary to look at the relationships between multiple perspectives and diverse data. A single set of data can only be analyzed in a single dimension. This makes it difficult to come up with new ideas and project proposals. The disadvantage of a data mart is that the scope of its use is limited. Expensive to maintain A data mart is disadvantageous in that it is expensive not only to introduce it but also to maintain it. It's cheaper than a data warehouse, but you have to pay regular maintenance fees. If your data mart is used infrequently, you won't get the performance you pay for. Also, if an error occurs in the data in the data mart, it will take time, effort, and money for maintenance. When using a data mart, also keep in mind the cost of maintaining it.

Costs of using data marts and data warehouses Even if you use data marts and data warehouses to promote in-house DX, there are always costs. That's the cost to the people who work with the data. Strategic use of data marts requires processes such as data analysis and planning. Therefore, even if you use a data mart, it is possible to improve the efficiency of your business, but you will need specialists for the planning part, such as marketing. In other words, even if you introduce a data mart or data warehouse, it will be a necessary cost to allocate experts who can effectively utilize data to increase profits. Summary A data mart is part of a data warehouse, a database that stores data suitable for analysis. By using the analyzed data, you can promote the conversion of corporate management to DX. The advantage of a data mart is that it is cheap and quick to implement, but the disadvantage is that analysis is limited. Also, even if there is analyzed data, it cannot be used effectively without the right personnel who can make new proposals. Database maintenance can also be time consuming. In order to propose future management visions and new measures, it is necessary to invest in specialized

human resources and time and effort. Managers and project proponents who influence management should outsource some of the work to reduce the cost of time and effort. Some companies only specialize in data analysis, filtering, and scraping. The ability to outsource data extraction and analysis allows even smaller companies to compete against their competitors by focusing solely on business strategy.

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Unlike primary information released by the government, the Bank of Japan, etc., detailed information and data provided by the private sector  
That's what I mean. The "Population Census" and "Family Income Survey" published by the government, and the "Bank of Japan  
Unlike information such as Tankan, it has the characteristics of being able to receive data quickly and obtain detailed data.  
vinegar. Examples of alternative data include:  
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Let's take a closer look at these alternative data. SNS reviews SNS reviews  
Extracting keywords that appear frequently from mi is also one of the alternative data. Twitter  
and Instagram have many users and the general public can comment their opinions and impressions on the latest topics.  
It is a service that Therefore, for those who manage a company, it is important to obtain trend information  
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Twitter data provision service (integration) Consumer trends in cash register accounting Naturally  
However, when shopping at convenience stores and supermarkets, you have to pay at the cash register.

. Alternative data can be extracted by cashier checkout, called "POS data". POS data accumulates consumption trend data classified by consumer attributes (age and gender). Therefore, you can check the consumption behavior by attribute, so you can reduce the cost by inventory management. It also makes it easier to narrow down the target when devising a new plan. Credit card usage trends Some companies are working with credit card companies to extract alternative data on consumer behavior. Credit cards are a service that is used not only in stores but also for online shopping and overseas settlements. As a result, it is possible to analyze consumption behavior data from a broader perspective. Since it is possible to know what kind of products and services are purchased by attributes such as age, gender, occupation, and annual income, it is useful for management by knowing consumer purchasing trends. Website search traffic Website search traffic is also alternative data. For the average person, the tool for gathering information has shifted from paper books and television to the Internet. When collecting information, the number of traffic to the site that arrived from the keyword entered in the search window is measured. By converting search traffic into data, it is possible to infer trends in general public interest. It is possible to determine marketing strategies based on speculation about the interests of the general public. Satellite imagery Satellite imagery is also used as an alternative data. It may come as a surprise, but satellite images are useful data. Satellite images can capture physical space from the same point. Therefore, changes in the same space can be compared in time series. In particular, by confirming the changes in the building, we can also know the growth of the company. Reasons for the increase in companies using alternative data The reason for the increase in companies using alternative data is the success of pioneering companies that used data. It has been recognized that the use of alternative data can greatly improve business performance, and the number of companies seeking alternative data has increased one after another. Alternative data is a critical resource that can be targeted to increase company profits. The data on economic trends regularly announced by the Japanese government and the Bank of Japan is highly reliable, but it takes time to release the data. In addition, it is not possible to collect detailed data such as social trends needed by SMEs and products and services sought by specific consumers. With the development and penetration of big data and AI technology, it has become possible to collect such detailed data. As the number of companies using consumer trends and trending data to increase their profits has increased, the number of companies seeking alternative data has also increased. Use Cases of Alternative Data We have explained how alternative data can be used to increase company profits. So how do you make use of alternative data? Alternative data can highlight areas that cannot be analyzed using the data released by the Japanese government and the Bank of Japan. In addition, with data that can be obtained quickly, it is possible to propose measures before trends reach the peak. Carefully select the provided data and explore effective ways to use it for management. From here on, we will introduce examples of how alternative data is being used.

**Restaurant and Apparel Industry** In the restaurant and apparel industry, it is now possible to provide appropriate products to target customer segments by utilizing alternative data. Alternative data is extracted from POS data and word of mouth on various SNS. SNS celebrities and influencers are often the origin of trends. In addition, since an unspecified number of people communicate on SNS, word-of-mouth information spreads easily. Detecting trends early is also effective for product lineup and development. In the restaurant and apparel industries, the sales range varies greatly depending on trends.

**Convenience stores and supermarkets** At convenience stores and supermarkets, POS data is accumulated along with sales. By combining valuable data obtained internally with alternative data such as credit card usage history, it is possible to monitor consumer trends in detail. By understanding consumer purchasing behavior and changing the product lineup, it is possible to optimize the amount of the product lineup, which fluctuates depending on the season, without waste. It is also possible to foresee trends, so it is useful for new product development and various campaigns.

**Brokerage firms** Alternative data is also being leveraged by brokerage firms. Securities firms, which

Flow is complicated with all the elements intertwined. Corporate growth cannot be overlooked as an element of understanding economic trends. Predict the company's growth rate by looking at the development of company buildings from satellite photos. Social trends also have a significant impact on the economy. Stock trading also fluctuates according to socially influenced investor psychology. It will also be necessary to check the psychological state of society in general by using SNS keywords. It is also important for securities companies to keep abreast of the latest trends. Advertising Agencies/Entertainment Industry It is no exaggeration to say that advertising companies and the entertainment industry cannot improve their performance unless they are aware of trends. Trends can be inferred from website search traffic and social media data. If we think of people as consumers, we can increase our profits if we can guess what information and content they want. You can target the right ads to the right people. It is also possible to send out new entertainment projects before the trend reaches its peak. Real estate companies Alternative data is also used in the real estate industry. Satellite data also makes it possible to check the changes and growth of land and buildings in chronological order. Many of the products handled by real estate are expensive, so it is necessary to carefully investigate trends in needs when selling or constructing a property. Population trends can be confirmed by government data, but it is not possible to know more specifically what kind of buildings people live in, or in which areas corporate buildings and amusement facilities are being built. With satellite photos of the same area arranged in chronological order, changes in buildings can also be confirmed. You can build the most suitable buildings for each region. Companies that make effective use of alternative data can improve their performance. The use of alternative data makes it possible to sense and target the detailed trends and needs of consumers. By providing optimal products and services to consumers, companies can improve their business performance. If you can analyze data in detail and collect data quickly, you will be able to differentiate yourself from the competition. This also means that if you don't take advantage of alternative data, you will be left behind by your competitors. By offering new products and services at the entrance of trends, you will be able to monopolize sales in a market where there is no competition. Using alternative data to analyze and infer small trends can lead to big gains.

Summary Since we entered an era in which data is said to be a resource, the number of companies providing alternative data has surged. Proper analysis of alternative data leads to improved business performance. Alternative data is not the primary information provided by the Japanese government or the Bank of Japan, but data that can be obtained more quickly and in more detail, such as trends in general society and information sought by people. Specifically, "word of mouth on SNS", "consumer trends in cash register accounting", "credit card usage trends", "website search traffic" and "satellite imagery". These data are used in various industries. It is the analysis and inference of data that creates new products and services to meet consumer needs. Satisfying consumer needs will naturally increase company profits. It would be a good idea to use alternative data for future company management in order to set yourself apart from your competitors. However, there is an enormous amount and variety of alternative data, and knowledge and experience are required to interpret the data itself. If you don't have a data analyst or data scientist who is familiar with handling data, there are services that collect and optimize data, so please consider using them.

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Analytics Many of the world's largest companies are leveraging big data to reap huge benefits. big day now  
Collecting data is a must for increasing company profits. However, big data is simply collected  
It doesn't make sense to just do it. Proper analysis and analysis of big data is necessary. Also,  
You must also set goals for how to utilize the analysis of big data. but  
, how to analyze big data, and what the company's goals are  
Some of you may be. In this article, we introduce case studies by industry that utilize big data.  
I will explain how to analyze big data. Read this article to find out how you can achieve success with big data.  
You'll find specific examples of industries that are doing well and how to analyze the data. Table of contents Invest in big data analytics  
Companies that are taking the world by storm Case studies of big data utilization How to utilize big data  
Appropriate goal setting is important Five analysis methods for extracting big data according to goals Big data  
The key to effective utilization of data is “analysis” Summary Companies investing in big data analysis are taking the world by storm.  
Currently, it is a company with a high market capitalization ranking in the world, and is called GAFA in the United States and BAT in China.  
IT companies have moved up the rankings since 2005. What do companies that have grown exponentially in the last decade or so have to do?  
Do they have something in common? One aspect is that these companies are actively using big data.

We can say that we invest heavily in collection and analysis. By utilizing big data, we are able to ascertain the attributes and preferences of customers, as well as trends that are in line with the times. Therefore, it is possible to develop and sell optimal products. In addition, we also introduce individual products that are optimized for each customer. IT companies with high market capitalization rankings in the world are using big data to reduce manufacturing costs, develop optimal products, and increase profits by individualizing sales.

**Case Studies of Big Data Utilization** In addition to the global companies GAFA and BAT, there are other successful cases of big data utilization in Japan. Even small companies that cannot make huge investments can succeed by making good use of big data. First, let's study successful cases of using big data. A study of best practices can guide your company's application. From here, we will introduce examples of utilization in the food and beverage industry, the advertising industry, and the medical industry. Find out how you can apply big data to your company. Examples of Big Data Utilization in the Food and Beverage Industry Big data analysis is applied not only to IT companies, but also to the food and beverage industry. In the food and beverage industry, attracting customers is directly linked to sales and profits. Therefore, collecting data on each individual customer and analyzing overall trends can lead to increased sales. For example, by using big data, you can statistically understand what kind of products your target customer base prefers. You can also increase your profits by marketing your popular products to a customer base that prefers them. By predicting the number of products that can be sold using big data, you can prevent opportunity loss due to sold-out. In addition, if it becomes possible to predict the number of products sold, disposal costs will also decrease, increasing the margin of profit. Furthermore, if we can understand trends using big data, we can aim to

increase profits by developing new products. The use of big data in the food and beverage industry can be used to "reduce opportunity loss due to out-of-stock popular products," "minimize disposal costs for unsold products," and "know trends and develop new products." . Examples of Big Data Utilization in the Advertising Industry Big data analysis is applied not only to IT companies, but also to the restaurant industry. In the food and beverage industry, attracting customers is directly linked to sales and profits. Therefore, collecting data on individual customers and analyzing overall trends can lead to increased sales. For example, by using big data, we can statistically understand what kind of products our target customer base prefers. You can also increase your profits by selling to a customer base that prefers popular products. By predicting the number of products that can be sold using big data, you can prevent opportunity loss due to sold out products. In addition, if it becomes possible to predict the number of products sold, disposal costs will also decrease, increasing the margin of profit. Furthermore, if we can understand trends using big data, we can aim to

increase profits by developing new products. The use of big data in the food and beverage industry can be used to "reduce opportunity loss due to out-of-stock popular products," "minimize disposal costs for unsold items," and "know trends and develop new products." Examples of Big Data Utilization in the Advertising Industry Let's take a look at how big data is being utilized in the advertising industry. Selling products and services requires recognition by the target audience. Advertising is the process of gaining recognition from the target audience. However, advertising is also a costly process. If possible, I would like to do effective advertising and publicity that reaches the target group at low cost. Big data makes it possible. The target customer base is extracted through big data analysis. After that, by linking with Internet algorithms, etc., it is

possible to individually send out advertisements and promotions that are optimal for individual target demographics. Unlike TV advertisements and promotions, individual approaches can be made. Therefore, if you use big data, you can do advertising and publicity at lower cost and more effectively. Examples of big data utilization in the medical industry Big data is also being used in the medical industry. Many illnesses can be prevented from becoming severe if detected early. In addition, it is possible to suppress the onset of the disease itself by thorough prevention. In the medical field, there are individual medical records, so big data can be used to compile statistics on the incidence of illness and the risk of aggravation. By using big data, it

can be applied to "avoiding the risk of aggravation of already sick people", "providing optimal medical care for disease prevention", and "developing new medical technology". The use of big data also provides people with a safe and secure life.

is. The first step in utilizing big data is to set a goal of how to utilize big data. Big data doesn't make sense just by collecting it. Data itself is just data. Big data makes sense when you analyze it and use it to get closer to your goals. For example, in the food and beverage industry, statistical data is used to identify products that are popular with target groups in order to increase sales. This eliminates unnecessary costs and lost opportunities. In order to utilize big data, first set goals and analyze the data. Five analysis methods for extracting big data according to the goal After setting the goal, move on to the stage of analyzing the collected big data. But how should we analyze big data? If you can set your own goals, you can find out the numbers and trends you want to know from big data. All you have to do is choose the optimal analysis method to extract the numerical values and trends you want to know. Here are five main ways to analyze big data. It also explains the situations that can be used for each, so please use it as a reference for your own big data analysis.

**Cluster Analysis: Analyzing the Characteristics of Similar Groups to Understand Customer Preferences**

Cluster analysis is an analytical method that analyzes the characteristics of similar groups to identify customer preferences. Some randomly collected data have similar trends (clusters). By grouping these, we will classify them. This method of analysis allows us to know the preferences of the group. For example, if a cluster analysis reveals that a particular sweet is sold in large quantities, you can make a profit by producing more of that product. Cluster analysis can be applied to marketing, sales, and product development because it allows us to know the trends of any group.

**Logistic Regression Analysis: Determining the Incidence of an Event**

Logistic regression analysis is a method of deriving the incidence of an event from multiple factors and data. A forecast is not made up of a single factor, but of multiple factors. For example, you can make a prediction that "typhoons are more likely to occur when the temperature rises in summer. Disaster prevention goods will sell well when typhoons occur." Logistic regression analysis can be used not only for risk management that predicts the occurrence of disasters, but also for predicting products whose sales change depending on the season and temperature. Therefore, it is a useful analysis method when proposing plans and product development.

**Cross Tabulation Analysis: Knowing Trends in Needs by Gender and Age**

Cross tabulation analysis is an analysis method for finding trends in needs by attributes such as gender and age. Even in marketing and sales, knowing the needs of each attribute is the basic of the basics. At the time of data collection, age, gender, occupation, etc. are collected at the same time in advance. You can then disaggregate the data by attributes and analyze trends. For example, let's say that 60% of the people surveyed about their food preferences answered that they preferred Japanese food to Western food. From this alone, we can see that 60% of the total, but we do not know what kind of attributes people say they like Japanese food. Therefore, by analyzing by gender, age, and occupation, it is possible to identify targets in more detail. Cross-tabulation analysis is a useful analysis method for product and service development and for setting sales targets.

**Principal component analysis: Eliminate unnecessary data to make it simple**

Principal component analysis is an analysis method that eliminates unnecessary data and simplifies it. In some cases, big data can be collected automatically, and the more it collects, the larger it becomes. When the amount of data becomes enormous, it becomes easy to complicate the data. Principal component analysis simplifies such complicated data. If the collected data is kept simple with only the principal components, the analysis will be easier. If you can understand the general characteristics of the scattered data, you can understand the trends that form the principal components. Data preferences can also be grasped, so it can be applied to product development and sales.

**Association Analysis: Finding Relationships Between Data**

Association analysis is an analysis method for finding relationships between data. The idea is that there is a correlation between data, and if one changes, the other changes as well. By classifying various types of data by attributes, the data can be extracted in an independent form. If you discover that there is some kind of relationship between individual data, you will be able to know the reason for the sales of the product, and it will be useful for future strategic planning. Association analysis is useful when you do not know the reason for the current results. The key to effective use of big data is "analysis"

Big data brings

I have to. In general, there are three steps to leveraging big data. 1. Data collection 2. Data analysis 3. Planning proposals First, we start with data collection. Some companies have even fully automated the collection of this data. Data automation allows us to collect massive amounts of data around the clock. Once the data has been collected, it is time for analysis. This data analysis must use analytical methods suitable to achieve the predetermined goals. And when the analysis is over, I actually propose it as a plan. Follow the proper steps from data collection to project proposal. Appropriate methods must be selected for big data analysis Big data cannot be used without analysis, so it is essential to select an accurate analysis method. If you make a mistake in how to analyze big data, it will be difficult to reach the point you set as your goal. Computers are good at performing sophisticated calculations and organizing large amounts of data, but they cannot automate the selection of analysis methods. Humans choose the analytical method. And the selection of this analysis method is the job of a person who is good at experience and prediction of the future. Analyzing huge amounts of big data requires specialized personnel and man-hours Analyzing huge amounts of big data requires personnel who can select the analysis method that best suits their goals. Moreover, this process cannot be completed in one go, even by experienced professionals. Analyzing data and applying it to goals involves repeated trial and error to improve accuracy. During this time, new data must be constantly collected, so data collection and analysis is a labor-intensive process that is repeated in parallel. If you want to deal with big data and aim for significant profits, you will have to create human resources and specialized departments that specialize in data analysis. Conclusion The use of big data can be expected to increase corporate profits. In fact, overseas IT companies with high market capitalization have invested time and money in big data analysis and are getting great returns. The use of big data is not limited to large corporations with a lot of money to invest in. In Japan, big data is actively used in the restaurant, advertising, and medical industries. Future management will be difficult to establish without big data. Goal setting, data collection, and analysis are necessary to utilize big data. There are multiple methods of analyzing big data, and it is necessary to make a plan after conducting the most suitable analysis for the target. At this stage, not only computers but also humans have a lot to do. Collecting and analyzing data requires a huge amount of man-hours, but those in charge of marketing should concentrate on planning and making proposals. There are companies that specialize in collecting and analyzing data, so why not outsource it and aim to create an environment where you can concentrate on your own work?

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implemented everywhere. In particular, unskilled labor such as clerical work will be reduced by automation.  
Efficiency is possible. In company management, if we can build an AI system that meets our objectives, we will be able to utilize data.  
You can also expect an increase in profits. However, even if AI is introduced, the system optimized for the management policy  
I have to build a stem. Building an AI system does not require data organization and analysis  
is missing. In this article, we describe the process of data organization and data analysis for building an AI system.  
I will explain. If you are thinking about introducing an AI system into your management, please refer to it.  
stomach. Table of Contents AI system construction and utilization enables differentiation from competitors There are 3 main ways to build an AI system  
Steps Important points for realizing AI Input the data to be reinforced into the AI system many times  
Concluding remarks An AI system that enables differentiation from competitors through the construction and utilization of AI systems.  
If you build and utilize a system, you will be able to differentiate yourself from your competitors. Automation of work by AI is work  
It can be applied not only to the efficiency of business, but also to operations that are directly linked to profits, such as sales and marketing.  
. By organizing and analyzing the collected data, it is possible to differentiate from competitors and increase profits.  
vinegar. However, companies are now adopting DX, and many companies in Japan are adopting AI systems.  
Aggressive. Therefore, in order to differentiate ourselves from our competitors, we must either increase the amount of data or  
Ingenuity is also an essential issue for many companies. Building an AI system mainly consists of 3  
Step AI systems are essential for companies, but it takes a lot of man-hours to implement. Each  
We have to build an optimal AI system to match the purpose of It is a big deal to build an AI system.  
It can be divided into three steps. 1. "Data preparation" 2. "AI training" 3. "Hypothesis testing and  
Suggestions: In general, it is difficult to get an AI system to work as desired after a few AI training sessions.  
is. Therefore, data input, AI training, and hypothesis verification are repeated many times. From here on, AI  
Let's take a closer look at the three steps required to build the system. 1. Data preparation AI

The first step in system construction is data preparation. AI systems are driven by data input. It is necessary to not only collect data to be input to AI, but also to cut unnecessary data and process it so that AI can be easily trained. Data collection can also be automated by computer. On the other hand, humans are responsible for deleting unnecessary data and extracting necessary data.

Since it is important to extract data with a purpose in building an AI system, set goals in advance during the data preparation stage. 2. AI Training After collecting the data and extracting the best data,

the second step is to train the AI. In order to build an AI system, we must improve the accuracy so that the AI system provides the answers it seeks. Always input new data or data that has been analyzed/analyzed into the AI for training. By repeating the training, you will be able to derive more accurate answers and results. 3. Hypothesis Verification and Proposal Collecting and analyzing data, inputting data into AI, AI system starts learning. AI is trained many times and the system is verified. AI systems can be trained to improve their accuracy. In the early stages of training, you will not build a perfect system for your intended purpose. Let's find out where the error is coming out and improve it little by little. This improvement is done by repeating the cycle of "data preparation", "AI training", "hypothesis verification and proposal" many times. Finally, an AI system that meets the purpose will be

constructed, and it will be possible to utilize the data according to the purpose. Important items for realizing AI In the process of building an AI system, organizing and analyzing data is essential. Data collection is random and inconsistent, even if you try to have the intended direction. So, we're going to organize the randomly collected data and make it fit for purpose. This step must be performed by a human. From here, let's check the important points for realizing AI. Large amounts of data are not always good AI systems require large amounts of data, but in fact, large amounts of data are not necessarily good. If the data strays far from its purpose, it may not have the desired effect. Let's take image authentication, which is used in smartphone security functions, as an example. For example,

say you want to introduce an AI system that only distinguishes between dogs and cats. Here, if animals other than dogs and cats are entered as data, the range that AI must make decisions will become wider, and errors will be more likely to occur. In order to efficiently build an AI system that meets the purpose, it is necessary to extract and organize data according to the purpose. Don't get me wrong,

I'm not advocating data minimization. Organizing and analyzing are essential to using AI If you organize and analyze AI data according to your purpose, you can use it effectively to build an AI system. After extracting the data, enter it according to the purpose, system construction stage, and hypothesis. This will eliminate errors in the AI system. For example, when building an AI system to find defective products in a production factory, we input data for both defective products and non-defective products. In order to create a highly accurate system, it is necessary to make the system memorize detailed defect data. For example, defective products have a variety of "defects"

themselves, such as different colors and damaged parts. If this stage is neglected, the expected AI system cannot be constructed. Organize and analyze the necessary data properly. It takes man-hours to organize and analyze data in building an AI system I have explained that organizing, analyzing, and managing data is an important process in building an AI system. However, since this process requires a lot of man-hours, doing it manually would take an enormous amount of time. In order to extract data that meets the purpose, it is necessary to have specialized knowledge, and it takes time to organize a large amount of data. Be prepared to recruit people with experience in AI and data science, and people who are good at organizing and extracting data. Consult with a data analysis professional for free Inputting the data to be reinforced into the AI system many times increases the accuracy of the AI system. Input is also important. As I have explained many times, the expected system cannot be built with only one data input. Unlike humans, AI does not derive answers from the way humans perceive "mistakes" and "differences." In other words, for example, a face recognition

system is established by having a person's characteristic parts such as eyes, nose, mouth, and ears remembered. How

Humans can immediately recognize the "differences" of a person, but AI finds it difficult. Therefore, the feature values and "differences" are also stored as data. Since there is a lot of data on the "differences", it will be repeated over and over again to adjust to the goals and objectives. Building an AI system requires updating data. Building an AI system does not meet the expected objectives in one attempt. In addition to basic data input, it is also necessary to input supplemental data to improve accuracy. In order to input data to reinforce each time an error occurs, building an AI system requires multiple rounds of training. And data is always changing. For example, taking the face recognition mentioned earlier, humans change little by little as time passes. Data must also be re-extracted over time and updated continuously. If we can build an accurate AI system, it will be possible to utilize the accumulated data. If all the processes proceed smoothly, it will also be possible to utilize the accumulated data from the completed AI system. For example, if an AI system is built in a production factory, if it is possible to find defects in products based on the accumulated data, it will be possible to prevent defective products from being delivered to customers and increase customer satisfaction. In addition, it is possible to reduce labor costs in production plants. Furthermore, if a highly accurate AI system can be built, data can be used not only for operational efficiency but also for marketing and sales. By extracting customer preferences from data and distributing optimal advertisements and product introductions to individuals, we can expect an increase in profits. The times and trends are constantly changing, but if you update your data, you can avoid running out of step with the times. Repeating the three steps of building an AI system. Building an AI system is a cycle of "data preparation," "AI training," "hypothesis verification and proposal," and repetition of trial and error. Once a highly accurate AI system is built, the AI system will give you hints on how to improve your products and management as a result of learning from the collected data. In other words, you can expect big profits with small man-hours. As explained so far, the problem with building an AI system is that it takes a lot of man-hours to prepare, manage, and organize data. If you make a mistake in this process, you end up repeating the steps unnecessarily. Use specialized personnel and mechanisms for data extraction and analysis. Some companies specialize in scraping, which can collect large amounts of data in a short period of time. If you cannot hire specialized personnel, consider outsourcing and focus on new planning. Summary By building an AI system, you will be able to streamline your operations and sell directly to the best customers, giving you a competitive advantage over your competitors. However, it takes man-hours to build an AI system that meets the purpose of your company. There are three main processes to build an AI system: data preparation, AI training, and hypothesis verification and proposal, which are repeated to improve accuracy. The reality is that the process of "data preparation" in particular requires many iterations and man-hours. When building with only in-house personnel, it is necessary to invest time and effort in securing specialist personnel and collecting data. Human resources who decide the purpose and direction of new plans and AI systems should not spend time dealing with data. Data preparation can be greatly reduced by outsourcing to a specialized company. Once you build an AI system that suits your purpose, it will lead to smoother management and improved profits. Prepare the data and analysis necessary for building an AI system in a planned manner. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explaining how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [Updated in 2023] 45 IT Terms You Can't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to batch download images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles Introducing 7 case studies of the real estate industry evolving with t

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Data marketing Utilization of big data collected by IoT terminals is becoming commonplace in business.  
There are two. In the automotive industry, autonomous driving is highly dependent on the results of big data analysis.  
On a related note, marketing is also a field where there is a lot of room for utilizing big data. by the way,  
Market research is one of the main activities of marketing.  
how is it related to Market research can be based on questionnaire surveys without using big data.  
We collect a lot of data through methods such as surveys and sampling. But big data  
There are new benefits to using it. This time, I would like to talk about the relationship between marketing and big data.  
I will explain mainly from how to use big data in any kind of marketing to actual cases.  
increase. Contents Review in 1 minute. What is big data? What kind of marketing activity is big data?  
What are the advantages of using big data in marketing operations? summary  
Review in 1 minute. What is big data? Big data is information defined and aggregated into the following four Vs  
That's what I mean. Big data does not actually have a formal definition, but the following four Vs are  
It shows the characteristics of the data well. Volume (Quantity) "Big" in big data is a large amount of data  
means that Velocity (velocity) services, media, sensors, etc.

Large amounts of data are processed in near real time. Variety refers to the variety of data available. Traditionally, data was structured and organized. Excel files and SQL servers are typical examples of structured data. This is because it has traditionally been considered the best way to organize numeric and text data. On the other hand, when collecting big data with IoT terminals, there are various formats such as text, voice, and video, and a large amount of data that cannot be structured in a single data format in the DB is collected. Value In addition, as the fourth V, the following "value", in other words, the maturity of the process and technical capabilities, are questioned in big data. Accurate data is, of course, essential, but in finding value in big data, it is not just its analysis that is important, but the entire detection process. If you take a closer look at the content of V, you can see that if the data that has been handled in market research up to now are "points", there are four points.

Since there is V, big data can be considered to have differences in terms of the amount of information and the quality of grasping the market in terms of "lines" or "planes". What kind of marketing activities can big data be used for? It may be an extreme argument, but big data can be used in any marketing operation.

Broadly speaking, there are three types of business that can utilize big data. Market research Advertisement creation of repeat customers What are the advantages of using big data in marketing operations as seen in case studies? We will summarize the actual big data utilization case studies and the advantages of using big data for market research, advertising, and the creation of repeat customers. 1. Increasing the reliability of surveys and predictions by analyzing large amounts of real-time data Big data can provide a more realistic view of customers in real time than customer surveys conducted after the fact. For example, by arranging data in chronological order, it is possible to trace or analyze how customers behave at what point in time. , the process to purchasing can be grasped more accurately. An example of how we have improved the credibility of consumer research and overturned conventional wisdom is the use of "eye tracking data" of DyDo DRINCO vending machines. As a marketing strategy, the company had placed products in line with the established theory that "the user's line of sight moves in a Z-shape from the upper left". However, when we examined more reliable eye-tracking data, we found that the user's gaze was looking at the entire product from the bottom left rather than the top left. Based on this data, we changed the display order of popular products in vending machines from the top left to the bottom left. As a result, sales increased. Until now, market research should have involved extracting samples of target users and making inferences about their needs and purchasing behavior. We were able to get closer to the real picture of the customer because of what we could grasp and the large number of customers. In the case of forecasting, for example, it is possible to collect much denser and more precise data than taking an arbitrary sample, so the accuracy of forecasting is higher than inference from conventional market research. 2. A more accurate understanding of the customer profile from big data From the above, it is said that the use of big data makes it possible to more accurately grasp the profile of prospective customers and the characteristics of prospective customer demographics. Especially in the field of marketing, the following viewpoints become clear when big data is used. Needs of prospective customers Location of prospective customers, location and attributes Factors that make customers repeat As an example of the above, let us introduce the case of Japan Airlines. The Japan Airlines website "JAP" has about 200 million PV per month, and we are analyzing the web access log data. Instead of distributing service recommendations to customers with the same content all at once, we employ a marketing method that offers more personalized recommendations. By analyzing the log in detail, such as what kind of product a person who searched for an airline ticket to London saw next and what page they visited, it is possible to use it to understand detailed needs. You are making the most of big data by comparing the behavior of customers who actually bought the product and those of potential customers who did not. From one-to-many advertising to one-on-one marketing, we can understand from this example that the benefits of big data are that it is possible to expand the efficiency and possibilities of marketing by approaching the personality of individual customers through big data analysis. . 3. Big data analysis can be applied to any field, making it easy to use in business Big data is used for market analysis and future prediction

It works. One of the real pleasures of this job is that depending on the angle of analysis, such as market analysis and future prediction, it will lead to business results. Below are three examples that can be used in marketing. Analyze the consumption behavior of repeat customers and formulate measures to increase repeat customers. can be done more effectively and efficiently than before by utilizing big data. For example, we have succeeded in increasing sales by segmenting customers with similar tastes and preferences and disseminating useful information that is highly likely to be used. GEO, whose main business is media rental, categorized customer preferences and implemented advertisements, e-mail magazines, and coupon distribution into the categorized segments. By adding product correlation analysis to customer analysis, it becomes possible to transmit information that leads to more accurate purchasing behavior. In this case, it has led to the creation of a community of fans with high customer loyalty, and the attraction of events by influencers. 4. Efficient guidance to business negotiations or purchasing behavior In order to consider the effects of marketing using big data, we will introduce how big data can be used for specific potential customers. As a premise, marketing activities proceed as follows, from prospect acquisition to business negotiations. (1) Acquisition of prospective customers (2) Attracting prospective customers (3) Encouraging prospective customers to make purchases (4) Engaging prospective customers in business negotiations and turning them into customers It is true & Co. This is an example. This company has succeeded in attracting customers by making use of underwear fitting data to promote the "comfort" that matches individual preferences. In the example of True & Co., we are targeting people who are worried about how to choose a brassiere, and who are financially comfortable and are more likely to get involved in purchasing activities. We have introduced an order system and customer management system based on fitting data, and by using data to select the optimal underwear, it is easier than ever to induce purchasing behavior. It will also make it easier to predict future consumption. At the same time, it gives the impression that the product itself is "made for you" and uses a method that is deeply rooted in the consumer's consciousness, enabling the most personalized marketing. A method that utilizes big data makes it possible to extract predictive data based on analysis of how customers behave and what their needs are from big data, making it possible to streamline lead generation and lead nurturing. At the same time, you can more precisely meet your customers' needs. Conversely, if your forecasted lead closing rate is low, you may decide that you don't need to spend too much resources there. For "visualized" customers, it is relatively easy to predict sales, so it becomes easier to see how much time and money should be spent, and rational marketing and sales activities become possible. Conclusion As we have introduced in the case studies above, the use of big data in marketing operations enables accurate and flexible analyzes and forecasts based on more reliable data, enabling individual approaches to prospective customers and improving efficiency. It also has the advantage of being higher. Many companies, especially SMEs, are already using big data, for example, with cloud MA tools and BI tools. By acquiring and organizing past and future data, please consider using big data for marketing in your company as well. Search articles All Operational efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedoris Restaurant Real estate Tourism SNS IT Terms Data collection Subsidies Employee blog Monitoring AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites How to easily download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code released] How to realize scraping with VBA? Related articles The real estate industry is evolving with the introduction of AI, introducing 7 use cases [Must-see for marketers] Use cases of Twitter data and points to note Big data utilization is the key to e

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2022.10.25 Sales scraping Companies should not neglect their efforts to continue improving sales.

do not. For that reason, it is essential to conduct sales and develop new clients. but new

If you don't go through a proper process for development sales, you won't be able to acquire clients. so now

In this installment, we will thoroughly explain the tips for doing new business development, as well as the methods and points. New development

Please refer to it if you are in charge of sales. Table of contents What is new business development? Benefits of new business development

Top 5 new business development methods Key points for new business development Procedures for new business development

2 items useful for new business development Summary What is new business development?

It is a sales method that directly approaches people who have never dealt with as customers. big

There are two ways to do business: face-to-face sales and online sales. new either way

It can generate customers and increase the chances of closing deals, which can contribute significantly to sales.

I will. Benefits of new development business You can get a lot of benefits when you do new development business. and

Of course, sales will increase if you manage to sell your own products and get a contract. However, new business development can have a lot more impact than just increased sales. Here, we will conduct new business development.

Introducing the benefits of Increase in new customers and connections

One is that not only new customers but also connections increase. When I hear about sales, I get all contracts.

It's easy to focus on making money or making sales. However, we will continue to develop new business.

If you do it well, it will lead to the creation of new connections even if sales do not increase immediately. Sometimes this connection introduces us to new clients, and sometimes leads to ideas for new projects. Significant profit improvement can be expected if a contract is concluded. New development sales is also a sales method that can be expected to significantly improve profit once a contract is concluded. Even if you are doing business If you don't connect to the contract, the sales will remain zero. However, if even one of them manages to close a contract, the profit is great. Unlike route sales, new customer acquisition sales do not lose customers even if sales fail. In new business development, you can get great results by dealing with the number even if you do not conclude a contract. One of the merits of new business development is that it is possible to return the salary to the personnel responsible for sales after the contract is closed. Company sales are based on regular income from existing customers. The expected sales at the end of each period are calculated from the base sales. However, if we succeed in developing new businesses and increase sales, the surplus will also increase compared to route sales. Therefore, the surplus can be returned to the employees who are in charge of sales as salaries. If their own efforts are reflected in their salaries, the motivation of the employees in charge of sales will increase, and they will work even harder to develop new sales.

7 new business development methods There are several ways to acquire new customers through new business development. Specifically, it is as follows.

- Walk-in sales
- Telephone sales (telemarketing)
- Direct messages and information transmission via SNS
- Web marketing
- Exhibitions
- Seminars

How to introduce customers We will explain each method of new development sales.

Walk-in sales There is a way to develop new customers with walk-in sales. It is a method of approaching companies and individuals with whom we have never done business before, and there are many cases of rejection, but if it leads to a contract, the return is large, and it is also possible to expand connections while continuing sales.

can. Telephone sales (telemarketing) Telephone sales (telemarketing) is also one of the methods of new business development. Make phone calls to potential customers on your sales list. Since we do not go directly to the customer's company, it does not take much time for sales. Also, it does not interfere with the customer's work.

Direct messages and information transmission via SNS Information transmission via SNS is one of the useful tools for introducing your company's products. You can approach an unspecified number of people, and you don't have to use the physical strength of your employees. With SNS, it is also possible to send business emails from this side in response to the other party's information transmission. You can directly propose your company's products to solve the problems that each company has. You should always pay attention to other companies' information dissemination and advertising through SNS.

Web marketing Advertisements on the Internet and various media, as well as information dissemination through our own media, will lead to new business development. Broadly promoting your product is a profitable way to reach new customers. You can reach out to a wide range of people. In response to our company's SNS and homepage, customers may approach us. Such customers are highly motivated to purchase and tend to have a high closing rate.

Exhibitions Another way to attract new customers is to host exhibitions. Exhibitions are also an opportunity to explain in detail the benefits of your company's products and their usefulness in solving problems for companies and individuals. In particular, many people who visit exhibitions are looking for clues and tools to solve problems, and the contract rate is high. However, there are also competitors at exhibitions, so you should be aware that there are many rivals.

Seminars Another way to sell to a large number of prospects is to hold seminars at your company. You can approach multiple prospective customers in one seminar, so it is also an efficient new development business. You can elaborate on your product by providing solutions to the challenges your prospects have.

How to introduce a customer The way to new reclamation is also a way to introduce other customers from customers. Receiving referrals from people you know will help you close more deals because it's already based on mutual trust. Since it is premised on continuous relationships and communication with existing customers, there is a possibility that you will not get the opportunity even if you want to.

How to develop a sales strategy and four points Key points for new business development It is important to follow a proper process in order to achieve results in new business development. In new development sales, we are dealing with people we meet for the first time, so we do it on the premise that we will match the other party's convenience, not our company's

You should try to find and propose a solution to the problem according to the convenience of the other party without doing it. Procedures for New Development Sales There are basic procedures for new development sales. If you conduct haphazard sales without following proper procedures, you will not only not be able to close deals, but you will also make the other party feel uncomfortable. From here, I will explain the procedure for new business development. Making appointments In order to meet with customers directly, it is a prerequisite to make appointments by making full use of telephone and e-mail. Walk-in sales are also important, but if you don't consider the other person's time schedule, you may end up getting in the way of your work. First, let's make an appointment to meet face-to-face according to the other person's convenience. It is also important to create a sales list for making appointments. Hearing at a meeting Even if you have an appointment and have the opportunity to meet the customer in person, it is not a good idea to suddenly sell your company's products. First of all, it is important to get to know your customer. Whether it is a company or an individual, we understand the concerns and problems that our customers currently face. Therefore, it is necessary to spend time communicating with customers to build long-term relationships. Problem-solving proposals If you value communication with your customers, you will be able to gain a deeper understanding of their concerns and problems. Getting close to their worries and problems and working together to solve them is the key to selling your company's products. Suggest a way to solve the customer's problem and explain how your company's product is effective in solving the problem. On top of that, if the customer is satisfied, it will lead to a contract. After-sales follow-up Don't forget to follow-up with new customers you've acquired. Even if new sales leads to a contract, that doesn't mean the job is over. After selling your product, you should also collect customer feedback and make sure the product is working well. Customer feedback gives us new perspectives and allows for ongoing engagement. Two rules for new business development Here are two things you should never forget to do business with new business development. Understanding the customer and proceeding with the conversation Understanding the customer and proceeding with the conversation is a prerequisite for new business development. It goes without saying that we consider the convenience of our customers when making sales and making appointments. It is also important to understand the products that your company sells, the problems and issues you face, and the differences between your products and those of your competitors. If we know how to solve a customer's problem and if there is a cost that can be invested, we can work with the customer to find a way to solve the problem. Absolutely Know Your Product As important as understanding your customers is having a solid grasp of the products you sell. When proposing your own products, you must provide a proper explanation to the customer. If you don't know the details of your company's products, from the costs to the benefits, you can't make proposals to customers. Also, they can't explain how their products are effective in solving their customers' problems. Things that are useful for new business development We live in an era in which new business development cannot be closed with just enthusiasm and guts. Here are some tips to help you with your new business development. Sales List Creating a sales list is the most important tool for new sales. The number of sales closed will not increase beyond the number on the list. Also, by preparing a sales list, you can grasp the status of customers and the progress of sales at a glance. However, creating the sales list is also a task for the sales staff, so they have to allocate their time for that. When creating your sales list, you should choose the most efficient method possible. SFA (Sales Force Information) For new business development, it is important to keep track of the progress from the initial approach to closing the deal. SFA (Sales Force Information) is a tool that visualizes the progress of sales. You can manage schedules, create quotations, and more. Business card management software Business card management software is software that digitally manages business cards received from customers. Business cards are often exchanged on paper. Managing paper business cards is troublesome and it takes time to search for them. If you use business card management software, you can read business cards saved on paper on a computer and save them digitally. Digitization makes searching and management more efficient. How to create a sales list and how to create it? Raise sales efficiency with a high-quality sales list! Summary New business development is an essential task for creating new customers. There are a variety of ways to do this, but we have to

We need to understand your position and maintain long-term communication. This time, new development I have introduced the benefits and methods of the business. The points and useful methods for new business development introduced this time Make full use of it and take advantage of it to acquire new developments. PigData leverages scraping to We help you build quality sales listings. A must-see for sales people! Accurate sales information from the portal site Quickly create a list Learn more about our scraping services Search articles All Streamlining Data utilization Big data Sales Marketing Scraping Basic knowledge DX data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employees Personal Blog Surveillance AI Market Research Big Data News Latest Articles What is Google Alert? business Explanation of how to use it in NES and tips for setting keywords 7 ways to use the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues Utilizing old folk houses for business can! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI terms you should know Frequently read articles [2023 latest] 45 IT terms you can't hear anymore What is web scraping? How not to become illegal and introduce 5 scraping prohibition sites Easy batch download of images How to cut! Solve the problem of collecting images No need for Excel! 10 Recommended Graphing Tools [Sample Code release] How to realize scraping with VBA? Related Articles What is Demand Forecasting? important for management Explanation of the reason and calculation unnecessary method What is SERPs? Explaining the essential measures for Google's SEO measures What is ripping? Know the Benefits and Use Collected Data Effectively Previous Article Create a Quality Sales List to make? Introducing the creation method and recommended tools To blog list Next article Successful walk-in sales What is the trick? We also introduce how to enjoy it and points to note.

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How to create? Introducing how to create and recommended tools PigData > Blog > How to create a good sales list? Introducing creation methods and recommended tools 2022.10.24 Sales scraping Increasing new customers through sales is essential for increasing sales. However, even if the business is carried out blindly, the results will not come out. Successful sales should follow a proper process. The most important of these is building a quality sales list. The sales list summarizes the information of the customers who will conduct sales in the future. The quality of your sales list also impacts your sales as it leads to higher close rates. So this time, I will explain how to create a quality sales list and introduce useful tools. If you are in charge of sales, please refer to it.

Contents

What is a sales list? What is a high-quality sales list? 4 methods of creating a sales list 5 selections of tools for creating a sales list A list of customers with whom you sell or market your products. It's not just a contact or company address, it's also detailed information. Since we will approach the sales partner based on the sales list, we have to list companies and individuals that can be expected to become customers in the sales list without excess or deficiency. The quality of the sales list makes a big difference in the company's sales. What is a Quality Sales List? Even if a sales list can have a significant impact on a company's sales, what kind of list is "good"? Please consider this against your current sales list. Always up-to-date Sales lists should always be up-to-date. In addition to the address and contact information, we will also include new information on the business situation and the situation within the company. It is necessary to acquire new sales destination information and delete useless information. If the information remains outdated, it will be rude to the other customer. The sales list should be updated daily to keep it up-to-date.

High Accuracy of Data and Information

It is also important to have high accuracy of customer data content. There are sales lists that are handwritten by employees in the sales department, or that are copied one by one from business cards on hand. Efforts must be made to constantly improve the accuracy of data so that data information does not become unreliable due to list discrepancies caused by human error. Sales partners are narrowed down

It is also important to narrow down the sales list to sales partners with whom you can expect sales. Numbers are important for new business development. However, that number also requires a certain degree of selection. If the product that the company wants to sell is not necessary for the customer on the sales side, it will not lead to a contract. The companies you list should be those that have a high affinity with your product and that you can expect to close a certain amount of deals.

Our high-quality business list is narrowed down to companies with high sales potential.

4 ways to create a sales list

There are several ways to collect company information when creating a sales list. Here are four specific ways to collect company information. It's a quick method, so use it when you create your sales list.

Listing business cards managed in-house

It is an effective method to list business destination companies from business cards managed in-house. Since it is a business card of someone who has met the company's employees, they already have a certain degree of communication, and tend to have a high affinity with the company's products.

Collect all the business cards of employees who have done sales to the outside world. By creating a sales list from collected business cards, you can create a sales list for companies that are highly compatible with your company.

Collecting information on websites

It is also useful to list company information on websites. From SMEs to large corporations, their own websites and media are created. All companies publish their profiles, so you can collect information about each company. By referring to the information on the site, you can narrow down the companies you can expect to sell your products.

Purchasing information from companies that sell company lists

In order to create a sales list, it takes time and effort to research each company one by one. You can also purchase it from a company that sells company lists. You can obtain a list of desired companies by narrowing down the conditions of the companies you want and requesting it from a distributor. This is an effective method when you cannot spend time picking up companies when creating a sales list.

Use a sales list building tool

It is also effective to use

Each tool offers slightly different services, but they are more accurate than a manual sales list. The information is automatically updated at any time, so you don't have to worry about it. It is simple to use and saves time. How to create a sales list and how to create it? Raise sales efficiency with a high-quality sales list! Top 5 sales list building tools Here are six of our favorite sales list building tools. We have also summarized the features of each tool, so please refer to it if you are considering introducing a sales list creation tool. Lista "Lista" is a long-established service that has been in service for more than 10 years and has a sense of stability. You can narrow down the companies you want from the company information of more than 10 million companies published on the web. Search keywords for narrowing down can be freely selected. Once the sales list is created, the information will be updated automatically. Furthermore, information on newly established companies will be updated, so you can approach them as new business partners. Urizo "Urizo" crawls the Internet using its own search engine. We automatically search for each company and update the information. Since it is a tool that specializes in list collection, it can be used at a lower price than other services. It is also simple to use, so even first-time users can use it easily. Information crawling is automatically performed by computers, but human staff at the management center also visually inspect the data. SalesNow "SalesNow" is a sales list creation tool that has been introduced by more than 3,000 small to large companies. From a database of more than 5 million items, it lists companies that should be actively engaged in sales. New company information is available as the database is constantly updated with the latest information. In addition, the created sales list contains the information necessary for conducting sales. Save yourself the hassle of manually updating your sales list. Social Enterprise Information "Social Enterprise Information" is a sales list creation tool that can be used without initial cost. Accounts can be issued on the same day and list extraction takes as little as 3 minutes. It is a highly reliable tool that is used by people in all industries and occupations. It is easy to use, so even those who are not familiar with IT can use it with confidence. By changing the plan according to the application, it is possible to create a more accurate sales list. BIZMAPS "BIZMAPS" is a sales list creation tool with a database of more than 1.7 million companies registered. The data is updated daily, so you can also get information on companies that have just started. You can narrow down the companies that can be expected to close contracts for your products based on various conditions. BIZMAPS not only automatically updates the list of companies in the database. A human researcher looks closely and guarantees the accuracy of the information. Scraping the sales list with PigData From here, I will introduce the merits of creating the sales list with PigData scraping. Stay up-to-date Ask PigData to keep you up-to-date. The best way to obtain the latest information is to refer to portal sites operated by large companies. The advantage of the portal site is that it is constantly updated, but the disadvantage is that it takes time to collect information. PigData scrapes the updated portal site, so the sales list is also up to date. High-quality sales list can be obtained By requesting PigData, you can create a high-quality sales list without much effort. The selection of the portal site sufficiently narrows down the sales destinations. In addition, the latest information updates, telephone numbers and e-mail addresses necessary for sales, sales and business details are listed and delivered. You can also grasp the latest information and the details of the company's business, so you can do business after having all the necessary information in mind. Risk-Avoid When you hire PigData to scrape for you, you don't have to take unnecessary risks. Scraping can be used by individuals as long as they are familiar with computers. However, the act of scraping to collect information carries the risk of touching the law in some cases. There have been cases in the past where individuals who actually scraped were brought to court. Avoid the risk of getting into trouble with the law by letting PigData create your sales list by scraping it for you. [Supervised by an IT Lawyer] Is scraping illegal? Thorough explanation based on the law Summary In order to improve the company

It depends on the state of the business. Creating a high-quality sales list is the key to increasing your sales closing rate is. If there is a high-quality sales list, the employees in charge of sales can approach customers efficiently.

You can also share the progress and the status of the other company within the company. quality sales reps

The strike was "constantly updated with the latest information," "accurate data and information," and "sales partners were narrowed down."

It's "incorporated". The sales list is shared by all employees in charge of sales to increase the closing rate.

quality must be maintained. Prepare a high-quality sales list to increase the company's sales

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Optimization Search by purpose All Collect information related to your company Open data can be used for research

Acquisition of data to automate copy-paste work Data acquisition for developing AI

Create a sales list Create a marketing report Summarize word of mouth

Can analyze consumer behavior Can improve products Can monitor own/competitor sites

A 24-hour site that can detect the difference between sites that can be alerted in the event of a disaster or emergency.

Can be monitored Can get real-time information Easily manage shifts Streamline shift creation

Able to analyze competitors Able to acquire huge amount of web data Able to analyze SNS data Your company/competitor site

Website monitoring tool "TOWA" that can monitor specified websites 24 hours a day, 365 days a year,

A tool for extracting website changes. SNS flaming countermeasures that can monitor your company's and competitors' sites

Alerts in the event of a disaster or emergency Able to detect site differences Able to monitor sites 24 hours a day Competitive analysis

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Contact Us Privacy Policy Security Policy Back to Top What is the Dark Web? service

Explanation of pairs, traded information, and countermeasures PigData > Blog > What is the dark web? mechanisms and procedures

2023.01.05IT Terminology Today, there are various services and contents,

Information is easily available from the website. However, some websites are hotbeds of crime.

Yes, such sites are called the Dark Web. This time about the dark web,

We will explain how it works, what information is traded, and how to prevent damage from the dark web. table of contents

What is the Dark Web? Types of Websites History of the Dark Web Mechanism of the Dark Web Dark Web Transactions Countermeasures Against the Dark Web Summary What is the Dark Web? Site.

The high degree of anonymity is due to the use of technologies such as "avoiding search engine searches" and "cannot be viewed with a web browser." The dark web itself is not illegal, but it can be said to be a dangerous site because it has become a black market for black market transactions and crimes due to its high anonymity. Types of Websites There are generally three types of websites: the surface web, the deep web, and the dark web. The surface web corresponds to the website that we usually access,

You can search and access from general browsers such as Google and Yahoo!. The deep web can be browsed by Google, Yahoo!, etc., but is not displayed in search results to avoid search engines. Anonymity is high, but it can be viewed by accessing directly from the URL. The dark web cannot be browsed by common web browsers and does not appear in search engine search results.

It boasts the highest anonymity of any website. History of the Dark Web Dark web technology is believed to have been created by the US Navy. It was originally developed for the purpose of concealing information in order for the Navy to conduct highly confidential communications safely. This technology was named "onion routing" because it is covered with many layers of information like an onion. The onion routing technology was then called Tor (The Onion Router) and was controlled by a non-profit organization. The current dark web is based on Tor technology. Mechanism of the Dark Web Tor technology, which is the basis of the Dark Web, is characterized by multiple encryption of route information, which can only be decrypted in the layer adjacent to it. For example, if there are layers A, B, C, and D on the route, it means that what is encrypted in layer B can only be decrypted in layers A and C. In addition, Tor repeats decryption and transfer for each layer before reaching the recipient. A high degree of anonymity is achieved by stacking these layers. Transactions on the Dark Web Due to its inherently high degree of anonymity, the Dark Web trades illegal content, goods, and information. I will introduce it in detail. Illegal Goods and Services The Dark Web sells drugs, handguns, illegal pornography, etc., just like the black market. There are also highly illegal services such as crime requests on the market. Tools for cyberattacks Tools for conducting cyberattacks are also provided, and tools for investigating whether or not malware can be detected by security, hacking procedures, etc. are traded from services that undertake malware production. Personal Information Personal information is the most famous type of information traded on the dark web. Various types of personal information are traded, and it is said that not only addresses and phone numbers but also authentication information, customer information, credit card information, etc. for specific services are easily targeted. Personal information can be stolen through phishing scams, malware infections, or company database intrusions, so thorough caution is required. Application and OS Activation Codes Recently, there is a tendency to target application and OS activation codes as well. As a countermeasure, vendors prevent unauthorized use by generating a unique code, but tools that generate the code itself are also traded. Countermeasures against the Dark Web Explains countermeasures to prevent damage from the Dark Web. Do not reuse login IDs and passwords Many people who subscribe to various services use the same login ID and password. If login IDs and passwords are leaked, unauthorized access to other services will be allowed, which could lead to greater damage. It is important to set the login ID and password individually for each service. Do not access the dark web Basically, refrain from accessing the dark web as well. In some cases, just by accessing it, you may be infected with malware and have all of your personal information stolen. Don't buy or sell If you access it by any chance, you must never buy or sell. Buying and selling puts your credit card information and other personal information at risk. Summary In this article, we have explained how the dark web works, how information is traded, and how to prevent damage from the dark web. There are many dangerous transactions on the dark web, so in some cases your information is being traded before you know it. Taking thorough mea-

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you considering introducing BI tools, but are you worried about which tool to choose? BI tools are playing an  
increasingly important role in the present age when DX is attracting attention as a trend of corporate  
development and DX is being promoted by the Ministry of Economy, Trade and Industry.

The BDA (Big Data and Analytics) software market, including BI tools, is booming in Japan alone, and many companies will continue to introduce BI tools. However, among the many BI tools out there, many people may be wondering which one to choose. Therefore, this time, we will compare the functions and cost performance of the BI tools of 15 companies out of the many BI tools. At the same time, we will also explain in detail the functions of BI tools and points to consider when choosing one. Contents What is a BI tool?  
Functions of BI Tools How to Use BI Tools Advantages and Disadvantages of BI Tools Three Points for Choosing a BI Tool Thorough Comparison of 15 BI Tools Comparison Table Summary What is a BI Tool? A BI tool is a tool that analyzes the huge amount of data accumulated by a company and supports quick management decision-making. BI is an abbreviation for Business Intelligence, and is a method for making management decisions by collecting, accumulating, analyzing, and reporting corporate data. Even if the data is scattered within the company, all information can be collected and connected by linking with BI tools, so more accurate analysis can be expected. In recent years, there has been a growing movement to utilize the big data that companies have accumulated and use it for management purposes, so it can be said that BI tools are indispensable for analyzing huge amounts of data. Functions of BI tools The basic functions of BI tools can be broadly classified as follows. Reporting Dashboard OLAP analysis Data mining Planning All of these functions are useful for analyzing large amounts of data and helping you find problems. By using each function effectively, you will be able to perform more effective analysis. Reporting Reporting is a function to visualize the analyzed data. It can be output in various formats such as Word, Excel, and PDF, and it is useful for planning and management decision-making by quickly checking the performance of KPIs. Reporting includes a standard report function that automatically creates reports in the same format, such as monthly reports, and an ad-hoc report function that sets conditions for a specific purpose and reports. Dashboard This is a function that allows you to check the results of reports and OLAP analysis on the BI tool or within the browser screen, just like a dedicated control panel/dashboard. Multiple perspectives such as accounting, customers, and growth can be checked on a single screen, so analysis can be done in a short amount of time. In addition, depending on the tool, not only the form of the graph, but also the switching of the series and the transition in the animation form are expressed in various ways. Real-time information can be viewed, so you can see current issues and what to focus on. OLAP Analysis OLAP analysis stands for Online Analytical Processing and is also known as multidimensional analysis. OLAP analysis includes analysis such as lysing, dicing, and drilling, and by analyzing huge amounts of data from multiple angles, it can be used to confirm the current situation and verify hypotheses. Data mining In contrast to OLAP analysis, which looks at data relationships in multiple dimensions, data mining uses statistical formulas such as multiple regression analysis and Dijon trees to analyze vast amounts of seemingly uncorrelated data to identify data relationships. You can derive gender and regularity. Planning A function for predicting results and deriving optimal figures when r

is. The planning function can be used to predict results, and hypotheses and tests can be performed using large amounts of data. Predictions are based on corroborative data, so highly reproducible simulations are possible. Since it can be used without specialized knowledge, analysis results can be shared not only by a limited number of people, but also by multiple departments. By using the planning function, you will be able to forecast sales and profits, making it easier to formulate marketing strategies. Utilization of BI tools The following are examples of scenes in which BI tools are utilized. Financial analysis Sales analysis Personnel analysis Labor analysis Sales analysis BI tools that analyze a company's big data and promote business improvement are playing an active role in various business scenes. If you use the appropriate BI tool that matches the situation, it will work effectively to solve the problem. Next, I will introduce you to what kind of situations you are active in, so please use it as a reference.

Financial analysis By using BI tools for financial analysis, you can check the latest management information at any time and make quick management decisions. You will be able to grasp the data related to analysis such as sales information and financial status in a timely manner, and you will be able to perform accurate analysis. In addition, since data from different systems such as sales and weather can be analyzed in an integrated manner, it is possible to find data that would be difficult to find with a single system alone. Moreover, since the analyzed data is visualized, it becomes possible to determine at a glance where the management problems lie. By using sales analysis BI tools to analyze sales, it is possible to improve the performance of the sales department as a whole and raise the bar. By aggregating and analyzing data related to sales activities using BI tools, it becomes possible to intuitively understand the movement of overall sales activities. As well as the progress toward sales targets, information such as the success or failure of projects and business negotiations can be grasped in concrete numerical values and graphs, so you will be able to quickly discover issues and areas for improvement. In addition, by analyzing the deals and business negotiations of salespeople with top results, know-how can be extracted. Utilizing the extracted know-how will not only improve overall sales performance, but will also make education and training more effective.

Personnel analysis Using BI tools for personnel analysis will enable you to take measures to improve the productivity of the entire workforce. By analyzing HR data such as employee attendance status, personnel composition, and salary information, you can identify the current turnover rate and the skills required to work at your company. Information such as the possibility of retirement and required skills, which tend to be intuitive, can be visualized, enabling effective personnel management that does not rely on personal factors. Not only can the analysis be performed efficiently, but the analysis results can be output to Word, etc., so that they can be shared with other employees. By sharing personnel issues within the company, it will be possible to propose more efficient measures. If you use labor analysis BI tools to analyze labor departments, you will be able to work more efficiently, which will lead to improved productivity. If you can find waste and unevenness in your work by analyzing labor, you will be able to identify the essence of the cause that leads to problem solving. By using BI tools, you can collect business data that is divided by department, integrate it as a single data, and then analyze it. If we analyze the data together with the voices of the people in the field, find problems related to work, and make improvements, productivity will also improve. You can efficiently analyze sales by using the sales analysis BI tool. By using BI tools, we can perform cross analysis, regression analysis, correlation analysis, etc. for multiple data such as "product B that sells well with product A", "changes in the number of visitors due to weather", and "store sales by season". Various analysis methods can be used to determine data-driven purchasing volume, promotions, and narrowing down of targets.

Advantages and Disadvantages of BI Tools There are many advantages to BI tools that can be used in a variety of situations, but there are also some disadvantages. When considering the introduction of BI tools, it is necessary to understand both the advantages and disadvantages.

Advantages Large amounts of data can be analyzed Today, as digitization progresses, companies are required to collect and analyze more data. It is difficult to process large amounts of data manually, but BI tools can be used to quickly and automatically analyze it. Accelerate management decision-making BI tools have a dashboard function, so you can check the analysis results and reports anytime, anywhere. This makes it easier for the decision-making management team to check the information in the BI tool, and speeds up the decision-making process.

Reduced Report Creation Time Traditionally, creating a report required entering data into Excel, creating graphs, and creating multiple sheets. BI tools can import data, configure settings, and automatically create and share

Once set up, BI tools can do the data shaping and data analysis you need, but it can take some time to get them set up properly. Of course, there are many simple operations that can be done by clicking and dragging, and can be done in a short time if you get used to it, but at first, it is necessary to ask someone who has some knowledge about data analysis such as OLAP analysis. There are some costly free BI tools, but I think most people choose paid tools when they want to analyze and visualize their ideal goals. If you do not understand the necessary functions and the number of users before introduction, you will have to add functions later, or in the case of a user-based billing tool, the cost will increase as the number of users increases.

Need for business improvement When introducing, it is necessary to improve the conventional business, especially the business flow that replaces the BI tool. If you are confused by the work that is different from the conventional work, and if you do not have knowledge of the tools, you will need to educate your employees, which may take extra time and effort.

Three Points to Consider When Choosing a BI Tool

There are three points to keep in mind when choosing a BI tool.

- Clarify the purpose of introduction
- Strike a balance between operability and analysis content
- Check compatibility with existing tools

Use BI tools to reduce time and effort, and facilitate data analysis through visualization

There are benefits, but you can't maximize the effect just by introducing it. In order to make the most of BI tools, it is necessary to prepare an environment in which data can be utilized and analyzed. Next, I will introduce each point, so please take a look.

(1) Clarifying the purpose of introduction

Before introducing a BI tool, it is necessary to clarify the purpose of "who" and "for what" the tool will be used. There is no point in introducing a BI tool simply because the data is scattered and you want to see it all together. In order for the introduction to be successful, it is a good idea to clarify the purpose of how the tool will be used throughout the company. If you do not clarify the purpose of where you currently have problems and where you want to improve, you will not be able to use BI tools effectively.

(2) Balancing operability and analysis content

BI tools vary in operability depending on the tool. Just because an easy-to-use tool is good, if you introduce it easily, it may not have enough functions. However, if you choose a tool that has many functions and can be used for any kind of analysis, it may be difficult for the user to operate and unmanageable. It is necessary to have the user try out several tools during the free trial period to check whether the operability and intended functions are satisfied. Also, regarding the initial settings, which is a disadvantage, there are specialists who will build the settings of the BI tools, so it is possible to utilize such outsourcing.

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Confirm compatibility with existing tools and accurate data analysis. Even if you have enough data for your purpose, it is meaningless if it is not linked with BI tools. Before introducing a BI tool, it is important to thoroughly check in advance whether it is compatible with the tools used in your company.

Organizing data prior to implementation is also a necessary preparation for successful implementation of BI tools. Thorough comparison of 15 BI tools

Among the BI tools currently on the market, we will introduce the BI tools of 15 companies while comparing the elements of each. There is no BI tool with performance that satisfies everyone, so it is important to select an appropriate BI tool based on a firm understanding of your company's management and the issues that need to be resolved.

When choosing the right BI tool, it is a good idea to keep key points in mind: market, product strength, cost performance, and

Please take a look while considering whether the BI tool is suitable for your company.

Tableau

Tableau is a long-established BI tool that specializes in clean expressions and operability, and allows easy analysis. With just a click of your mouse, you can easily create reports and create dashboards that look great from any angle. Intuitive operation and visual understanding of data make it easy for even people without specialized skills to create reports. In addition to supporting almost all data sources, it is a tool that excels at OLAP analysis. Also, if you use Tableau Server and Tableau Online together, you can set the server to automatically update itself, automating time-consuming routine tasks. However, complex analysis requires programming skills as well as document creation and data

I'm not good at creating . Yellowfin Yellowfin is a web browser-based BI tool that can be accessed from a computer or smartphone to visualize and graph data using easy-to-read dashboards. The dashboard is not only easy to read, but it can also be built by AI, and you can perform multifaceted analysis simply by asking the necessary data. In addition, it is equipped with a function that allows you to select the most suitable measures while checking the contents of the analysis, making it a tool that makes it easy to share information within the company. However, importing data from outside requires a certain level of proficiency in tool operation. In terms of customizing reports, some operations require a higher license, which may in some cases cost you more than you need. Qlik Sense is a BI tool designed to help you do your own analysis without any knowledge of Qlik Sense programming or database operations. Data can be imported and processed by mouse operation, so even if you do not have specific skills, you will be able to use it easily. The biggest feature is that it is equipped with a unique technology called associative technology, which is patented in the United States. After importing various data sources owned by the company, associative technology suggests business awareness even from data sources that are not related to each other. Compared to other tools, the amount of information that users can check is large because it allows them to gain insights that they have not seen before. However, please note that the support and homepage are only in English.

DOMO DOMO is a BI tool that connects directly to your business data for easy data visualization and sharing. Gain access to over 500 connectors and capture information directly from the cloud, on-premises, or from your own systems. Since the captured data can be checked in real time, all employees can check the data as needed. In addition, the story function can be flexibly handled, and more than 300 types of charts and dashboards are available, so discussions can be held without wasting time and effort. Disadvantages are limited marketing data aggregation, and dashboards cannot be exported or saved.

Actionista! Actionista! is a purely domestic BI tool that can be operated using only a web browser and is characterized by its easy operability. Since the tool can be used without programming, it can be easily operated without specialized knowledge. Analysis scenarios are also prepared in advance, so even inexperienced users can perform analysis simply by selecting items. Since it is a purely domestic tool, it can be said that one of the features is that the support responds meticulously to the client's needs. In addition, the client-free license system offers excellent cost performance. As a point of caution, Since Actionista! is a tool that assumes the management of huge amounts of data, the introduction effect will be weak for companies that handle a small amount of data. Microsoft Power BI

Microsoft Power BI is a BI tool that allows you to easily analyze data and create reports with an experience similar to Excel. In addition to being designed so that it can be used without programming knowledge, anyone can easily perform data analysis as it has a wide range of analysis templates. In addition, the data created in Excel can be loaded and analyzed in detail, so the Excel data created in the past will not be wasted. Another characteristic is that it can connect to any data, including data on the cloud and on-premises data. However, the free version of Microsoft Power BI has a 1GB limit and requires learning DAX functions for more advanced analysis. MicroStrategy MicroStrategy is a BI tool with rich functions, from data simulation to dashboarding. A GUI has been introduced into the dashboard, allowing users to intuitively edit and analyze data using a mouse. It supports nearly 90 data sources and seamlessly connects with other BI tool services such as Tableau and Power BI. In addition to being able to write data from mobile devices such as smartphones, it also supports function expansion for in-house apps. On the other hand, in order to make the most of its functions, it is necessary to learn about the product, and in some cases it takes time to master it. MotionBoard MotionBoard is a BI tool with excellent data representation and visualization functions that allows you to create original dashboards. Dozens of chart items, including graphs and tables, can be used in combination as needed. Since it also supports the creation of 3D maps,

It has the ability to visualize space. In addition, since the data content of Excel can be visualized without changing the operation, the data accumulated in the company can be used without waste. On the other hand, it specializes in dashboard data visualization, so it may be a little inferior to other BI tools in terms of analysis functions. Oracle BI Cloud Oracle BI Cloud is a BI tool for analyzing huge amounts of data with high performance and scalability. In addition to having extensive functions such as dashboards and ad-hoc analysis, the dashboard can be customized as needed, making it easy to use even for a large number of people. Since it is cloud-based, users themselves can upload data to the cloud and analyze the data immediately. In addition, not only Oracle products but also data sources of different models can be virtually integrated, enabling more efficient analysis. While it has a lot of functions, it is weak in graph and map functions, and you may feel that the visual effects are a little weak. Dr.Sum Dr.Sum is a BI tool that collects all kinds of data scattered throughout the company and performs high-speed aggregation and real-time processing in real time. Equipped with an engine that can handle tens of billions of large-volume data, even billions of data can be aggregated in about one second. Because it can aggregate huge amounts of data at ultra-high speed, This is an attractive feature for companies that want to fully utilize IoT and AI. In addition, since data from all departments, from core systems to IoT devices, can be managed in an integrated manner, all employees can freely use the data. Basic functions can be used without specialized knowledge, but high-speed summary reporting requires skill to master the functions. Data Knowledge Data Knowledge is a purely domestic BI tool with more than 30 years of experience and know-how that can create a wide variety of analysis reports. Since its release, it reflects the opinions of those who use data, so it has a lot of support and useful functions. Data can be integrated and processed with simple operations such as drag and drop using the mouse, so even beginners can use the tool intuitively. In addition, the knowledge function allows data aggregation and analysis know-how created in-house to be published and shared. Excellent know-how can also be evaluated, so it will be possible to improve analytical skills throughout the company. MotionBoard Cloud MotionBoard Cloud is a BI tool that collects all kinds of data on the cloud and aggregates and visualizes them in real time. The aggregated data can be visualized in a variety of ways, and can be set without programming skills, so it can be used without specialized knowledge. In addition, by linking with email and chat tools, you will be able to receive information via push notifications. In addition, it is possible to automate operations by linking with DEJIREN.

LaKeel BI LaKeel BI is easy to use, even for inexperienced users, thanks to its extensive templates and extensive support. In addition to multifaceted data analysis, a wide variety of templates are available for optimal visualization in graphs, tables, and so on. It can be used with an operational feeling similar to that of Excel, so it can be said that even people who are not accustomed to using the tool can use it easily. The data that can be aggregated is compatible with CSV and Excel as well as the core system, so quick data analysis is realized by centralization. Although support and training are provided before introduction, it may take some time to get used to the operation. Qlikview Qlikview is a BI tool that makes use of features such as associative technology and in-memory to quickly search for the information you need for your business from data. All data required for analysis is stored in-memory, so data processing is fast.

The interface is also intuitive, and you can visualize the data analyzed from various angles simply by clicking on the points of interest. While Qlik Sense is aimed at general business users, Qlikview is aimed at professionals such as information systems departments and data analysts. Specialized knowledge and skills are required to master it, so consider it before introducing it. Sisense Sisense is a BI tool that allows you to quickly visualize data with a simple drag-and-drop operation. Our unique In-Chip technology supports multiple data combinations and simultaneous user use, and achieves high-speed processing even in a general server environment. APIs are also abundantly available, making it easy to link with external services. In addition to creating and customizing dashboards with mouse operations, it can also be incorporated into websites and applications using JavaScript. As a point of caution, the types of graphs and maps

Due to its lack of variety, it may be slightly inferior to other tools in terms of visual effects. BI Tool Comparison  
Table TableauYellowfinQlik SenseDOMOActionista! Type On-premise/Cloud-type Cloud-type On-premise/Cloud-type On-premise Operation Environment Tableau Desktop: Windows/MacTableau Server: Windows/Linux/MacWindows/Mac/Linux/UnixWindowsOS  
No restrictions Windows Dashboard ゆうゆう multidimensional analysis ゆうゆ Fee Tableau Creator: annual fee 102,000 yen/user  
Tableau Explore: Annual fee ¥51,000/user Tableau Viewer: Annual fee ¥18,000/user required Contact us Qlik Sense Business: Monthly fee \$30/user Qlik Sense Enterprise SaaS: Contact required Contact required Contact required Free trial ゆうゆ Microsoft Power BIMicroStrategyMotionBoardOracle BI CloudDr.Sum Type On-Premises/Cloud-On-Premises/Cloud-On-Premises Cloud-On-Premises/Cloud-Operating Environment Windows/Desktop: Windows/MacWeb: All Browsers Reporter: Windows/Mac/Linux/AWS/AzureWindows/LinuxWindowsWindows Dashboard Creation ゆう ゆう multidimensional analysis ゆう  
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We explained about BI tools and compared the functions of BI tools from 15 companies. The introduction of BI tools can be expected to have the effect of speeding up decision-making and improving the accuracy of analysis. However, any BI tool has advantages and disadvantages, so it is important to select the appropriate tool in terms of functionality and cost performance. It would be a good idea to consider introducing the service first by utilizing a free trial. If you find it difficult to set up the initial settings of the BI tool on your own, we recommend a BI tool construction agency. In order to efficiently utilize large amounts of data, please consider how to utilize the appropriate BI tools for your company. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market Research Big data News Latest articles Google alerts and teeth? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download images at once! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles Introducing 7 use cases of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explains the unique charm, use cases, and how to find it Previous article What is text mining? Explanation of types, purposes, and analysis methods To blog list Next article What is a data warehouse (DWH)? What are the merits of the introduction Inquiry/document download Service & Solution Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Sh

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3 tools for creating a project 2022.03.15 Business efficiency improvement DX Apparel industry, restaurant industry, medical industry, etc.  
In this article, I will explain the shift creation tools that are a lot of trouble in various industries. shift  
I think that there are many vendors who create creation work with "Excel" or "handwriting". In this article,  
I will introduce three carefully selected software creation tools. If you are having trouble creating shifts  
Please refer to it. Table of contents Introducing 3 recommended shift creation tools 3 shift creation tools  
Comparing Conclusion Introducing 3 recommended shift creation tools AirSHIFT What is AirSHIFT?  
The first shift creation tool I would like to introduce is a tool called "AirSHIFT". AirSHIFT size  
As a unique feature, it is possible to list from the collection of shift requests of each staff. Further creation and adjustment  
can be carried out with AirSHIFT up to Until now, I have used various methods such as SNS and e-mail.  
AirSHIFT makes it possible to easily and simply handle complicated exchanges related to software management.  
to come. Features of AirSHIFT 1 We support the entire process from collecting shift requests to creating and adjusting them.  
When it is time to collect shifts, shift submission requests are automatically sent to each staff member to collect requests.  
You can Even if there is a staff who forgot to submit, it will be automatically reminded, so there is no annoying reminder  
You can save time and effort. Collected requests can be automatically listed  
, you can also save the trouble of posting each person's wishes. Mistakes due to transfer errors are also reduced by automatic transcription.  
You can When creating shifts, the number of working days and working hours for each staff member,  
You can also check the shortage at a glance, so there is no misplacement. 2. Communicate with AirSHIFT  
Completion Communication that used to be done in various ways such as SNS and e-mail can now be completed within AirSHIFT.  
To do. Even if there is a sudden vacancy, you can adjust the content immediately by chatting.  
can be reflected in Once the shift table is completed, it can be shared with staff with one click. child  
There is no need to share on SNS or contact by phone, which was done until now. 3. Reduced staff effort

, Improvement of satisfaction As a staff member, you can check and submit shifts at any time by downloading a dedicated app called "Shift Board". AirSHIFT fee AirSHIFT can be used for ¥110 (tax included) per person per month. You can use the service free of charge during the first month of use and the following month.

Optamo for Shift What is Optamo for Shift? Optamo for Shift is a tool that can improve shift creation and management processes from various angles, such as streamlining, depersonalization, and effective utilization of human resources. In addition, it is a tool that allows shift managers, duty managers, and staff to improve operational efficiency and make use of their skills. Features of Optamo for Shift 1. Improving efficiency by interacting on staff-dedicated screens Staff use staff-dedicated screens to submit work requests and confirm shifts. You can improve the mistakes and exchange times that occur in paper and verbal communication.

2. Anyone can easily create shifts based on abilities Shift managers can clarify the staff's abilities ascertained, and based on that, statistical analysis can be performed to organize optimal shifts. Shift creation work, which had been dependent on individual skills, can be switched to "work that anyone can create."

3. You can call for support and make effective use of human resources You can check the shifts that are short of human resources, make recruitment, and supplement with staff from other sites and offices. It is also possible to share employee's "preferred working hours" and "skills" throughout the company.

Four. Working with attendance management Optamo for Shift can work with attendance management system. Work schedules can be extracted in CSV format from Optamo for Shift and reflected in various attendance management services in CSV format. As (example) of software that can be linked, there are many software such as "Employment magistrate", "Employment minister", "King of time", "Rakuraku diligence".

Five. IT introduction subsidies can be used Optamo for Shift can be introduced using IT introduction subsidies. You can get a subsidy of 1/2 of the total software amount (varies depending on the IT tool). Please contact us for details. Below is a summary of 6 functions of Optamo for Shift.

A function that allows you to specify the items you want to emphasize A function that allows you to automate optimization at other stores and recommendations from help staff A function that allows you to organize special shifts such as inputting work details in addition to attendance at work Famous A function that allows interlocking with various attendance management systems A function that prevents staff members who are not compatible with each other from entering at the same time A manned support function that allows you to ask questions about operations and results Varies according to the number of licenses. Please inquire about the fee structure and minimum usage period. It is currently on a free trial, so please use it if you are considering it. Click here to consult with a sales partner!

Work shift creation helper What is work shift creation helper? Work shift creation helper is a cloud service that can automatically create a shift table. There are two service lineups for the work shift creation helper. Work shift creation helper Day: Useful when you want to create a shift table that assigns symbols such as early shifts, late shifts, and night shifts. Work shift creation helper time... Useful when you want to create a shift table that specifies the hours for part-time workers. "Work shift creation help man" is divided into the above two points.

Features of work shift creation help man

- 1. Can be used immediately Since it is a cloud service, no special settings are required and it can be used immediately.
- 2. Equipped with our own optimization engine Even if all the set conditions are not met, the alert function will notify you.
- 3. High operability Conditions can be set easily, so operation is possible without the need for a manual.
- 4. Perfect security We provide highly secure services.

5. Strict compliance Anyone can create a shift table that follows laws and company rules.

6. Data linkage is possible Data can be output in CSV format. Therefore, it is possible to link with external software such as attendance management systems and payroll systems.

Charges for work shift creation helper As a charge form, an initial cost of "¥200,000" will be incurred. In addition, the monthly cost for 1 to 50 people is "¥15,000" + "¥3,000" for smartphone use option, "¥50,000" for operation instruction, and "¥50,000~" for setup work.

So far, I have explained "AirSHIFT", "Optamo for Shift" and "Work shift creation helper" by comparing three shift creation tools. I think that many restaurants and apparel industries that have many part-time workers have already introduced the above three software. I would like you to consider a tool that fits your business in

I think that there are many companies that do not have the spare capacity to introduce shift creation tools at Hibiki. Meanwhile, recently Do you know about the support policy called "IT introduction subsidy"? The three tricks I introduced this time

"Optamo for Shift" is the only IT introduction subsidy that can be introduced among the tools.

. As a subsidy rate, you can subsidize up to 1/2 of the introduction amount, so you can introduce Optamo for Shift at a great deal. In addition, Optamo for Shift is equipped with AI functions by default.

Since it is listed, shift creation can be realized very conveniently. よく Click here to consult with a sales partner from! Summary In the work of creating shifts, it is necessary to adjust the convenience of part-time workers

There are many issues that must be addressed, such as the necessity of reflecting the rules. A tool that can solve such problems

I introduced 3 selections. Selection of tools that match the business issues of the company and cost-effectiveness

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よ keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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{window['UserHeatTag']=cla;window[cla]=window[cla]]}function(){(window
w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var ul=document.createElement('script') ;var
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text\_url\_184=""Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top Go beyond ChatGPT! ~ A series about how much people can resist machines ~ PigData > Blog > Exceed ChatGPT! ~ How much can people resist machines? Hello, this is Sasaki. But once again, a review of indigo data (PR) How much can humans resist machines? Step 3!!! Let's summarize and calculate as a trial Are we going to keep falling behind!? Scraping code competition!! Summary The weather is getting warmer and it's a comfortable season. Hello, this is Sasaki. How is everyone. That's right, Sasaki. As a new graduate, I struggled against machines, and one year had already passed, and I entered my second year in April. (I'm Sasaki, IDD in the second year.) Well, last time, I was defeated by a narrow margin in the confrontation with the machine two years ago. is an area that Sasaki cannot avoid.\*\*\*That's right, as you all know, ChatGPT!!!BuzzFeed has announced that it will replace your company with ChatGPT, and you can develop services without engineering knowledge. there is no day. Let's face off against that ChatGPT. That's why. But let's review Indigo Data (PR) Now, I'm sure you all want to see a showdown with Chat GPT soon, so here's an Indigo Data PR, following the example. (President, even though I'm an engineer, I do a lot of PR.) I've explained about Indigo Data before, but I'm in my second year here, and I'll give you a brief explanation. Please listen carefully to all new graduates. A strategic group company specializing in NTT DATA's data. A leader in scraping open data. How much can humans resist machines? It seems that the scope of their activities is expanding not only in the simple work that machines have always been good at, but also in creative fields that are closer to humans, such as writing articles and coding. Or rather, can machines reach the level of humans? It will be such a showdown. Let's try summarizing and calculating. [English] As expected of simple English, it's a mechanical arena, so let's have a summary match. Reverend Arthur's famous speech, let's go <https://americancenterjapan.com/aboutusa/translations/2368/#enlist> ChatGPT's answer The famous

speech given by Reverend Martin Luther King in Washington D.C. on August 28, 1963. This is an article about the famous speech "I Have a Dream". In his speech, Dr. King said he was pleased to be a part of what would go down in history as the greatest demonstration for freedom in the history of the United States, and that the Emancipation Proclamation was signed 100 years ago. citing the need to fight for the freedom of black people. And he expressed his determination to continue to fight so that the promises of the United States of America will be fulfilled. Sasaki's Answer Dr. King has a dream. It's a good match, isn't it? Let's ask a new graduate who seems to be more educated on ChatGPT.\*\*\*\*\* Well, this is a side show. Let's go next. [Calculation] Speaking of mathematics, it is the soil of our president, Mr. Okura. Mr. Okura, please give me a good question!! Please prove  $\sin^2\theta + \cos^2\theta = 1$  What do you think? This is a question that can appear in college entrance exams. Sasaki's answer \*\*\*\*\* Let's take a quick look at ChatGPT ChatGPT's answer First, consider a point P(x,y) on the unit circle. Here, if the angle between the point P and the positive direction of the x-axis is  $\theta$ , then  $x = \cos\theta$ ,  $y = \sin\theta$ . And since the distance between point P and the origin is 1,  $x^2 + y^2 = \cos^2\theta + \sin^2\theta = 1$ . From the above,  $\sin^2\theta + \cos^2\theta = 1$  was shown. ....Well, this is a

Is it okay Sasaki!! I have a Scraping (I have scraping) featuring Reverend Arthur, and there was an article about programming with ChatGPT, so can scraping be done with ChatGPT? How is the accuracy compared to PigData? Finally, it's a game in our territory. Scraping code game!! Please create a scraping code to do that." When I put this in... I can't move. I will guide you carefully. I'll try it. .•• Oh, it's coming out. Well, this is pretty basic, so let's go to the practical part. (2) "Using this code, collect the contents of the blog as character data and write it to CSV." Make it a little more complicated. The result is... Hmm, an error. It sounds delicious, though. On the other hand, Sasaki... Yes, it came out with a bang. By the way, ChatGPT also reached Output when I gave detailed instructions. Summary As expected, I, Sasaki, won without hesitation this time! !!!!!!! Nah, just Chat GPT is great. If someone with a certain amount of knowledge gives polite instructions, I feel that somehow things will work out. That's strange. If you win, you will be kinder to others. However, there are still some things that need to be done, such as having to specify the number of pages and not being able to adjust the scraping speed. So, it was a simple scraping confrontation of open data, but I, Sasaki, won, so PigData can do various complicated scraping, so everyone, if scraping, PigData. Please remember. And I am embarking on an even more challenging journey. hbspt.cta.load(23171742, '72ac3a65-499c-4a4f-b3d8- 12e29b0e8dc5', {"useNewLoader": "true", "region": "na1"}); Data Sales Marketing Scraping Basic Knowledge DX Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terms Data Collection Subsidies Employee Whole Body Blog Monitoring AI Market Research Big Data News Latest Articles What is Google Alert? Explaining how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [Updated in 2023] 45 IT Terms You Can't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to batch download images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles Latest in 2023! 20 AI terms you should know How to use ChatGPT in business! Introduce points to note Easy-to-understand explanations of machine learning methods! Use Cases for Reference Previous Article How to Use ChatGPT in Business! Introduce points to note To blog list Next article Explanation of how to avoid the risk of vacant houses and how to search for properties Inquiries and document download Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI solution "Optamo for Shift" Case studies News & Blog Operating company Document download Inquiries Privacy policy Security policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){  
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itscoco/ legacy/ my_deeplake/ var wpcf7 = {"api":{"root":"https://pig-data.jp/wp-json/","namespace":"contact-form-7\\ / v1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var ]]> corpus_pig data/ itscoco/ legacy/ my_deeplake/ /bin /boot /dev /etc /home /init /lib /lib32 / lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus_pig- data/ itscoco/ legacy/ my_deeplake/ var leadin_wordpress = {"userRole":"visitor","pageType":"post","leadinPluginVersion":"10.1.16"} ; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt / opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *///"
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Item comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dash  
Board SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization  
AI solution "Optamo for Shift" Introduction example Blog Operating company Document download  
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How to use! Also introduce points to note PigData > Blog > How to use ChatGPT in business! points to note  
Introduction 2023.03.30AI ChatGPT is an AI chat on the web that enables interaction with users in natural language.  
service. Although it was just released in November 2022, the number of registered users is more than that of February 2023.  
We are now over 100 million people. In business because it can change people's search behavior itself  
is expected to be utilized. This time, we will explore how to use ChatGPT for business. ChatGPT  
If you are interested in the business utilization of , please refer to it. Contents What is ChatGPT  
How to use ChatGPT used in business Points to note when using ChatGPT in business Summary  
What is ChatGPT? ChatGPT is a service based on a natural language model that allows  
We can have a dialogue. Usage is simple, just enter your question in the text box. quality  
ChatGPT will answer in tens of seconds after completing the input of the question. ChatGPT's answer is convincing  
If not, you can repeat the question as many times as you like. ChatGPT answers change every time you ask a question  
. What is ChatGPT? Detailed explanation from how to start to advantages How to use ChatGPT Utilize ChatGPT  
How ChatGPT is already being used in many situations. In particular, work efficiency, translation, writing  
The usefulness of the service has been demonstrated in terms of From here, as a way to use ChatGPT,  
I will introduce what is practiced in Create a new business proposal ChatGPT allows you to  
used for creation. Rather than starting from scratch to create a proposal for a new business, ChatGPT is the foundation  
You can reduce the time it takes to create a plan. A single question to ChatGPT is enough to  
Artbooks cannot be created. However, if you devise the content of the questions down to the smallest details, you can also produce a high-quality proposal.  
can be created efficiently. Generation of programming code Generation of programming code is also  
This is one of the ways to use ChatGPT. Starting programming from scratch is a daunting task.  
Ask ChatGPT how to write the programming code to build the desired web service  
Then ChatGPT will show you the code, and you just copy and paste the code  
. Even if an error occurs in the code, by asking ChatGPT about the error content, highly accurate code  
will give you a new answer. Creation and correction of sentences Creation of sentences is a service that can be used with ChatGPT  
is. Just text the main points of what you want to convey and ask ChatGPT questions to get detailed information about the main points.  
It will create a nice description for you. In addition, by copying sentences written by humans as they are, grammar and wording  
It is also possible to correct the part where is wrong. Correction of text, such as official documents and business emails  
Positive can be used in all situations. Introduction of Excel calculation formulas For those who use Excel for business management  
, can be used to introduce formulas in ChatGPT. Mastering formulas when using Excel  
You can create an efficient and highly accurate business management system. However, since Excel has many functions,  
There is also a disadvantage that it is difficult to introduce a calculation formula according to the figure. ChatGPT in Excel

If you ask how to introduce the formula for the work you want to do, they will give you the best answer. ChatGPT, which translates foreign languages, also supports various foreign languages. Of course, both English and Japanese are supported, so both English-to-Japanese translations and Japanese-to-English translations are possible. ChatGPT will convert documents and emails for negotiations with foreign countries into accurate words. Therefore, even contracts written in difficult English can be deciphered in Japanese. Even if you are not fluent in foreign languages, you can communicate with foreign companies on a text basis. ChatGPT used in business ChatGPT is already being used in business. By referring to the methods that are currently being used, you can get hints for different ways of using them in the future. Here are some examples that are already being used in business. Helping you learn English - Speakeasy Labs American company Speakeeasy Labs uses ChatGPT to help you learn English. The English learning app "Speak" using ChatGPT is already available in Japanese.

There is an advantage that even those who are not good at communicating with people can feel free to ask questions. The answers to the questions are also accurate, so there is no need to go to a conventional English conversation school. You can improve your speaking skills according to your level. Linking chatbots - ChatPlus Co., Ltd. Chatbot Plus Co., Ltd., which creates chatbots, utilizes ChatGPT technology in conventional chatbots to improve the accuracy of reply correspondence. Traditional chatbots engage consumers with canned questions and answers. As a result, it was not possible to respond flexibly to irregular questions from consumers. By utilizing ChatGPT, we are able to respond to consumer questions that could not be resolved until now. In this way, when installing chatbots in owned media,

By using ChatGPT, you can reduce the hassle of pre-loading question and answer data. Search Engine Integration - Microsoft Microsoft has integrated ChatGPT with the search engine 'Bing'. With conventional search engines, it was necessary to enter multiple keywords in the search window and select articles from the search results. Using ChatGPT-linked "Bing" chat, you can get natural language answers to your questions in natural language. In the case of "Bing," there is not only chat answers, but also a traditional search function. You can refer not only to chat answers, but also to searched articles. Publishing a Book Only on ChatGPT - Horiemon Publishing There is also an attempt to publish a book written only on ChatGPT. Takafumi Horie, a famous businessman, sells all his books online.

I'm writing to ChatGPT. The content of his books and the words he spoke are already stored as data on the Internet. Therefore, if you ask what kind of claims you make, ChatGPT will be able to answer. In the future, I can imagine a future where many books written by ChatGPT and AI will be published.

Points to note when using ChatGPT for business ChatGPT has a wide range of uses, but there are some points to be aware of when using it for business. From here on, we will introduce points to be aware of when using ChatGPT. ChatGPT Answers Are Not Correct One thing to keep in mind when using ChatGPT for your business is that not all answers are correct. If you trust all ChatGPT responses and use them in your business, you will end up with important data gaps and misunderstandings. When using ChatGPT, a human must properly check and examine the content of the text. Presented with lies and false information on the Internet ChatGPT generates text based on data available on the Internet. For this reason, it can learn and respond to lies and pseudo-information that are flooding the Internet. ChatGPT cannot judge whether this information is correct or incorrect. We must be careful not to be misled by lies and false information. If ChatGPT answers with false or false information, please give a written feedback after pressing "good" or "bad" with a reason. ChatGPT will learn from the feedback and improve the accuracy of the answers. Japanese has less data than English. When you ask a question in Japanese to ChatGPT, the accuracy is lower than when you ask a question in English. ChatGPT learns based on English text data. Since the amount of English text data is larger than that of Japanese data, ChatGPT can be said to be a suitable service for use in English. If you want accurate information, there is a way to ask questions in English. ChatGPT will answer questions in English in English, so just copy and paste the answers.

You can have ChatGPT translate it into Japanese. ChatGPT's text content depends on learning model data. The training model uses data through September 2021. AI depends on data for learning models increase. Therefore, if the learned data is somewhat old, it is difficult to obtain the latest information. child The problem is that OpenAI, which operates ChatGPT, will improve it through repeated updates in the future. will continue to be used. Please check the ChatGPT main page regularly for the latest updates. However, please use it after understanding to what extent the latest information is presented. Use during peak hours. Limited use ChatGPT may have limited use during peak hours due to growing subscriber numbers. I will. Many companies use ChatGPT, especially between the hours of 9:00 and 17:00. that Therefore, if you want to use it for business, consider switching to the paid plan "ChatGPT PLUS". should. Summary ChatGPT is expected to have a major impact on future business . ChatGPT can be used for everything from streamlining operations to planning new businesses. Like ChatGPT By utilizing AI in this way, they will grow their business significantly. Currently, novice Anyone can create an AI that is suitable for their own purposes. Newly fit for their own purpose Appropriate training data is necessary to create AI. However, it takes time and effort to collect and scrutinize data. It will take PigData uses scraping to align data for your purposes. will be If you want to obtain high quality data in a short period of time, please contact PigData.  
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Utilization big data sales marketing scraping basic knowledge DX data analysis scraping  
Ping Law Sedoris Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidy Employee Wholehearted Blog Superintendent Visual AI Market Research Big Data News Latest Articles What is Google Alert? Use in business Explanation of methods and keyword setting tips Introducing 7 use cases of the real estate industry evolving with the introduction of AI [ 2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Germany Commentary on special attractions, use cases, and how to find them Latest in 2023! 20 AI Terms You Should Know Well Read [2023 latest] 45 IT terms you can't hear anymore What is web scraping? if it's illegal Introducing 5 methods and 5 scraping prohibited sites Easy way to download images in bulk! Solve the problem of collecting images No need for Excel! Top 10 Recommended Graphing Tools [Sample Code Released]  
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{window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){(window
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bin /boot /dev /etc /home /init /lib /lib32 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /
sys /tmp /usr /var <![CDATA[ corpus_pig -data/ itscoco/ legacy/ my_deeplake/ var wpcf7 = {"api":{"root":"https://pig
data.jp/wp-json/v1","namespace":"contact-form-7/v1"}]; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /
lost+found /media /mnt /opt
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proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus_pig-data/ itscoco/ legacy/
my_deeplake/ var leadin_wordpress =  

{"userRole":"visitor","pageType":"post","leadinPluginVersion":"10.1.16"}; /bin /boot /dev /etc /home /
init /lib /lib32 /lib64 /libx32 /lost +found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /
tmp /usr /var ]]> */"""
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text\_url\_186=""Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top Easy-to-understand explanation of machine learning methods! PigData > Blog > Easy-to-understand explanation of machine learning methods! Use Cases for Reference 2023.03.22AI In recent years, a technology called machine learning has been widely used. Machine learning is a technology that uses computers to learn various things from data, and the learning results are reflected in businesses. Many people are interested in machine learning, but there are probably many who say, "I don't know how to do it specifically." This time, I will explain what machine learning is and how to use it. Table of contents What is machine learning What machine learning can do Mechanism of machine learning Machine learning learning method Machine learning procedure Examples of using machine learning How to make good use of machine learning What is machine learning Machine learning is a technology for computers to analyze data. is. By embedding certain algorithms into a computer, we enable it to automatically "learn" from the data it is given. The learning contents change depending on the situation, and include "data trends," "latent rules," and "patterns contained in data." Deriving this information from large amounts of data allows you to make better use of existing data. When learning from data, most cases use mathematical models such as statistics. The algorithm used will differ depending on the data to be read into the computer and the purpose of use. A keyword that is often mixed with machine learning is deep learning. This is one of the representative methods of machine learning, and it can be said that it is a keyword included in machine learning. Make sure you understand that machine learning and deep learning are not independent of each other. What is deep learning? Introducing examples of AI utilization! What machine learning can do Machine learning can do a lot of things, so this time we will focus on four types and introduce examples. Image Recognition Image recognition is a technology that mechanically recognizes what is in an image. In addition to recognition, image recognition also includes the use of recognition results for other purposes. For example, if a person is in the photo taken with a smartphone, only that part can be trimmed. Only people can be recognized and processed by image recognition. Speech Recognition Speech recognition is a technology that uses machine learning to process words spoken by humans. It is possible to read not only the specific words that people say, but also their emotions. Natural language processing Natural language processing is the process of discovering language ambiguity through machine learning. Any natural language can contain ambiguities beyond what humans can handle. We use machine learning to identify and modify it to make it unique. For example, Japanese tends to dislike "continuous particles". The sentence "The answer to the problem in my book is 100." This can be corrected by natural language processing, such as "The answer to the problem in my book is 100." Anomaly Detection Anomaly detection is the art of detecting data that differs from the majority of data. By learning without supervised data, trends are grasped from a large amount of data, and if data that does not conform to the trends is input, it is detected. For example, from the history of credit card usage, it is possible to detect items that the person is unlikely to purchase. It also detects the possibility of defective products being produced from industrial machine data. Machine Learning Mechanism The fundamental mechanism of machine learning is a mathematical or

The following models are used in machine learning. Support vector machine: Mechanism for classifying a large amount of data by measuring the "distance" of the data Nearest neighbor method: Mechanism for classifying new data based on learned data Decision tree/random forest: Data A system that displays relationships in a tree format Neural network: A system that can multilaterally process various data assuming the inside of the human brain What kind of calculation formulas each operate is too technical content Therefore, we omit it here. First of all, it is good to understand that there are multiple mechanisms in machine learning, and that these are used in combination with the learning methods described below. Learning methods of machine learning There are three main types of learning methods of machine learning as follows. With supervised data Without supervised data Reinforcement learning With supervised data The supervised learning method gives artificial intelligence inputs and correct answers, respectively. By providing correct results in advance, input data can be judged correct or incorrect. For example, "discrimination" is possible in learning with supervised data. These are functions that compare given data with pre-learned data to judge whether it is correct or not. For example, you can determine whether an email is spam or not based on the subject line of the email. You will also be able to implement "regression". It is possible to make future predictions by learning data that is repeated according to specific rules. Examples include weather forecasts and product sales forecasts. Unsupervised Data Unsupervised learning methods feed artificial intelligence with large amounts of data to make sense of it. Although data is given, artificial intelligence cannot judge whether it is correct or not because it is not provided as to whether it is correct or not. However, although it is not possible to judge correctness, artificial intelligence that has learned without training data can group data called clustering. It will be able to derive rules from data that humans cannot find, and sort the input data according to those rules. Reinforcement learning Reinforcement learning is a learning method that gives an appropriate score to the output of artificial intelligence and maximizes the score. Artificial intelligence repeats learning focusing on "how to get a high score", so there is a possibility that an efficient solution can be obtained. The learning method is similar to no supervised data, but reinforcement learning assigns a score each time. Therefore, you can learn how to get a high score even though you can't judge correct or incorrect. This is ultimately used for expected value calculations in financial transactions and processing time calculations for solving complex formulas. Machine learning procedure Although machine learning changes depending on which learning method is selected, it can generally be achieved by the following procedure. Acquire the basics of machine learning Decide on a learning method Collect and process the data necessary for machine learning Train a machine learning model Evaluate the model Operate with the information you want to obtain actual results First, implement machine learning In order to do so, it is necessary to master the basics of machine learning and be able to select the appropriate learning method each time. It is necessary to have the skill to decide which one to select depending on the purpose, such as with teacher data or without teacher data. Furthermore, since machine learning requires a large amount of data, it is necessary to collect input data. Processing is also necessary, such as deleting unnecessary data and preparing answers to input. Once the data is ready, it's time to train the machine learning model. You may program it yourself, or you may obtain a model by introducing a special tool. In either case, let it learn with data and start operation after evaluating whether it has learned as expected. Application examples of machine learning Here is a brief introduction to how machine learning is used in situations such as songs. Demand forecast Analyzes future demand by analyzing past data and trends. By analyzing data numerically rather than relying on human senses, highly accurate demand forecasts can be achieved. For example, you can forecast demand when deciding how many products to produce in a factory. Based on historical trends, it is possible to predict near-term sales figures and determine how much production will be required to meet demand. Marketing It can be used for marketing by finding trends using machine learning from sales data so far. A technology called big data analysis is used to discover rules that humans are unaware of. If you introduce machine learning to marketing, you can create an efficient sales plan. For example, if it turns out that there is a correlation between the average temperature and sales of products, it is possible to order products while watching the weather forecast. This eliminates wasteful product procurement and leads to increased profit margins. Recommendation A system that propo

Leverage machine learning to suggest what people with similar buying habits are buying. Production planning  
It is useful for determining the number of production in industries such as factories and farmers that require production planning. Past  
Calculate how much demand is expected from actual results, and make a plan based on that. good use of machine learning  
In order to implement machine learning, we need enough data to feed into artificial intelligence. teacher  
When you need data, you have to collect a lot of data, which is a big hurdle for machine learning.  
It's going to be. There are many ways to collect data, but the website has training data.  
There are many things you can get. Data such as web data that are large and available to anyone  
Collecting data will allow you to use machine learning efficiently. When collecting information from the website  
, a technique called scraping is effective. scraping is exposed to the internet  
You can collect only the necessary parts of the information you have and use it as learning data for machine learning. our company's  
PiGData can easily collect data necessary for machine learning by scraping. towards machine learning  
Please contact us if you want to collect a large amount of data.  
hbpt.cta.load(23171742, 'c50eb9f4-6032-498c-8791-1c56238d6976', {"useNewLoader": "true", "region": "na1"});

Utilization big data sales marketing scraping basic knowledge DX data analysis scraping  
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AI solution "Optamo for Shift" Case study News & Blog Operating company Document Dow  
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tmp /usr /var <![CDATA[ corpus_pig-data/ itscoco/ legacy/ my_deeplake/ var leadin_wordpress =
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text\_url\_187=""Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to Top What is ChatGPT? Detailed explanation from how to start to benefits PigData > Blog > What is ChatGPT? Detailed explanation from how to start to benefits 2023.03.13AI ChatGPT has an outstanding rate of increase in the number of registered users compared to other web services. ChatGPT surpassed 1 million subscribers in just 5 days after launch

. Even Facebook took 10 months to reach 1 million subscribers. So what kind of service is ChatGPT, which is attracting attention from society? This time, I will explain how to get started with ChatGPT, what you can do with ChatGPT, and its advantages. If you want to use ChatGPT in your future business, please refer to it. Contents What is ChatGPT How to start ChatGPT ChatGPT pricing plan

What you can do with ChatGPT Advantages of ChatGPT Mechanism of ChatGPT Learning data used in ChatGPT Summary What is ChatGPT? ChatGPT is an AI-powered chat service developed by OpenAI. It is free to use and AI answers human questions in natural language. Unlike Google Search, you don't have to make your own selection of information. Since AI can obtain the optimal answer from a huge amount of information, it is characterized by high accuracy of the answer. In addition, ChatGPT will become more accurate the more you use it. How to get started with ChatGPT ChatGPT is a free service that anyone can use. However, in order to start using it, you need to perform tasks such as registration. From here, I will explain how to start ChatGPT step by step. ChatGPT home screen Use your search engine to search for "ChatGPT" and visit the official website. The official website of ChatGPT is as shown in the image. Click the "TRY CHATGPT" button (within the black frame) here to move to the registration screen. Login or sign up If you have already registered, click the "Log in" button on this screen. For first-time users, click the "Sign up" button. If you are using a Google account, you can continue using it with your Google account. Another way to register with ChatGPT is to register your email address and password. If you use another email address,

Set encryption from emails sent from ChatGPT. Enter text After registration is complete, you will be taken to the ChatGPT main screen. All you have to do is enter text in the text box (within the black frame) located at the bottom of the screen. Enter your text and ChatGPT will respond. This time, I listened to "Overview of Taro Urashima's story". Here are the results. You can do it right away! From how to start ChatGPT to how to use it efficiently ChatGPT price plan ChatGPT is a service that can be used free of charge. However, there is also a paid plan called "ChatGPT PLUS" that offers more convenient services than the free version. From here, I will explain the difference between the free version and the paid version of ChatGPT. There is a button called "Update to Plus" at the bottom left of ChatGPT's main screen, so you can change the plan from here. If you register your credit card information,

You will be able to use "ChatGPT PLUS". Paid ChatGPT's paid plan is called "ChatGPT PLUS". It is a monthly billing system, and the fee is 20 US dollars per month. Exchange rate fluctuates, but if US dollar = 130 yen, it will be around 2,600 yen per month. The paid plan differs from the free plan in the following three points. You can give priority to new services that can be used preferentially even during peak hours when the response speed becomes faster. It will be faster. ChatGPT answers human questions with AI. It takes some time for the AI to create an answer. Therefore, after entering a question to ChatGPT, you have to wait for an answer. The time waiting for this answer has been greatly shortened.

so you can be more efficient when you use it at work. You can use ChatGPT preferentially even during peak hours. The number of registered users of ChatGPT is growing rapidly, and depending on the time of day, the number of users increases and the server becomes congested. If the server is busy, you may not get an answer when you ask ChatGPT. However, if you use the paid plan "ChatGPT PLUS", you can use it preferentially over the free version, so it will not freeze. You can use it comfortably without losing time when you cannot use it. New services can be used preferentially With the paid plan "ChatGPT PLUS," new services can be used preferentially. ChatGPT is a service that has just been released to the general public, but the operator has announced that it will continue to add new services in the future. Although the contents are not clarified, the service can be used with priority when a new service is installed. You can try new services ahead of others, so you can speed up the progress of your company's new projects. Free ChatGPT can be used with the free plan without registering for the paid plan "ChatGPT PLUS". Compared to paid plans, response speed may be slightly delayed and usage restrictions may apply during peak hours.

You can use the basic services of ChatGPT, so if you don't mind waiting for response time or usage restrictions during peak hours, there is no problem. What you can do with ChatGPT ChatGPT is an interactive AI that repeats questions and answers. So what can interactive services do?

ChatGPT can mainly do the following: Creation of sentences Generation of source code Summary calculation error correction of Q&A sentences I will explain each in detail. Creating sentences ChatGPT allows you to create sentences. Writing is what ChatGPT does best. Answers are given in natural language, just like human conversation, so you can create conversation-style sentences, novel-style stories, and essay-style sentences. Generating source code ChatGPT also generates source code for you. If you don't know the source code you need for programming or you can't fix the error, you can ask ChatGPT for help. Code examples are also output properly, so those who do programming can just copy and paste. Q&A ChatGPT is also good at Q&A, where human questions and ChatGPT answers are repeated. If there is an error in the response to the question asked by the human, the question can be asked again and again. For example, reply to a ChatGPT answer like this. "That answer is no. Please answer again." Then,

ChatGPT apologizes for the question, saying, "I'm sorry. My previous answer was wrong," and then outputs a different answer than the first one. This means that if you get an answer that is not suitable, you can repeat the question and answer until you are satisfied. Text summarization Text summarization is another service that ChatGPT can do. You can specify the number of characters for long sentences such as papers and business plans and summarize them. It summarizes difficult sentences and sentences that take a long time to read, so you can shorten the time to acquire knowledge. Calculation ChatGPT also supports calculation problems. Calculation questions may be submitted with formulas or with sentences. ChatGPT supports both math and word problems.

Complex calculations may result in incorrect answers, but simple calculations will quickly provide the correct answer. Error Correction ChatGPT can correct text written by humans and also correct errors in programming code. Please paste the actual text written by a human or the code that caused the error as text, and ask ChatGPT to correct the error. ChatGPT will then submit the corrected results.

Advantages of ChatGPT ChatGPT is a completely new service and has many advantages. By focusing on the benefits of ChatGPT, you can adapt to future changes in work styles and social life. Here are five benefits of ChatGPT. No need to search for information ChatGPT does not need to search for information. Traditional search engines require you to enter your own search keywords and select the information you are looking for from the numerous websites that are displayed as a result. When thinking about search keywords or selecting information, you may end up visiting a website that doesn't have the information you really want, and have to browse through many pages.

ChatGPT saves you the trouble of visiting multiple pages of websites by simply entering your question and getting the b

Simple and easy to use ChatGPT is easy to operate and easy to use. All you have to do is enter your own question. After entering the question, just wait for the answer.

ChatGPT has a simple design without complicated features. Even those who are not familiar with computer operations can use it easily after registering an account. No web ads ChatGPT has the advantage of not having web ads. Other web search services include web advertisements and listing advertisements. In addition, some web articles have links that lead to affiliate sites. When you are searching for information or reading an article, if you click on a link by mistake, you will be sent to another site. With ChatGPT, you don't have to click on these unnecessary links, so you can avoid wasting your time. ChatGPT, which can create new business proposals and materials, can also automatically create new business proposals and materials. With ChatGPT, you can craft your questions and instructions to create sentences in a well-organized format. Since the content of the proposal is also output, the creation of presentation materials at the company can be made more efficient. The accuracy of the materials will be further improved by carefully examining the responses from ChatGPT and correcting them yourself. ChatGPT presents a different answer even if the content of the question is the same, if the answer is unsatisfactory. If you are unsatisfied with the initial proposal made by ChatGPT, or if there is an error in the description, enter the text "Please create a proposal different from this one" and a new proposal will be created. . Therefore, you can ask questions as many times as you like until you get the proposal content and answer you want. If you use ChatGPT to create the basis for your proposal, you can create materials efficiently because all you have to do is revise them manually. Personal cons ChatGPT is also worth mentioning that you can also consult your personal troubles. ChatGPT is an AI-based service, but answers are given in natural human language. ChatGPT can be used in a manner similar to consulting with a counselor, allowing you to discuss personal concerns that you would not be able to talk to anyone about. The advantage of ChatGPT is that you can talk to them even in your spare time. Mechanism of ChatGPT ChatGPT is an interactive chat service that responds in natural language, unlike conventional chat services. It is a chat service equipped with AI, but how does it work? From here, I will explain how ChatGPT works. Using a large-scale natural language model ChatGPT learns human-like text data with a large-scale natural language model (GPT-3.5). However, there are problems with large language models that are likely to produce lies, hoaxes, and harmful output. InstructGPT allows the output to follow the user's instructions. InstructGPT performs reinforcement learning based on human feedback on the correctness of sentences. This reinforcement learning can also fine-tune sentence generation. It is because of these mechanisms that responses that match human tastes and preferences can be obtained. What is a large-scale language model? A large-scale language model models the generation probability of words and sentences. Predicts the next word or phrase based on probability after the first word, phrase, or sentence is entered. The large-scale language model used in ChatGPT makes this basic feature also learn natural language models. Resolving Alignment Issues ChatGPT has also been able to resolve alignment issues by providing human feedback. Alignment problem is a problem that when AI learns a huge amount of text, it learns extreme words and discriminatory expressions and outputs them. The Internet is flooded with these words and sentences, so you may remember answers or words that go against social ethics. In order to avoid such problems, we have taken measures such as applying filters to remove inappropriate words by humans and updating frequently. Learning data used in ChatGPT The learning data used in ChatGPT is based on text data up to September 2021. Therefore, the latest information is weak as we have not studied the data beyond October 2021. However, ChatGPT will continue to improve its accuracy by incorporating new learning data. Below is the training data currently used by ChatGPT. Common CrawlWebText dataset Book corpus (internet-based) Wikipedia (English version) Other Web crawl data Common Crawl Common Crawl is one of the learning data used by ChatGPT. It contains data collected from a total of 12 years of web crawling. Contains petabytes of data and can extract web page data and text

. WebText Dataset The WebText Dataset is data collected with a focus on improving quality. It's a set. By scraping, the user's interest is high and it is suitable for education text data is collected. 45 million link texts set. books Corpus (Internet-based) Book corpus published on the Internet Learning data used by ChatGPT. By studying the book data, This enables output that is more believable than story information. Wikipedia ChatGPT is Wikipedia is also used as learning data. However, OpenAI, which created ChatGPT, Since it is a company based on , the English version is used as learning data. ChatGPT supports multiple languages. However, the reason why English is the most compatible language is because the learning data used as reference is English. others, Web crawl data ChatGPT uses web crawl data in addition to the above learning data. increase. Conclusion ChatGPT, which outputs interactive and natural language, is a game that changes society and business. Become a changer. From now on, the creation of web services incorporating ChatGPT will revolutionize business It may be important to do so. To create highly accurate AI like ChatGPT requires good quality data. Collecting, selecting, and annotating data takes time and effort It will take. Collect quality data with scraping for data collection to create AI It is also possible to outsource to a company that does AI creation and streamline AI creation. The learning data for AI creation is Let PigData specialize in scraping. Search Articles All Operational efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX data Data Analysis Scraping Law Sedori Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidies Employee blog Surveillance AI Market research Big data News Latest articles What is Google Alert? ? Explanation of how to use it in business and tips for setting keywords 7 real estate industry evolving with AI introduction [2023 edition] What is the future and trends of the real estate industry? Consideration based on issues: old private house as a business can be used for ? Explain the unique charm, use cases and how to find it Latest in 2023! For AI you need to know 20 Words Popular Articles [2023 Latest] 45 IT Terms You Can't Hear Now Web Scraping What is Gu? How not to become illegal and introduce 5 scraping prohibited sites Image batch download Easy way! Solve the problem of collecting images No need for Excel! 10 recommended charting tools [ Sample code released] How to realize scraping with VBA? Related Articles Latest in 2023! Knowledge 20 AI terms you should know Go beyond ChatGPT! ~ How much people can resist machines series ~ How to use ChatGPT in business! Introduce points to note Previous articleWhat is SERPs? Google's SEO strategy To the blog list Next article [Latest in 2023] 3 recommended market research tools Inquiry/document download Service & Solution Scraping agency service Property ratio Comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI software Solution "Optamo for Shift" Case Study News & Blog Operating Company Document Download Contact Us Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla;window[cla]=window[cla]]|| function(){(windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXlWMj1'}); /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 / lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://pigdata.jp/wp-jsonV","namespace":"contact-form -7Vv1"}}, /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 / lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> corpus\_pig data/ itscoco/ legacy/ my\_deeplake/ /bin /boot /dev /etc /home /init /lib

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usr /var ]]> *"""
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text\_url\_188="Inquiries Services & Solutions Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI Solution "Optamo for Shift" Case Study Blog Operating Company Document Download Inquiry Privacy Policy Security Policy Back to top Reporting work is hard work! Efficiency technique that can be completed in 10 minutes PigData > Blog > Reporting work is hard! Efficiency Techniques in 10 Minutes 2022.03.16 Business Efficiency Data Analysis There are probably many people who would like to work on improving the efficiency of their weekly reporting work. Reporting work is essential for companies to understand the progress and degree of achievement of goals, so reporting is essential for making appropriate decisions. However, there are probably many people and departments who are troubled by not being able to concentrate on their original work because the reporting work takes time every time. Therefore, this time, we will explain in detail the issues in reporting work and the efficiency improvement techniques to solve them. At the same time, representative functions of reporting tools that are effective in improving efficiency are also introduced. After reading this article, you will understand how to efficiently perform the time-consuming and cumbersome reporting tasks. Please also see "10 Recommended Graph Creation Tools"! Table of Contents What is reporting? 3 challenges in reporting 3 ways to streamline reporting What is a reporting tool? Introducing four typical functions Let's use reporting tools to improve efficiency What is reporting? . There are three main types of reporting used by companies: Report Reporting Business reporting Of the three types, the most frequently used is the report, which refers to documents used in scenes such as daily business reports and corporate performance reports. In the IT field, it refers to the visualization of information accumulated by a system. Reporting is a function as shown above, and the purpose is to improve work efficiency by automatically summarizing data and creating reports. Business reporting refers to the public reporting of operational and financial data in business and the provision of information necessary for optimal decision-making. It is a process necessary for a company to accurately grasp its financial situation and conduct appropriate management. Three Issues Encountered in Reporting Although reporting is necessary to grasp the progress and degree of achievement of objectives, there are cases where the following three issues are faced. It takes time to create reports Difficult to share reports Reports cannot be managed centrally Reporting is an essential element for sound management for companies, but the burden of reporting work is heavy. No matter how well the data is extracted and analyzed, it is meaningless if the reporting work is stalled and the data cannot be used. In order to make reporting work more efficient, let's first sort out the issues that are likely to be faced. (1) It takes time to create reports When creating reports manually, it takes time to extract and process the data, making it difficult to proceed with the creation work efficiently. When creating a report, it is common to copy the data accumulated in the various tools and systems used in the company to Excel etc. and proceed with the work. However, the data format differs depending on the tool and person in charge, so it must be standardized in order to be used as accurate data. If the amount of data to be handled is enormous, it will take a lot of time to process it, and the person in charge of creating the report will not be able to do other work. Also, since this is done manually, errors such as calculation errors and input errors will naturally occur. If you make

It will become a root. (2) Difficult to share reports With the conventional method, there was a problem that it was difficult to quickly share created reports in a secure environment. There are two ways to share traditional reports: print them out and send them in distribution emails. When printing and distributing, reports could only be shared with those present and had to be mailed to others. Not only does it take time to share with everyone, but it also costs a lot of printing and postage costs. Also, although sending and sharing by e-mail takes less time than mailing, it is inconvenient to check on the go. It also poses a security risk of being eavesdropped, so it's not suitable for sharing reports with sensitive data that you don't want to leak outside the company. (3) Unable to centrally manage reports When reporting work is done using Excel, etc., it is not possible to centrally manage all the reports scattered across multiple departments. Since the reports are scattered for each department, it is difficult to grasp the situation of other departments, making it difficult to understand the situation of the entire organization. Since we do not know what kind of data other departments have, we cannot proceed with our work efficiently. Also, when creating and saving reports in Excel, reports often span a huge number of sheets and workbooks. Even when you need a report, it takes time to find it because it is difficult to know where the required report exists. If you spend too much time searching for reports, your work will be stagnant and your efficiency will suffer. Three ways to make reporting more efficient In order to make reporting more efficient, which is essential for corporate management but faces various challenges, it is a good idea to practice the following three ways. Template Excel VBA macro Reporting tool In the first place, reporting is work done to improve the efficiency of work, and inefficient reporting is putting the cart before the horse. Since it is a task that needs to be done every week, it is necessary to proceed with the work efficiently. Efficient reporting will not only reduce the burden on the person in charge, but it will also enable quicker decision-making. Next, we will discuss in detail how to make reporting operations more efficient. (1) Using a template Starting reporting from 0 each time will take time, so it is a good idea to prepare a template in advance. It is not only the provision of information that takes time in reporting work, but also the creation of an easy-to-understand structure. Even if you have collected the necessary information, a poorly structured report will hinder quick decision-making. With a template, you don't have to think about the structure every time, just fill in the specified elements. In addition, since the structure is decided in advance, you can expect the effect of standardizing the quality of the report. Since the content of business reporting differs from company to company, it is important to create a template that suits your company. By using free templates available on various sites, you can save yourself the trouble of creating a new one. (2) Using Excel's VBA macro By using Excel's VBA macro function, you can automatically perform tasks such as summarizing the data required for creating reports and creating graphs. A macro is a function that records operations performed in Excel and can be played back repeatedly. VBA is an abbreviation for Visual Basic for Applications, and refers to a programming language that enables automation of complex processes with macros. In other words, if you record it in a VBA macro, you will be able to automatically perform the routine work that you have been doing repeatedly, so you can improve the efficiency of your work. For example, if you try to manually collect the data you need for a report, the amount of work you do will increase as the amount of information increases. Creating tables and graphs to make the data easier to see is also difficult to do manually every time. If you record routine reporting tasks, such as data collection and graph creation, in VBA macros, you can significantly reduce the amount of time you have spent working on them. (3) Using reporting tools Even if the data required for a report is huge and complex, reporting tools can be used to efficiently carry out reporting work. With advances in IT technology, the amount of data handled by companies has grown enormous, and big data analysis is essential to improving corporate performance. However, manual analysis of big data takes a lot of time and is prone to errors, making it difficult. If you use a reporting tool, all the work from report creation to management will be done automatically, so you can greatly reduce the time required for your

You will be able to do it more easily. Another characteristic of reporting tools is that, unlike Excel macros, accurate reports can be created without specialized knowledge. What is a reporting tool? Introducing the four typical functions The following are the four typical functions of reporting tools that support efficient reporting operations. Automatic report creation Data input/output Cross-sectional use of data Security management A reporting tool is a tool that takes over the reporting work and supports the efficiency of the work. As explained above, if you can effectively use reporting tools, you will be able to efficiently carry out reporting work that used to take a long time. In order to make effective use of the tool, it is important to understand the main functions provided and consider whether you can make use of it in your company.

The main functions are introduced below for your reference. (1) Automatic report creation The report creation function, which is the main function of the reporting tool, processes data into various forms and automatically creates reports. Some examples of authoring capabilities provided by reporting tools include: Fixed form report creation function Graphing function Automatic summarization function Data update function Reports can be created according to preset settings, greatly reducing work that used to take time. Reports are also sent periodically at a predetermined timing, so you can quickly share the entire report. In addition, the collected data can be visualized in the form of graphs, etc., enabling the creation of persuasive reports. It also has a function that allows you to update to the latest data, which will reduce the burden of data output and processing that occurs when creating a new report. (2) Data input/output Since data can be imported and output in various formats such as Excel, CSV, and PDF, the data accumulated in the company can be centrally managed. Examples of data input/output functions are: Excel linkage function Merge data search function for multiple files Automatic transmission function Since the systems used in internal business have different data formats and formats, data cannot be linked as is. Reporting tools support a variety of data formats, so data from linked systems can be collected and organized. You can centrally manage your company's data in one place, making it easy to search and extract the data you need. In addition, there is also a function that can automatically send aggregated data and reports to e-mail addresses, etc., so that work can be done efficiently. (3) Cross-sectional use of data As explained above, internal data can be centrally managed using reporting tools, so data from different business systems can be used cross-sectionally. In addition to collecting data from different departments to create reports, it is also possible to manage all reports in one place. Abnormalities and delays in operations can be quickly discovered, so it will be useful for executives and managers to gain a bird's-eye view of the situation on the ground. (4) Security management Since reporting also handles important data for companies, security functions are also substantial. It is possible to prevent confidential information from being taken out by prohibiting the downloading of reports containing confidential information, and printing/copying restrictions. In addition, to prevent unauthorized editing of reports by persons other than the person in charge, access control can be set for each job position or department, and access authority can be granted to other users. It is also possible to manage usage and access history logs, so even if an information leak were to occur, you would be able to quickly identify who did what. Let's use reporting tools to make them more efficient We explained the challenges faced in reporting and how to make them more efficient. By streamlining the reporting tasks that need to be performed repeatedly, you can significantly reduce the amount of time previously required for reporting. If you use a reporting tool, you can create a report using accurate and visualized data, so choose the tool that suits your company. For example, tableau is a data analysis platform, but it also has a report creation function, so the results of data analysis can be reflected in reports. Choose the best reporting tool for your company and work on improving the efficiency of your reporting work. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explaining how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate indu

can be used for ? Explain the unique charm, use cases and how to find it Latest in 2023! For AI you need to know  
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What is visualization? Differences from Visualization and Utilization Inquiries/Document Downloads Services & Solutions  
Scraping service Property comparison tool "Mekiki" Website monitoring tool "TOWA"  
Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau structure  
Construction support service Automatic shift optimization AI solution "Optamo for Shift" Case study  
Service & Blog Operating Company Document Download Inquiry Privacy Policy Security Policy  
keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla)

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sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus_pig-data/ itscoco/ legacy/ my_deeplake/ var leadin_wordpress =
{"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"} ; /bin /boot /dev /etc /home /init /lib /
lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""
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Item comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dash  
Board SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization  
AI solution "Optamo for Shift" Introduction example Blog Operating company Document download  
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10 selection of services! Introducing how to use it and examples [European and American edition] PigData > Blog > Overseas  
Top 10 web scraping services! Introducing how to use it and examples [Western edition] 2022.07.05  
Overseas countries are more advanced than Japan in terms of using web scraping services and data utilization  
It can be said. In addition, data utilization is being promoted all over the world, and it will become even more important in business in the future.  
will come Therefore, in this article, we will focus on scraping services in Europe and the United States, which are advanced countries in data utilization.  
We will introduce companies, their utilization methods, and case studies. Contents Overseas web scraping service companies  
ýHelpSystems (USA) ýParseHub (Canada) ýeGrabber (USA) ýDexi.io (United Kingdom) ýImport.io (USA)  
ýOxylabs (Lithuania) ýZyte ýMozenda ýOctparse Data Inc ýCrawlNow Summary Overseas web scraping service  
companies  
ýHelpSystems (USA) Company profile Company name HelpSystems Product name AutoMate Established 1982 Headquarters

State of Minnesota, United States Procurement stage Private Equity  
Procurement amount \$26 MillionURLhttps://www.helpsystems.com/product-lines/automate/  
use/data scraping-extraction  
It is said to be in the top 5 sales and offers all kinds of automation, not just scraping. It has so-called RPA as its main product, and provides web scraping and data scraping services as its components. Regarding scraping, the strength is that anyone can scrape without coding. However, we do not offer a service to perform web scraping on behalf of our clients. [Scraping provision form] On-premise provision, software installed on client terminal [Usage method] It is used in a wide range of industries, and since it is integrated with RPA tools, it provides various output methods from extraction. For example, in order to report a large amount of coronavirus patient information to a government agency, scrape data from the SAP system and copy it to the government agency's system, scrape PDF or Word resume data and output it to the company's ERP system. It is used in various situations such as downloading a file and uploading it to the client's FTP site. [Main Customers] Aldergrove Financial Group, Preferred Health Professionals, Mindbeam Technologies, First Credit Union in British Columbia, Vestcom International, Prime Liberty Benefits, University of Tampa, CNLBancshares, World Precision Instruments, BJ's Restaurants, Globe Pequot Press, Accudata Technologies, Norton Healthcare, Pacific

Toxicology Laboratories (2) ParseHub (Canada) Company Overview Company Name  
ParseHub Product Name ParseHub Year Established 2015 Head Office  
Toronto, Canada Procurement Stage Seed Procurement Amount N/AURLhttps://  
www.parsehub.com/ [Service Description] Parsehub is a free web interface. We provide scraping tools. It has a simple design that allows you to install the Parsehub desktop application, no coding, and scraping with just a click. The data is actually scraped on the cloud server, and the acquired data is also stored on the cloud, so the client can use it without worrying about the specs of his/her own computer. Acquired data can be stored in Excel or DB, and it is also possible to link with other applications with API. [Form of scraping] Desktop application [Method of use] Used in a wide range of industries, but is often used in marketing. For example, it is mainly used for collecting data on products sold on Amazon, collecting information (such as prices) on real estate lists, and collecting lead customers published on the Web. [Main customers] HIK, Heddels, MultiSport Research, Comperio Research, Frootbat, Vin & Wine inc, etc. eGrabber (USA)  
Company profile Company name eGrabber Product name LeadGrabber Year of establishment  
1999 Headquarters San Jose, USA Procurement stage N/A Procurement amount N/AURL https://  
www.egrabber.com/ [Service Description] eGrabber is a US company that provides web scraping services specializing in lead generation (discovering potential customers). You can create a list of potential B2B clients and a list of executives such as CEOs from web information such as LinkedIn by simply specifying your favorite search conditions, and you can collect more accurate information than general web scraping services. For example, when retrieving a potential customer's company email, it is possible to go deeper than just a superficial Google search and find the correct email domain for the company. This function is patented, and you can obtain an email domain that is approximately 30% more accurate than other companies. You can also update previously acquired data by scraping periodically. [Scraping provision form] There is no desktop application cloud provision, so eGrabber does not possess potential customer data. [Use Case] WorldBridge Partners WorldBridge Partners, a provider of executive-level recruitment services, used eGrabber to find suitable executive candidates from social media. Normally it would take 6 months to find an executive level, but with eGrabber, I was able to cut the time by 1/4 and simply quadrupled my sales. [Main customers] DHL, Honeywell, Microsoft,

Oracle, salesQB, BeRelevant Group, Pierpoint International, Paul Doran Sales Consultancy Ltd, viLogics, etc. Amount N/AURL <https://www.dexi.io/> [Service content] Dexi.io targets mainly the EC industry, and provides BI, data analysis, data feed functions, etc. in addition to the core web scraping service. is a British company. The scraping service we provide is a cloud service, and users can incorporate Robot from a web browser. Customers can build their own or Dexi.io can develop Robots according to their requirements. Dexi.io differentiates itself by offering various additional services. For example, the Buy Now feature monitors the price of a particular product and places a buy button on your website for consumers to buy at the lowest price. In addition, the Smart Feeds function can analyze the trends of competitors and provide them as insights. [Scraping form] Provided as a web application There is no desktop version provided. [Usage example] Telco Telco, which provides telecommunications services in various countries, uses Dexi's scraping service to extract product data of competing telecommunications service companies in the EU and provide a dynamic pricing system according to the analysis results. Succeeded. In addition to cost savings, we offer industry-specific bundles. Global Airline An international airline used Dexi's services to extract competitive pricing data and gain insight into the right pricing and campaigns to influence end-user decisions. [Main Customers] Walmart, Samsung, Nestle, Coca Cola, Homedepot, vodafone, etc. Procurement amount \$38.3MillionURL<https://www.import.io/> [Service content] Import.io, which has successfully raised about \$38 million in funding, is positioned as the TOP among companies that provide web scraping and continues to expand. import.io is used for marketplaces such as Amazon, travel-related websites, and EC websites such as event ticket sales. Import.io's web data extraction success rate is said to be twice as high as the competition. The reason for this is that Import.io manages internet traffic in its own way, incorporates a mechanism to change and manage internet proxy settings so that the Robot is not blocked by the website to be scraped, and always starts scraping from a small amount of traffic. It is thought that this is because it analyzes whether there is a change in the scraping movement while dynamically changing it, and is able to respond each time. [Scraping service format] Cloud service (SaaS) [Usage example] Investment company Import.io has multiple investment companies, securities companies, and investment banks as customers, and contributes to the acquisition of data necessary for decision-making. For example, an investment company is using it to collect information on real-time trends in the retail industry and the opening and closing of major stores. Classic & Sports Finance Classic & Sports Finance, a provider of dedicated finance for classic and luxury sports cars, uses Import.io to keep fair market prices down. In particular, I use it to scrape auction data and check if there are big gaps in pricing. [Main customers] PwC, Momentum Commerce, Win Warehouse, Bubbly, The Hackett Group, Meidata, parrantan.se, etc. /A Procurement amount N/AURL<https://oxylabs.io/> [Service content] A Lithuanian company that provides proxy and scraping services via API. Proxy service can assign more than 100 million kinds of IP addresses in-house, increasing the reliability of web scraping. For example, Residential Proxy utilizes IPs provided by ISPs and rotates IPs to make it appear as if a real human is accessing it. It can bypass IP and CAPTCHA blocks, and has a 99.2% scraping success rate. In addition, the Datacenter Proxy service has more than 2 million

We have achieved a success rate of 99.9% using IP addresses. Oxylabs' Proxy service can also be used in conjunction with third-party scraping tools. In addition, the scraping function is provided as an API and can be integrated with various applications, and the proxy function comes by default, so it has a high success rate. [Scraping service form] Proxy service is resident software Web scraping is API [Usage example] Trivago Trivago, which provides cheap online hotel booking service, uses Proxy service to obtain appropriate local prices. I'm here. Depending on the location, the price of a hotel when researched overseas and the price when researched locally may differ, and whether it is overseas or local is determined by the IP address. To get relatively low local prices, we use Oxylabs' Proxy service to properly assign IP addresses. [Main customers] Trivago, Datametrics, Searchmetrics, Morningscore, Web Robots, etc. ўZyte Company profile Company name Zyte (formerly Scrapinghub) Product name Zyte Year of establishment 2010 Headquarters Ireland Procurement stage Debt

Financing Procurement amount ў3MURLhttps://www.zyte.com/ [Services] Similar to Oxylabs, Zyte offers Proxy and Web Scraping services. The difference from Oxylab is that we listen to customer requirements and develop and manage programs. Of course, you can also develop your own. Zyte offers reviews of legal issues such as GDPR as a service. There are two pricing structures, Standard (\$400/month) and Custom (\$1000/month), both of which come with legal reviews as a service. The Proxy service has a separate pricing structure, with the cheapest available starting at \$29/month. It is characterized by a clear pricing system and a policy of not charging if scraping fails. And we are transparent about dealing with legal issues. In addition, while many companies focus on e-commerce, Zyte also has strengths in use in the financial industry, and provides customized services according to requirements for extracting data necessary for decision making. increase. [Scraping form] API, cloud [Usage example] Debunk EU Analyzing and reporting whether there is false information in the information spread through the media Debunk EU used Zyte to collect news information. We have succeeded in obtaining approximately 1.5 million news articles in more than 40 languages in one month, and have succeeded in reporting many more highly accurate articles. [Main customers] Gartner, Warner Music Group, StepS Bridge Below, Debunk EU, Kinzen, etc. ўMozenda Company Profile Company Name Mozenda Product Name N/A Year Established 2007 Head Office Utah, USA

Procurement Stage Seed Procurement Amount \$1.5MURLhttps://www.mozenda.com/ We provide scraping service on your behalf, just let us know what data you need and Mozenda will take care of everything. In addition to acquiring data, we go so far as to process the data into a state in which users can immediately use it for data analysis and decision making. It is extremely popular with users as it provides quality data, and is used by as many as 1/3 of the Fortune 500 companies. Due to its business model, the price fluctuates depending on the data you want to acquire and the frequency. We also provide software so users don't need to code, scraping can be achieved with just a click. Software is delivered in the cloud and on-premises, with on-premises keeping data private and on-premises to comply with privacy laws such as HIPAA. [Scraping form] Agency service software [Usage example] XT Outfitters XT Outfitters, a skateboard e-commerce company, uses Mozenda to collect new product information, accurately manage product profiles, and conduct price research with competitors. I'm here. Increased competitiveness has largely saved tens of thousands of dollars in outsourcing costs. Aimclear Digital marketing company Aimclear uses Mozenda to collect data and use it to create personas. Digital marketing is carried out with this persona as the central figure, leading to success in lead generation and promotion. [Main customers] Tesla, Marriott, Target, AMD, Oracle, Johns Hopkins University, Bank of America, Barnes & Nobles, Orbitz, CNN, Toro, HSBC, etc. Used by 1/3 of the Fortune 500 ўOctparse Data Inc Company profile Company name Octparse Data

Inc Product name Octoparse Year of establishment 2016 Headquarters California, United States Procurement stage N/A Procurement amount N/A URL <https://www.octoparse.com/> A start-up company that provides a platform that enables It also provides IP rotation feature to prevent IP blocking. We also provide scraping as a service and implement scraping according to your requirements. [Scraping form] Cloud service [Case study] Officelab Officelab, a Japanese e-commerce company, used Octoparse to collect product data on the Web. Manual data collection was reduced from a week to just 10 seconds, with a 600-fold increase in data volume. In order to win against major companies in the Amazon reseller EC industry, it was necessary to acquire the vast and up-to-date data of Amazon, but other companies' scraping tools were caught in CAPTCHA blocks and could not acquire the data as expected. However, Octoparse's IP rotation has eliminated CAPTCHA blocks, allowing Amazon resellers to use the data to make price adjustments and more. [Main Customers] EpicMobile inc, Marketing Synergy Pty Ltd, Hanyang university, Deltaautoparts.co.uk, Dealogic, Colserauto,

Officecab, The University of Texas, Blind Rivet Supply, etc. ѕCrawlNow Company Profile Company Name CrawlNow Product Name CrawlNow Year Founded 2007 Headquarters California, USA Procurement Stage N/A Procurement Amount N/A URL <https://www.crawlnow.com/> / [Service content] CrawlNow provides scraping services, and performs data acquisition and integration with other services according to customer requirements. Jobs take place in CrawlNow's cloud environment. The reason for this is that the customer service has been highly evaluated, and data acquisition was performed according to the requirements with only an initial meeting of several hours, and error handling, etc., was also performed quickly. Most of our main customers are small and medium enterprises. [Form of scraping service] Scraping service [Main customers] Chegg, Educative, Turnkey Vacation Rentals, Buy Verde, University of Colorado, etc. increase. It is used not only in EC, but also in a wide range of genres such as finance and marketing, and produces a lot of profits. Some of the self-serve tools have started to provide Japanese versions of the tools, but there seems to be a limit to the data that can be obtained with the tools alone. If you want to acquire data reliably, we recommend a company that provides a format that can be customized as a service. Of course, it is possible to communicate with overseas companies in English, but I am not sure if they are familiar with Japanese law. If you want to use scraping in Japan, we recommend a Japanese scraping service.

PigData has been used by many companies as a scraping service provided in Japan. If you want to use scraping, please contact us once. ѕPigData Scraping service examples Search articles All Operational efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedoris Restaurant Real estate Tourism SNS IT terminology Data collection Subsidies Employee blog Surveillance AI Market research Big data News Latest Articles What are Google Alerts? Explains how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download images at once! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related Articles What is Demand Forecasting? Explanation of important reasons for management and methods that do not require calculation What are SERPs? Explaining essential measures for Google's SEO measures What is web clipping? Know the Benefits and Effectively Utilize the Collected Data Previous Article Demystifying from History! What are the trends, issues, and future prospects of web scraping? To blog list Next article Sales list creation ~How much can people resist machines?

"Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS Analysis service "SocialAnalyst" Tableau construction support service Shift automatic optimization AI solution Application "Optamo for Shift" Case Study News & Blog Operating Company Document Download Inquiry Contact Privacy Policy Security Policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla){window['UserHeatTag']=cla;window[cla]=window[cla]|| function(){(windo w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); / bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var <![CDATA[ corpus\_pig -data/ itscoco/ legacy/ my\_deeplake/ var wpcf7 = {"api":{"root":"https://V/pig data.jp/wp-jsonV","namespace":"contact-form -7Vv1"} }; /bin /boot /dev /etc /home /init /lib /lib32 / lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var ]]> corpus\_pig data/ itscoco/ legacy/ my\_deeplake/ /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt / opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var <![CDATA[ corpus\_pig-data/ itscoco/ legacy/ my\_deeplake/ var leadin\_wordpress = {"userRole":"visitor","pageType ":"post","leadinPluginVersion":"10.1.16"} ; /bin /boot / dev /etc /home /init /lib /lib32 /libx32 /lost+found /media /mnt /opt /proc / root /run /sbin /snap /srv /sys /tmp / usr /var ]]> \*"""

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Explain how to make! Introducing AI creation tools PigData > Blog > How to make AI that even beginners can do

Commentary! Introducing AI creation tools 2023.02.21AI When you hear AI, artificial intelligence, it is a state-of-the-art technology.

Many people may think that it is a substitute that cannot be handled by a person. However, even beginners can create AI.

It can be useful for business. AI can be used to improve business flow and generate ideas for new projects.

It will also help with inspiration. Actively utilize AI as it will significantly change business in the future

should. This time, I will explain how to make AI that even beginners who do not know AI can do. Useful AI

I will also introduce the creation tool, so if you want to improve the efficiency of your work and develop your business, please do not miss it.

Please read on. Table of Contents Basic knowledge of AI How to make AI What you need to make AI

Steps to create AI creation tools for beginners Recommended languages for creating AI for those with programming experience

Library Summary Basic knowledge of AI

It's called "artificial intelligence". It is a technology that enables intelligent activities similar to those of humans. AI

, through machine learning and deep learning, will improve its performance each time it is given data.

There are many hardware already equipped with AI, and AI technology is applied to the smartphones that many people own.

is included. AI is applied to things like face recognition and Siri, which allows you to operate your smartphone just by speaking to it.

It can be said that this is a typical example. What is AI? Explain the history of evolution and examples of business utilization! How to make AI

AI itself has a complex structure. However, the method of making it has now been established, and the information needed to make it

information is also widely shared. So you don't have to be a leading scientist or engineer to create AI

is. There are several ways to create AI. From here, we will introduce 3 ways to make AI.

I will introduce one. Programming AI can create complex and unique tags through programming.

you can do the task. If you want to create AI in this way, you need some programming knowledge and

You have to leave it to someone who has the skills. Therefore, if you are a beginner in both programming and AI,

It can be said that it is a method with a high degree of difficulty. However, if the company does not have personnel capable of programming,

If so, the company can create an AI tailored to its intended use. A program that uses the API

Even beginners who can't use Ram can easily create AI using the API. Currently, AI

There are many publicly available APIs that allow you to create . By using API, complex

It is no longer necessary to write complicated programming. Therefore, even if you have no programming experience,

, if you focus on the part of selecting an API that suits your application, you can get closer to creating an AI that suits your application. Using tools Using specialized tools for creating AI is also an option. AI creation tools include tools developed by many companies that can be used for free, and paid tools that can create highly accurate AI. The AI expertise that can be created for each is different. Predicting your company's AI needs will help you choose the right tool for your application. Using an AI creation tool eliminates the need to hire new AI-savvy personnel, making it possible to reduce labor costs. What is necessary to create AI What is required to create AI is mainly "AI knowledge" and "data". In the first place, it is important to know what AI is and what kind of work can be done by using AI. Also, AI doesn't work just by creating it. You need data to use AI. From here, we will explain in detail the "AI knowledge" and "data" necessary to create AI. Knowledge All you need to create AI is a minimum of AI knowledge. The structure of AI is complex, so beginners don't need to know the details. However, if you want to create the AI your company needs, you need to keep in mind what AI can do. The main things that AI can do are: Image recognition (used for e.g. facial recognition) Speech recognition (e.g. used for automatic transcription of meeting minutes) Natural language processing (e.g. used for translation) Anomaly detection (e.g. used for cybersecurity) Analytics and predictions Simple work (used for stock price prediction, etc.) Data (used for streamlining clerical work) What is necessary to create A The more data AI absorbs, the more accurate it will be at analyzing, predicting, and recognizing features. The selection of data to be absorbed must be done by humans according to the application. Humans are also responsible for collecting the appropriate data. The amount and quality of data will affect the accuracy of the AI that is created. Therefore, the collection of large amounts of high-quality data in creating AI is the key to effective AI utilization. Steps to create AI From here, we will explain what steps are necessary to actually create AI. AI is capable of specialized tasks at the command of humans. The steps to create AI are as follows. We will explain each step in detail. 1. Decide the purpose Before creating AI, be sure to decide the purpose of use in the company. AI is not omnipotent. If humans do not instruct AI to use it and let it learn, it will not function as a tool. Before creating AI, it is necessary to determine the purpose, such as "improving operational efficiency" or "data analysis and prediction." Then, once the purpose is decided, by narrowing down the details to decide what kind of work to entrust to AI, the image of AI necessary for the company can be seen. 2. Collect the necessary data After deciding on the purpose of using the AI and creating an AI model, we move on to the step of collecting data. AI cannot learn without learning data. Also, the data must be curated data that is suitable for AI applications. When AI learns from unnecessary or poor quality data, it loses accuracy. Please carefully select the data to be absorbed by AI and prepare an environment for effective learning. hbspt.cta.load(23171742, '72ac3a65-499c-4a4f-b3d8-12e29b0e8dc5', {"useNewLoader": "true", "region": "na1"}); Building it takes time and requires specialized knowledge and skills. Therefore, this problem can be solved by using existing AI-trained models. Select a public trained model and let it absorb data so that it becomes the service that the company wants to develop or the business system that you want to build. If you . select the data to be absorbed and set your sights on the purpose of use, the AI will automatically learn and be optimized. I will start working on the installation. Even if AI alone is created, it has no utility value unless it is incorporated into a service or business system. For example, if you want to have 24/7 customer service on your own website, embed AI chat into the web. Confirm that the customer service has been established properly, and if the data has bee Introducing AI creation tools. There are free plans for AI creation tools, as well as paid plans.

There are also advanced tools. You can try it out with a free plan, or you can create your own with a paid plan. You can also create AI. Please select according to your company's purpose. Neural Network Console Neural Network Console is an AI creation tool provided by SONY, a major domestic company. There are paid and free plans. Neural network design can be intuitively done by dragging and dropping without programming. Another advantage is that it is easy to collect information, as many companies in Japan use this service. If the tool is suitable for your company, you can create AI for your company's purpose with a paid plan. Azure Machine Learning Studio Azure Machine Learning Studio is a publicly available AI creation tool from IT giant Microsoft. This AI creation tool has a paid plan and a free plan. You can build a model for machine learning. Models can be built by dragging and dropping, so even those who cannot program can use it. Even if the specs of the computer you are using are low, you can use it because the calculation is done on the cloud. Google Colaboratory Google Colaboratory can run Python for free in the development environment provided by Google, a major American company. Anyone with a Google account can use it. Since it is a free development environment, even beginners can use it with confidence. Also, if you use the paid version of "Google Colaboratory Pro", you can preferentially use high-performance GPU and a lot of memory. Even if a huge amount of data is handled, the processing is done on the cloud, so the computer you are using will not be overloaded. Languages/libraries recommended for creating AI for those with programming experience AI beginners with programming experience can create AI that can perform more complex tasks. From here, I will introduce recommended languages and libraries for those with programming experience. Python Python is a programming language that is well suited for AI creation. The level of difficulty is not high, and it is relatively easy to use even for those who are beginning to learn programming. With the libraries necessary for machine learning and deep learning, you can efficiently build new services and systems. Because of its ease of use and worldwide popularity, information on how to use it is also shared on the Internet.

JavaScript JavaScript is a programming language for intermediate and advanced users with a high degree of difficulty, but it is also a suitable language for creating AI. You can learn not only website construction but also machine learning. If your company's media is mainly constructed with JavaScript, if AI is also created with JavaScript, compatibility with the system will be good and troubleshooting will be easier. C++ C++ is a recommended language for those who want to create AI early. C++ is also a language that has been used for a long time, and there is a lot of information about it. It has good compatibility with AI and is also used for smartphone and web application development. However, compared to Python, it tends to be more difficult as a programming language. However, C++ is still a language in high demand and suitable for speedy AI development. Summary Utilizing AI is useful for developing new services and streamlining operations. Many AI creation tools are also available, so even beginners can easily create AI suitable for company use. However, when creating AI, the process of learning good data cannot be skipped. Outsourcing should also be considered as a way to acquire large amounts of data for company use. PigData can collect a large amount of data necessary for AI creation from a website in a short period of time. If you are unable to save time and effort in data collection, please contact PigData. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? How not to become illegal and introduce 5 sites that prohibit scraping How to easily download images in bulk! Solve the problem of collecting images Excel

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What is a session? Explain how to collect data for AI development! Inquiry/document download service&  
Solution Scraping service Property comparison tool "Mekiki" Website monitoring tool  
TOWA Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst"  
Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" introduction  
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w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var
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var leadin_wordpress = {"userRole":"visitor", "pageType ":"post", "leadinPluginVersion":"10.1.16"}; /bin /boot /
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Salespeople! Quickly create an accurate sales list from the portal site A must-see for salespeople!

Create an accurate sales list quickly from the portal site.

I think you can make it. The sales list is the data necessary to efficiently develop new customers  
is. When creating a sales list, where and how can data be collected and listed?

How about The PigData scraping agency creates a sales list from the data on the website.  
We receive requests from various companies. This time, from the acquisition method of the business list,  
Here are some examples of sales lists created by creping. Contents How to get a business list Sucré  
Create sales list with Iping Beware of high-quality sales list with scraping! scraping is different  
become law? How to get the sales list There are several ways to get the data to create the sales list.

increase. In-house data (business cards, IP of HP Access, etc.) Business cards exchanged in past sales activities, exhibitions, etc.,  
, seminars, etc., can be listed. In addition, from the IP that analyzed HP access and accessed

It is also possible to list companies. Purchasing (professionals, etc.) from commercial list sellers for a fee

It is possible to obtain Depending on the vendor, it is offered from 1 yen per case, and it is provided for several thousand yen per month.

There are various such as Portal sites (Rikunavi, Suumo, Gurunavi, etc.) Recruitment sites and travel

Portal sites such as sites and gourmet sites can be narrowed down by various conditions such as industry and region.

Because you can, you can get a sales list that is clearly targeted. company website

(Group HP, distribution industry association, etc.) If you search the industry name etc. on the Internet, it will correspond to it

You can create a sales list from your company's website. Data can be collected at once from the list of companies belonging to the HP of the industry group.

You can get The acquisition method differs depending on the required data, but the portal site is free.

Although it is a website that can be browsed, it has a large amount of data. In fact, sales list sellers also

We are using a digital site. However, from a large amount of data, company names and phone numbers are extracted one by one.

It is troublesome to copy and paste such as, and mistakes may occur if done by hand. yeah

Scraping is required when retrieving data from a website. business by scraping

Creating a business list As one of the portal sites, we used Rikunabi as an example to create a business list by scraping.

Create a. (Reference: Rikunabi 2020) Most portal sites are searchable under certain conditions.

The company in question will be listed and the details of the company will be clicked on. list in scraping

You can get the necessary information in each company page from the page, and for the "next page"

can also be obtained. This time, we asked the manufacturer's food company about the business content, date of establishment, capital, and employees.

I got the number of employees, sales, and contact information. Some companies do not include information, so leave blank

However, we were able to obtain approximate data. quality with scraping

For a high sales list There are various ways to create a sales list, such as spending time and money. in it

However, when trying to obtain "latest" and "accurate" data, the content varies depending on the company, such as Rikunabi.

A portal site that is updated every year or from time to time is the best. Eliminate human error from the site

You can create up-to-date, high-quality sales listings through scraping. Note! School

Is Raping Illegal? Scraping is a fast, accurate, and massive collection of data from the web.

It's the best way to go. On the other hand, when scraping, not only programming but also legal issues

Related knowledge is also required. If you don't have any knowledge of scraping and write programming code

If you copy and paste from some site and execute it easily, you may be punished for violating the law.

Seek expert opinion when scraping to create a sales list and ensure that the website is truly obtainable.

It is also important to check whether ѕ Service page for the latest sales list creation/management dashboard

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{window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){(window
w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var
ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')
[0];ul.async=1;ul.src=add;tag.pare
ntNode.insertBefore(ul,tag);}(//uh.nakanohito.jp/uhj2/uh.js, '_uhtracker');_uhtracker({id:'uhtsXIWMj1'}); /
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tmp /usr /var <![CDATA[ corpus_pig -data/ itscoco/ legacy/ my_deeplake/ var wpcf7 = {"api":{"root":"https://pig.data.jp/wp-
json/","namespace":"contact-form -7/v1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /
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bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /
tmp /usr /var <![CDATA[ corpus_pig-data/ itscoco/ legacy/ my_deeplake/ var leadin_wordpress =
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{"userRole":"visitor","pageType":"post","leadinPluginVersion":"10.1.16"}; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost +found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> *"""
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Table of Contents What is telephone sales? Phone sales challenges Phone sales tips How to streamline telephone sales Summary What is telephone sales? Originally, the goal of telephone sales was often to make an appointment with the person on the phone, so it was also called a telephone appointment, or tele-appointment for short. Telephone marketing (telemarketing) is an analogous sales method, but it is considered a different method because there are many cases in which existing customers are called. Telephone sales rarely aim to sell products. As the first step of the transaction, the goal is to get the caller to become a customer and to set up the next appointment. The Challenges of Telemarketing Telemarketing has long been one of the go-to methods, but the challenges seem to have persisted. These challenges are described below.

Low Success Rate The first simple problem is the low success rate. It's a method with low certainty, so it can't be helped, but if it fails, the time spent on it won't bear fruit. Work Cost Telephone sales are based on telephone conversations. This conversational part is done by humans. In other words, there are labor costs involved in telemarketing. Combined with the above-mentioned problem of low hit rate, it can be said that labor costs are wasted while failures occur.

Limitations of Expressiveness As a matter of course, in telephone sales, we use the telephone as a tool. As many people know, the telephone is a tool that transmits sound and establishes communication. Since only sound is conveyed, less information is given to the other party than in a face-to-face conversation. Facial expressions, gestures, atmosphere, etc. cannot be conveyed, and there is a limit to the expressive power in sales. \*If you use a video call, etc., you can communicate in ways other than sound, but tele appointments are based on the assumption that only voice calls will be used.

Creating a business list is difficult When you make a phone call, you have to know the phone number of the other party. In the first place, it is often necessary to search for the person to call, and it takes time and effort to list them.

Tips for Telephone Sales Although there are some issues with telephone sales, there are some tricks that can be used to implement them efficiently. The point is what you are talking about and who you are talking to.

Talk Script If you're a telemarketer, you probably know what you want to sell. It is necessary to prepare a talk to convey the appeal of the product to the other party in advance and to make them interested. It corresponds to a manual for telephone sales, and is also called a sales script (talk script). By preparing a talk script in advance, you will be able to clarify the sales content and calm down. Let's improve and brush up the talk script while repeating telephone sales. Preparing materials Even if you can get the caller's interest with the talk script, if you cannot answer smoothly when asked a question, the conversation will fade away. Information about the product or service you are promoting over the phone should be compiled and readily available so that you can discuss it in detail at any time.

Building a sales list It's very difficult to get people who are not interested in your product to listen to you in telemarketing, an

You can increase the success rate of telephone sales by knowing in advance that the customer has a certain interest in the product and deciding on a sales partner. A sales list is prepared in advance by listing the telephone numbers to be contacted by telephone sales. When creating a sales list, it is important to create a list of potential customers who are likely to be interested in the product when called. Improve your call sales accuracy by having a list of people who are interested in what you are calling. In fact, the important point of telephone sales occurs even before the call is made. How to make telephone sales more efficient Among the tips mentioned in the previous section, preparation of talk scripts and materials will continue to be brushed up in the organization to which you belong, and the quality will be improved. Also, getting better at talking on the phone is a part of getting used to it. In this section, we will describe how to create a sales list as a tip for telephone sales that is easy to improve efficiency. What is the premise of creating a high-quality sales list? One of the tricks for successful tele appointments is to find people who are interested in your products. Using the Internet to find contact information for people you are interested in is a common way of doing business efficiently. In particular, companies and businesses post their contact information on the Internet in pursuit of business convenience, so it is ideal for collecting telephone numbers that can be contacted with a high probability. Given the use of the Internet as a source of information, a quality sales listing also requires: It is meaningless if the contact information has changed when you make a phone call with the latest information. Accurate data and no waste Accurate information on the other party on the phone and no duplication leads to improved work accuracy. If a multi-person team is conducting telemarketing, in which the members who use the service can check the changes, efficient communication can be achieved by sharing the list. The business situation of the contact person and the business situation of the contact person or company should be included in the sales list. The better the economy is, the higher the success rate of telephone appointments. When collecting information from the Internet, it is also an advantage that information other than telephone numbers is posted. The list can be created while collecting the information of the caller, and hopefully fulfills the premise of quality list creation. But there is one big problem. When surveys are conducted manually on the Internet, the work costs increase. The solution to this problem of sales list creation is the utilization of IT tools. By using IT tools, it is possible to streamline list creation work and obtain highly accurate sales lists. Creating a Sales List Using Web Scraping Various tools can be considered, but in the case of collecting contact information that meets specific conditions, it is most efficient to use web scraping. . Web scraping is a technique also known as web crawling. It is a mechanism in which a computer (scraping program) automatically tours websites that meet specific conditions on the Internet and collects information. Web scraping users first specify the conditions for collecting information, the items to be collected (phone number, name of the contact person, etc.), and then set the program to be executed periodically. It is possible One example is PigData provided by IndigoData. PigData also offers an automated service for creating sales lists, and you can consult with us on what conditions you would like to list. [Click here](#) for information on creating a sales list using PigData Summary Our company IndigoData provides a web scraping engine and system development service called PigData. PigData specializes in scraping and is familiar with applicable laws, so it is a scraping service that you can use with confidence. We have many examples of automating the creation of sales lists, and we also provide scraping agency services and format information collected by scraping. Please feel free to contact us first. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles What are Google Alerts? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles

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2022.01.27 Data utilization We want to effectively utilize data to improve sales.

Isn't there a lot of people who are? With the widespread use of the Internet and smartphones,

Consumers have easy access to information. Until now, companies have been the provider of information.

In contrast, today, consumers are moving to actively obtain information, and there are many needs.

Stylized. In order to respond to diversified consumer needs, it is necessary to utilize the data that exists in the company.

use is essential. But I don't know how to use data for business

Isn't there a lot of people? Therefore, this time, we will discuss the reasons for introducing data utilization and the benefits.

will explain. At the same time, we will also introduce examples of data utilization by industry. If you read this article, you will

You will learn how to use data to improve your sales. Contents What is data utilization in the first place? De

What are the benefits of data utilization Specific examples of data utilization Summary What is data utilization in the first place? De

Data utilization is the utilization of huge amounts of data accumulated inside and outside the company for business success. There are various types of data that are accumulated in companies, and specific examples include the following data. Business data Sales data Records of communication with customers Lifelog data Automatic recording data Sensor data The recorded data also differs depending on the department within the company. For example, customer attribute data for sales departments, and data on types of inquiries and response times for customer support departments. By using systems such as sensors and POS, various data can be obtained at high frequency. Data utilization is the process of integrating and analyzing the vast amount of data obtained and devising strategies that lead to the resolution of issues and the achievement of goals. If we can analyze appropriate data, we will be able to discover issues that we have not noticed before, and create new effective strategies and added value. In addition, the direction of data utilization in business can be roughly divided into two types: offensive , (external focus) and defensive (internal focus). Aggressive use of data is a strategy that aims to increase sales and profits by improving customer experience value and creating new businesses. On the other hand, the defensive use of data is to improve business operations and improve business efficiency, with the goal of increasing profits by reducing costs. You will be able to efficiently improve your performance by using them properly according to your purpose and issues. Reasons why data utilization is attracting attention In recent years, the background to data utilization in business is that the needs of customers and consumers are diversifying due to the spread of the Internet and smartphones. This is because the spread of the Internet and smartphones has made it easier for customers and consumers to easily access information. The spread of SNS has made it possible for not only companies but also individuals to transmit information, which is probably one of the reasons why data utilization is attracting attention. In addition, the demand for data marketing is increasing more and more in the present age of corona misfortune. In today's world, where people are calling for self-restraint at workplaces and schools, and attention is focused on remote activities, the current situation is that social activities are shifting to digital. As the digitization of social activities progresses, corporate efforts toward DX are becoming more active, and the Ministry of Economy, Trade and Industry also recommends efforts toward DX. In a market where the shift to DX is accelerating, it is important to actively utilize data in order to increase profits. Even companies that have relied on experience and intuition in the past must respond to diversifying needs in order to increase sales. Data utilization plays an important role in responding to the diversifying needs of each industry. Why data utilization is still not progressing Data utilization is essential for improving business performance, but it is said that data utilization is not progressing in Japan compared to Western countries and advanced Asian countries. The following four reasons can be cited as reasons why data utilization is not progressing in Japan. Insufficient understanding by management Lack of understanding of the value and effectiveness of data Lack of human resources for data that varies by department First of all, there are cases in which management is unable to envision a management strategy that utilizes data. They are unable to take the initiative to implement measures such as drastic allocation of human resources and budgets, and reviews of personnel evaluations, and proceed half-heartedly. In particular, for companies that do not have the foundation to work on data utilization, if management does not take the initiative and promote it, the chances of success will be low. Data utilization will not progress if not only management but also general staff on site do not understand the value and effectiveness of data utilization. In order for the entire company to work together to promote data utilization, it is necessary for general staff to acquire examples of successful data utilization and acquire basic literacy in analysis. In addition, even if the data represents the same item, the definition and format of the data differ among the departments that record it, which is another reason why data utilization is not progressing. Different definitions and formats of data make it difficult to integrate and aggregate data, stopping work at the pre-analysis stage. Effective data analysis requires a restructuring of data collection and storage methods. In addition, the lack of human resources necessary to promote data utilization in the first place can also be cited as a reason for hindrance. For the above reasons and other reasons, Japan is lagging behind in the use of data necessary to survive in the market. What are the benefits of data utilization? The following points are listed as benefits of promoting data utilization in companies. Increased sales Management decisions based on data Discovered opportunities that were not noticed By incorporating data utilization into business

It will be easier to stand up. In recent years, data-driven business strategies, which have relied solely on experience and intuition, have been replaced by data-based business decision-making methods that are attracting attention. In order to become data-driven, it is essential to introduce data utilization. In order to maximize the benefits of data utilization, it is important to continue to implement more effective strategies and actions through the PDCA cycle. In addition, it is said that it is good to have data based on practical data and knowledge of marketing. By accumulating data on successes and failures and knowledge, it becomes easier to implement appropriate strategies and verify them. Next, we provide a detailed explanation of the specific benefits that can be obtained from data utilization. Improving Sales By collecting, integrating, and analyzing the vast amounts of data recorded by companies, it will be possible to develop measures to improve sales. To solve a business problem, you must first understand where your company stands. To understand the current situation, objective facts such as data are indispensable. By collecting and analyzing the vast amount of data accumulated in companies, it becomes possible to understand the current situation of the company and changes in customer needs while looking back on the past. By grasping the current situation, you will be able to quickly identify the cause of the decline in sales, etc., and you will be able to establish measures to solve the problem. In addition, by analyzing data such as changes in customer and market needs, advanced future forecasting becomes possible. By using highly accurate future predictions, it will be possible to efficiently implement measures with a high probability of success without waste. Recent technological developments have greatly improved the processing speed of computers, and predictive analysis, which used to take a long time, can now be completed in a short time. You will be able to accurately grasp customer trends in a short time, so you will be able to formulate optimal management strategies that will lead to increased sales, such as expanding market share and improving profits. Management decisions can be made based on data. By using objective data, it becomes possible to break away from strategy planning that relied on experience and intuition, and to quickly make decisions based on evidence. . Decision making in business requires a sense of speed above all else. The market has changed so much in recent years that if you don't make decisions quickly, you will be left behind by the market. However, it is difficult for people around you to understand your feelings when making decisions based on the experience and intuition of the deceased, so it takes time to share them with everyone. If you take too long to reach a decision, you will miss out on business opportunities. Even if we agree, in today's world where needs are diversifying, experience and intuition are often outdated. By using data for decision-making, decisions can be made based on reliable evidence such as numbers and behavioral history, making it easier to share perceptions with others. If decisions are made on a shared understanding with those around them, the process from strategy formulation to execution will be smoother, and decisions will be made with a sense of speed. Also, if management goals are clarified by data, employees will be more likely to take proactive actions to achieve their goals. If decisions are made based on concrete data, it will be easier to verify the results of decisions in the future, and it will be possible to accumulate data that will be useful when formulating future strategies. Discovering previously unnoticed opportunities Combining and analyzing the data accumulated within a company makes it possible to discover business opportunities and issues that were previously overlooked. Until now, there have been many cases where we have relied on experience and intuition to discover issues facing companies and to discover new business opportunities in the market. However, in today's market, where changes are accelerating due to the influence of information technology and IT, experience and intuition alone will be out of control in the market. By aggregating and analyzing various data in a company, you can derive insights that you were not aware of before, and enter new businesses. Many hints for starting new businesses are hidden in the data, so analyzing it from various perspectives will serve as a foundation for creating new strategies. Even data that is meaningless on its own can be analyzed in combination with multiple pieces of data to discover correlations and causal relationships between data. We may be able to find hints for ideas that lead to new products and services from new consumer needs. Even after entering a new business, using data is an effective means of assessing the results. By utilizing not only internal data but also data published by government and other public institutions, it is pos

Let me introduce you to an example. Here are some of the industries and fields we are talking about: Retail industry Call center Travel industry Agriculture Banking industry Food and beverage industry In order to utilize data in business, it is necessary to clarify the purpose and then work on it. Data analysis without a clear purpose will only yield results that do not lead to business. Also, even if you implement measures to utilize data once, it does not end there. It is necessary to consider the next strategy after verifying the results obtained as a result of implementing measures using data. By repeating the flow from setting goals and issues to verifying the results over and over again, you will be able to formulate a higher-level strategy. If you can develop highly accurate strategies, your sales and business performance will also improve. Next, we will introduce specific examples of data utilization in each industry and site, so please refer to them. Retailers Retailers use data such as customer data and purchase histories to forecast product demand and develop new products. In addition to physical stores, many companies that operate retail businesses often provide services such as e-commerce sites, and in addition to inventory and sales, it is possible to acquire customer information. By introducing data utilization into the retail industry, it will be possible to predict customer and market trends, enabling effective marketing measures to be implemented. One example of data utilization is the recommendation function that proposes products that may be of interest to customers based on their purchase data on e-commerce sites. Since it is possible to grasp consumer needs from a large amount of data and make proposals, it is expected to have the effect of increasing the customer's willingness to purchase. It is also possible to personalize customer data, such as purchase history, and provide information such as advertisements tailored to each individual customer. By making full use of IT systems such as AI, it will be possible to predict the number of customers visiting physical stores and e-commerce sites, and reduce waste in purchasing and services. In recent years, there has also been a growing trend towards omnichannels, where information is shared between physical stores and online services such as e-commerce sites and apps. Call center Call center data can be used to improve the content and quality of customer service, leading to improved customer experience value. It is difficult to see results in a call center, but it is also a job where it is easy to grasp the needs of customers. If it is a complaint about a product, there are many cases where the customer is requesting improvements, so it will lead to the discovery of problems that the company has not noticed. In addition, the content of the operator's response and the response time can be converted into data, so the quality of the operator's response can be improved. Through specific data analysis, it is possible to identify unreasonableness and inefficiencies related to operator response and efficiently change operations. By using AI, etc., it is possible to reduce unevenness in response quality between operators, and it is also possible to reduce the burden on operators by automatically responding with chatbots. If the quality of operators improves, they will be able to speak with peace of mind when customers make inquiries, so customer satisfaction will also increase. If the company's credibility improves as a result, it should lead to the acquisition of new markets and customers. Travel Industry The travel industry utilizes data such as information on tourist destinations and tourists around the world in order to provide services based on customers' interest in tourist destinations and behavioral characteristics. The movement to utilize data has been increasing in the travel industry for some time, but the movement has become even more active due to the impact of the corona crisis. For example, data is used in decision making when marketing travel plans. When a customer searches for information on a website or uses a service, it is possible to collect information that can be used to understand the customer's needs and interests. When considering travel plans, if you can use data that allows you to understand the needs of your target audience, you will be able to come up with plans that will attract a lot of popularity. Also, if there is data such as customers traveling and local weather information, it will be possible to provide travel plans and services based on data. In recent years, due to the impact of the corona disaster, a new form of travel called online travel has been born. It is implemented with the aim of stimulating customers' travel intentions and needs through a simulated travel experience using the Internet, and can be said to be a new attempt for the travel industry. Agriculture By introducing data utilization that makes full use of big data in agriculture, we will be able to improve future predictions and productivity, and realize precision agriculture that enables visualization of production sites. In the past, agriculture relied heavily on experience and intuition, but it is now possible to manage cultivation efficiently by collecting data by photographing the conditions of fields and taking measurements with sensors. For example, data analysis will make it possible for anyone to understand changes due to conditions such as growth conditions, diseases, and sunlight, which are difficult to understand for those who have

In addition to being able to predict the harvest time of vegetables to some extent based on the amount of carbon dioxide gas at a certain concentration, it is also possible to predict the shipping time by measuring the amount. In addition, by analyzing big data such as weather data, it is possible to predict risks that may hinder cultivation. Deriving growth trends from historical data will reduce the risk of crop spoilage and ensure that mature crops are shipped. At the same time, if it is combined with smart agriculture using robots and IoT, it may be possible to realize agriculture that can even harvest without human labor. Although it is difficult to control the natural environment, such as the weather, the knowledge, wisdom, and labor force cultivated by humans can be covered in other ways by utilizing data and IT. Banking Industry The banking industry, which has been using big data for many years, uses big data to improve the efficiency of all operations, from cash collection to financial management. With so much money in motion, banks need to monitor data accurately and securely to quickly make predictions and formulate strategies. By leveraging big data, we provide convenient, secure and personalized solutions that save customers time and generate revenue. For example, we have successfully built a platform that can predict and analyze customer payment behavior by utilizing big data solutions. With insights into customer behavior, businesses can minimize payment delays and improve customer satisfaction while reducing cash flow. In addition, by utilizing cloud computing, it will be possible to reduce the time required for risk calculations and improve the efficiency of risk management.

Restaurant industry By effectively utilizing sales data and customer data in the restaurant industry, it becomes possible to provide efficient promotions and services without waste, leading to increased sales. Traditional restaurants simply wait for customers to come to the store. However, if the information owned by restaurants can be turned into big data, it will be possible to create measures such as effective advertising activities and service provision to increase customers. For example, by introducing sensors, it is possible to digitize the movements of staff and others in the store and get hints for efficient customer service. In addition, by analyzing past best sellers and accurately predicting store visits, producers can adjust shipments, minimizing material waste. By using apps, etc., it will be possible to advertise on smartphones at the optimal timing for customers looking for restaurants near the store. Conclusion We have explained the benefits of introducing data utilization into business and specific examples for each industry. In today's world where the Internet is widespread, it is essential to utilize the vast amount of accumulated data in order to respond to the diversified needs of customers. Changes in the market are also accelerating, and management strategies that rely on conventional experience and intuition will likely be left behind. Try to actively incorporate data into your decision-making to improve sales. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Monitoring AI Market research Big data News Latest articles Google alert What is Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains unique charms, usage examples, and how to find them Latest in 2023! 20 AI Terms You Should Know Popular Articles [Updated in 2023] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download images at once! Solve the problem of collecting images No need for Excel! 10 Recommended Graph Creation Tools [Sample Code Release] How to realize scraping with VBA? Related articles Introducing 7 use cases of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explains the unique charm, use cases, and how to find them Previous Article 5 Successful Cases of Data Utilization! How to Use Data to Create New IT Businesses Blog List Next Article [Must-See] Big Data Utilization is the Key to Increasing Sales! Inquiry/document download Service & Solution Scraping agency service Property comparison tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution "Op

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Also, [manufacturing subsidy] What are the ingenuity and points to note when applying? PigData > Blog > Adopted Understood, [manufacturing subsidy] What are the ingenuity and points to note when applying? 2022.06.21DX Subsidy "Monozukuri Subsidy" is a government-led subsidy that provides support for small and medium-sized enterprises and small businesses. funds It is one method of procurement, and if it can be used well, it can greatly expand the business. however,

In order to receive the "manufacturing subsidy", various application forms such as a business plan must be submitted and approved. I have to. Now, among those who are thinking of raising funds with the "manufacturing subsidy", Some of you may be worried about whether you will be selected. Therefore, this time, our company actually We will introduce you in an interview format until you apply for the chestnut subsidy and receive adoption. "Manufacturing Assistant" Please refer to this article for detailed information on subsidies. Reiko interviewed today.

This is Mr. Omi, who will let me. Thank you! First, let's take a look at Mr. Omi's profile. Please let me know. Mr. Omi Nice to meet you. I currently belong to Indigo Data increase. Indigo Data is a company that provides PigData, a service that promotes the use of big data. company. Currently, I am engaged in customer proposals and in-house development work. This time, "Monodzukuri We hope that our experience will be of use to you as an interview about subsidies. world

Thank you for your support! Table of contents Overview of application dates and purposes for manufacturing subsidies Monodzukuri subsidies What is the background to the grant application? Frame of the manufacturing subsidy that Ms. Omi applied for When creating the manufacturing subsidy document What part did you pay attention to? Are there any reference materials or websites that can be used when applying? Volume of business plan at the time of application teeth? Details of the business carried out with the manufacturing subsidy Mr. Omi, who was selected for the manufacturing subsidy , message to those who are thinking about applying Summary

What overview? Omi

When did you apply? Also, when was it adopted? Mr. Omi, I am

What I requested was the 8th call for "general type" of the "Manufacturing, Commerce and Service Productivity Improvement Promotion Subsidy". rice field. I applied on November 1, 2021 and was accepted on January 12, 2022. In other words, from application to adoption

It took about 2 months. In fact, even after the grant is accepted, administrative work is necessary, and you have to apply for the grant. After being selected, I applied for a subsidy and received the subsidy on February 21 of the same year. What is the background to the manufacturing subsidy application? Reiko: So, Mr. Omi, you applied for the "manufacturing subsidy" and it was successfully adopted. Then, could you tell us about the background, such as the trigger and motivation for applying for the "manufacturing subsidy"? Mr. Omi: My motivation was that I had an idea for a new business and wanted to try it for the first time. Of course, I thought about getting some funding from the company, but I thought it would be difficult because it was a new business that I came up with. So I decided to do my own fundraising. There are various methods of raising funds, but we chose the "manufacturing subsidy", which is a government-led subsidy and provides a sense of security.

Reiko: Certainly, government-led subsidies give us a sense of security. I understand well why Mr. Omi applied for the "manufacturing subsidy"! Omi-san, that was great...! Also, this is related to our business, but currently we have a problem that we are not getting regular income because we do not have a subscription service. By building a SaaS, we also aim to provide subscription services and secure regular revenue. Mr. Omi applied for the manufacturing subsidy framework Reiko: Mr. Omi applied for the 8th Monodzukuri subsidy, which was a "general type". I have heard that the amount of the manufacturing subsidy varies depending on the size of the company and the number of employees. Mr. Omi, what was the size of your company and how many employees did you have? Omi: That's right. I applied for the "general type" of the "Manufacturing Subsidy 8th Recruitment". In the 8th recruitment, there were two types, "general type" and "global type", but I applied for "general type". The subsidy amount and conditions change depending on when the application is made, so it is important to check carefully before applying. In the eighth recruitment, the amount of subsidy was 1 million to 10 million yen for a "general type" regardless of the number of employees. Reiko I see... When actually considering the "manufacturing subsidy," it is important to carefully check the subsidy amount and conditions. Mr. Omi That's right. By the way, the estimated necessary expenses in the business plan I made were about 16 million yen, but I received a subsidy of about 10 million yen. We were able to get the budget for the remaining 6 million yen from the company's indigo data. Reiko About 10 million yen...! ! It will be very helpful when starting a new business.

Thank you for answering a little deep side! (Reference: Monodzukuri Subsidy 8th Recruitment "General Category") What did you pay attention to when preparing the documents for the Monodzukuri Subsidy? Reiko: Right now, I think that some of those who are thinking about applying for the Monodzukuri Subsidy are worried about whether or not their application will be accepted. Were there any points that you paid attention to when preparing the documents for manufacturing subsidies? Mr. Omi I tried to prepare the documents by setting the readers to be people with no knowledge of IT. It is also important to limit the use of technical terms and use graphs and diagrams so that a sensory understanding can be obtained. Visual appeal makes it easier to explain parts that are difficult to understand with words alone. Are there any reference materials or websites that can be used when applying? Reiko: Are there any materials or websites that you used as a reference when applying? Mr. Omi When preparing a business plan and other documents required for procedures, the most important document is the "public application guidelines" on the official website of the "Manufacturing Subsidy". This "public application guidelines" is primary information, so you should read it over and over again before looking at explanations on other sites or SNS. It is a pdf file with less than 30 pages. Less than 30 pages in Reiko pdf file.... I understand the important points, but when I apply for the first time, I am a little worried about whether I can read it. Mr. Omi That's right. If there is anything you do not understand in the process of producing the materials, you can directly ask the person in charge. Contact information is also provided in the application guidelines, so it might be a good idea to ask the person in charge directly. What is the volume of the business plan at the time of application? Reiko: Let me ask you a more detailed question about the business plan at the time of application. Could you tell us specifically about the volume of materials in the business plan? Mr. Omi I think the best business plan is 10 sheets of A4 size. I created this volume as a goal. I think 10 pages of A4 size is just right for the reader, neither too long nor too short. Many people apply for the "manufacturing subsidy," and they have to read quite a lot of business plans. Too much and it will be difficult to read, and too short and you may not be able to

Contents of the business Reiko: There are various obstacles before the project is adopted. Mr. Omi: I am not in charge of the manufacturing subsidy either, so I do not know the actual situation, but when I applied, I emphasized the innovation and originality of the project. It is also important to emphasize that the business has future growth potential and that it is different from competitors and existing services. Reiko I see...! So, Mr. Omi, the content of the business that you use the "manufacturing subsidy" is also different from the services you have provided so far. What kind of projects are you working on with this grant? Mr. Omi: Simply put, the business I am working on is the construction of security services that repel cyberattacks on systems. All systems are connected to the network due to the spread of remote work and the promotion of DX. This also has the disadvantage of increasing the possibility of cyberattacks. Building a system security system is a challenge for both individuals and companies. Reiko I understand that building a security system is important, but it seems a little difficult... Mr. Omi That's right. Hiring people to manage security systems can be expensive. Moreover, since the methods of cyberattacks are updated daily, it is impossible for humans to grasp everything. Reiko Hmm... Mr. Omi So, what I'm thinking of is a service that automates the security system and reduces the work done by humans. In addition, threat data is collected, analyzed and visualized, and an alert function based on reports is installed. Combining security, automation, data collection and analysis, we provide unprecedented, innovative and beneficial services. Reiko: I understand that the business content that Ms. Omi applied for is also full of innovation and originality! thank you. A message from Ms. Omi, who was selected for the manufacturing subsidy, to those who are considering applying Reiko Ms. Omi, thank you very much for today. Finally, please give a message to those who are thinking about applying for manufacturing subsidies. Mr. Omi: There are various ways to raise funds, but one of them is the "manufacturing subsidy." The government is leading the way, so you can feel secure, and if you create a proper business plan, the adoption rate is high. If it is adopted, you can also publicize it as a subsidized company or business. Even if it is not adopted, the "manufacturing subsidy" will be renewed. I was selected for the 8th application, but as of June 2022, it is already the 11th application. You can apply as many times as you like, so it would be a good idea to apply as many times as you like while brushing up your business plan. In the process of brushing up the business plan, you may find weaknesses and shortcomings in the business content and find solutions! Summary The "Manufacturing Subsidy" is a government-led system to support small and medium-sized enterprises and small businesses. Those who have already started planning a new business should consider applying for the "Manufacturing Subsidy". If it is adopted and funds can be raised, it can be used to advance the project. Also, at the stage of preparing a business plan, it is possible to objectively explain your business and gain a deeper understanding. Planning a new business is an opportunity to increase the company's profits. Planning and applying may be a little difficult, but by incorporating DX on this occasion, it will lead to improvements in the future internal environment and the acquisition of new customers. Collecting and analyzing data using "PigData" as a small start to introduce DX is also eligible for "Manufacturing Subsidy". If you are looking to start a new business, please feel free to contact us. Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidies Employee whole body blog Monitoring AI Market research Big data News Latest articles Google What is an alert? Explanation of how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 edition] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explain the unique charm, use cases and how to find it Latest in 2023! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [

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What is Use cases and countermeasures are also explained PigData > Blog > What is the cause of information leakage in companies? Case Study  
2022.02.18DX Currently, there is a big change from the conventional way of working, and remote work is  
The movement to introduce smart devices such as smartphones and tablets has become active.  
. As work has become easier and the scope of work has expanded, the threat of information leakage has increased.  
In order to continue corporate activities, it is necessary to understand and implement the causes, risks, and countermeasures of information leakage.  
. This time, we will explain the latest number of accidents, occurrence trends, specific damages and countermeasures against corporate information leaks.  
I will explain. Table of Contents Information Leakage and the Act on the Protection of Personal Information Number of Information Leakage and Loss Accidents and Trends in Cause  
Causes of leaks Damage caused by information leaks Countermeasures against information leaks Summary Information leaks and the Personal Information Protection Law Others  
In the first place, information leakage is the leakage of important data owned by a company, such as confidential information and personal information, to the outside.  
means In particular, important data related to personal information is protected by the Personal Information Protection Law.  
Therefore, companies that handle personal information are obliged to comply with the Personal Information Protection Law without exception. Specifically, Mr.  
Individuals can be identified by name, address, phone number, My Number (public number), face, passport, etc.  
All information that can be used will be protected.  
penalties are provided. In addition, the Personal Information Protection Law will be revised in April 2022. mainly the person

There are a wide range of changes, such as stronger rights protection, additional responsibilities for companies, and stronger penalties for legal violations by companies, so be sure to check them out and take countermeasures. Trends in the Number of Incidents of Information Leakage and Loss and Their Causes With the spread of remote work and the introduction of smart devices, the number of incidents of information leakage and loss is increasing. According to the results of a survey conducted by Tokyo Shoko Research, in 2020, there were 88 listed companies and their subsidiaries involved in information leakage or loss accidents, the number of accidents was 103, and the personal information of about 25 million people was leaked. rice field. (Source: Tokyo Shoko Research "Survey on Personal Information Leakage/Loss Accidents at Listed Companies (2020)") In addition, the most frequent reason among the 103 accidents was "virus infection/unauthorized access" accounting for approximately 50%. This was followed by "wrong display/misdelivery," such as sending an email to the wrong address, at about 30%, and "lost/wrong disposal" of documents and recording media at about 10%. In the case of virus infection and unauthorized access, cyberattacks are becoming more sophisticated and sophisticated, and the number of leaks per incident has a wider range of impact than accidents involving paper media. It is no exaggeration to say that building a robust information security system is now an urgent need. (Source: Tokyo Shoko Research "Survey on Personal Information Leakage/Loss Accidents of Listed Companies (2020)") there is. I have compiled a list of examples of these by internal and external types. Leakage cause (internal) Leakage cause (external) Virus infection/Uauthorized access Virus infection/Unauthorized access Mismanagement security hole Theft Security hole for unintended use With the spread of remote work and smart devices, it has become difficult to grasp the status of employees. increase. The introduction of smart devices and new applications is necessary to improve the convenience of remote work. With the increased risk of information leakage, let's not forget to consider not only convenience but also the status of employees, applications, and devices. Damage caused by information leakage If information leakage occurs, damages of about 600 million yen will be imposed. Especially in the case of cyberattacks, the personal information of tens of thousands of people can be leaked with a single leak, resulting in large amounts of damages and damages. The amount alone is a serious incident, but there are also concerns about the loss of corporate image and brand power. If a company leaks information even once, it will be recognized as a "company that cannot be managed", which will have a major impact on transactions and sales, and may even force the company to withdraw from the business. Examples of Information Leaks Here are some examples of information leaks that have actually occurred in the past. Seven Pay unauthorized access incident In 2019, the damage caused by unauthorized access to Seven & i Holdings' cashless service "Seven Pay" became a major social issue. This service does not support 2-step verification, and there were conspicuous system flaws, such as the ability to omit the mandatory input items for changing passwords. As a result of the delayed response after the information leak was discovered, the service was terminated about three months after its launch. Credit card information leakage incident In 2019, the online site "Yamada Webcom Yamada Mall" operated by Yamada Denki was accessed without authorization and the application was altered. As a result, approximately 37,000 credit card information was leaked, and some credit cards were used fraudulently. It took more than a month from the discovery of the possibility of information leakage to the announcement, and the incident reminded us of the importance of speedy response. Information Leakage Countermeasures Today's security requires multifaceted countermeasures against the risk of information leaks due to increasingly sophisticated and sophisticated cyberattacks and human error. In order to protect yourself from the damage of information leaks, it is necessary to take the following measures. Introduction of security products For cyber-attacks, it is recommended to introduce security products such as firewalls, WAF, and IDS/IPS. A security product that can quickly detect an information leak should also come in handy. For example, with PigData, you can monitor for information leaks by collecting information posted on SNS and websites. In addition, if information leakage is discovered, the person in charge is immediately alerted and notified. [Click here for details on the 24-hour site monitoring service!](#) Thorough information management Thoroughly follow information management rules regardless of data or paper media. Examples include locking your screen when you leave your seat, keeping important information in a locked cabinet, and not leaving

Therefore, make a habit of being careful on a daily basis. Review of system privileges

It is granted according to the job content and position, but be careful when handling administrator privileges and editing privileges. A year

For work that is done only a few times, editing authority is always granted, or authority is lost due to retirement or transfer.

Please review the permissions each time there is a change. If left unattended, during inventory

It can be time consuming and lead to abuse. Summary In this issue, we will focus on corporate information leaks.

The latest number of accidents, occurrence trends, specific damages, and countermeasures were explained. When did the information leak occur?

Since we do not know whether to

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We receive a request that you want to move. This time, PigData scraping agency in the food and beverage industry  
From the example, a conveyor belt sushi chain that "want to know information on competitors' new stores and new menus as soon as possible"  
Let's take an example. Table of Contents Get Data from Competitive Restaurant Websites  
Bulk acquisition of new store information Email alerts notify you only when necessary Compete more effectively with time and budget  
Obtaining data for joint restaurant websites In the case of the conveyor belt sushi industry, competitors are  
Shiro, Kappa Sushi, Sushi Zanmai, and many others. In a simple food called "sushi"  
In addition, each kaiten-zushi restaurant is ingeniously introducing new ideas every day. the idea  
Although it is not possible to know the process of the project, the result of the idea is posted on the website  
. Consider your company's marketing and planning strategy, and the location of the next store by obtaining competitor data  
can do. Batch acquisition of new menu and new store information with PigData  
There are pages such as "What's new" column, "Menu", and "Store information". (reference:  
Sushiro) These pages will be updated when the menu changes or new information is added.  
vinegar. By collecting and monitoring the information on this page with PigData, you can  
can also be noticed. E-mail alerts let you know only when you need them Check the website every day  
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tool "Mekiki" Website monitoring tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau Construction support service Automatic shift optimization AI solution "Optamo for Shift" Case study Blog Operating company Document download Inquiry Privacy policy Security policy Back to top Will data utilization by IoB be a trend in the future? Explaining the background of the trend and examples of its use PigData > Blog > Is data utilization by IoB a future trend? Explanation of the background and usage examples of the trend 2022.02.04 Data utilization As the standardization of IoT has progressed, it has become possible to collect big data without much effort. Under such circumstances, IoB, which is a backward technology of IoT, has been attracting attention in recent years. IoB is becoming more and more widely used as a means of appropriately responding to rapidly changing market and user needs. This time, I will explain what kind of technology this IoB is, its relationship with IoT, and the business background that attracts attention. We also introduce case studies that utilize IoB, so please read to the end. Table of Contents What is IoB? The relationship between IoT and IoB Business background where IoB is attracting attention Things to be aware of when using IoB Examples of IoB Conclusion It is a technology that tracks and records human behavior and conditions. The Internet of Bodies is called the "Internet of Bodies," meaning the state in which the Internet is connected to the body. This applies mainly to Apple Watch and pacemakers. In addition to wearable devices, similar technologies are being incorporated into clothes, and more familiar things are becoming devices. On the other hand, the Internet of Behavior is called the "Internet of Behavior", and by combining information focusing on individuals such as face recognition, location information, purchase information, and big data, we can improve UX (user experience) and user behavior. It has been established as an approach method based on data analysis and behavioral psychology, such as preferences. Familiar examples include body temperature measurement using a heat sensor and determination of whether a mask is worn or not. IoB has two meanings, but the Internet of Behavior has been attracting attention recently. In its 2021 Strategic Technology Trends, Gardner predicts that by the end of 2025, more than half of the world's population will be covered by IoB. Even from a global perspective, IoB-based marketing is likely to receive more attention, as methods of approaching markets and users based on data analysis and behavior analysis using IoB are being emphasized. Relationship between IoT and IoB There is IoT as a technology similar to IoB, but IoB is actually a backward technology of IoT, and it is said that IoB can be handled effectively by utilizing IoT. Today, the scope of IoT utilization is wide-ranging, and both the number of users and companies have increased. IoT devices collect and store a huge amount of data, so by analyzing the data, we can obtain detailed data such as the purchasing behavior and favorite products of the target demographic. By combining and analyzing various types of data, it is possible to realize the optimal approach to user purchase intentions and market needs, and establish an edge in market competition.

Business Background for IoB Attention Gardner's announcement is not the only reason why IoB is attracting attention. Changes in the IT environment, markets, and users are also involved. Changes in the method of product provision One of the business reasons why IoB is attracting attention is the fact that product provision has become mainstream in the form of high-mix low-volume production. In the past, we provided products of uniform value to the market and users through mass production of small products. With the introduction of smart devices such as smartphones and tablets, and the development of digital technologies such as IoT, AI, and big data, it has become possible to approach target groups more closely than before. Mainstreaming agile development In the past, product development was done over a long period of time, but now that information can be obtained easily, user purchasing behavior is changing remarkably. Agile development has become mainstream, not only due to shortening product lifecycles, but also due to changes in product offerings. As agile development becomes mainstream, it is necessary to work on development and improvement after knowing the behavior and psychological state of users in detail. By utilizing IoB, we can more accurately grasp the market and user

You can also respond to changes in tastes and preferences. Things to be aware of when using IoB When using individual behavioral data, be careful when handling users' personal information. When using IoB, if you pursue convenience too much, you will end up handling all of the user's personal information. It is important to ensure convenience, but it will not be accepted by the market and users unless privacy protection is also taken into consideration. In the unlikely event that an incident such as information leakage occurs, the reputation of not only the product but also the company itself will be damaged. It is necessary to draw a strict line between how much convenience should be secured and how much privacy should be protected. Examples of IoB KDDI Location Data KDDI provides statistical population data services for the "past, present, and future" using high-resolution location information big data that only a telecommunications carrier can provide. There are the following six service types, and by linking with external data, they can be used for various purposes. Here are some examples of actual use of IoB. "Past statistical population" • "Moving stay data" that can be investigated retroactively • "OD data" that shows how many people moved from the departure point to the arrival point Traffic volume data" • "Specified area visit data" that shows daily stay data in a specified area "Current statistical population" "Statistical Population" • "Future prediction data" that predicts the population one hour later These services can be used in a wide range of ways, such as realizing an appropriate marketing approach based on population trends and forecasting business performance based on population trends. I have. Summary In this article, I explained the outline of IoB, its relationship with IoT, and the business background and case studies that attract attention. It can be said that the use of IoB is spreading due to changes in the business environment, so IoB will become an indispensable technology for the marketing market in the future. How about introducing data utilization as one means of IoB? Search articles All Business efficiency Data utilization Big data Sales Marketing Scraping Basic knowledge DX Data analysis Scraping law Sedori Restaurant Real estate Tourism SNS IT Terms Data collection Subsidy Employee blog Surveillance AI Market research Big data News Latest articles Google What is an alert? Explaining how to use it in business and tips for setting keywords Introducing 7 examples of the real estate industry evolving with the introduction of AI [2023 version] What is the future and trends of the real estate industry? Consideration based on the issues Old folk houses can be used for business! ? Explain the unique charm, use cases and how to find it 2023 latest! 20 AI Terms You Should Know Popular Articles [2023 Latest] 45 IT Terms You Don't Hear Now What is Web Scraping? Introducing 5 ways not to become illegal and scraping prohibited sites Easy way to download all images! Solve the problem of collecting images No need for Excel! 10 recommended graph creation tools [Sample code release] How to realize scraping with VBA? Related articles The real estate industry evolving with the introduction of AI, introducing 7 use cases [2023 version] What is the future and trends of the real estate industry? Consideration from the problem Old folk house can be used for business! ? Explanation of the unique charm, use cases, and how to find it Previous articleWhat is Society 5.0? Top 10 Useful Technologies To Blog List Next Article 19 Recommended ETL Tools, Explanation of Advantages and Points to Note Inquiries/Document Download Services & Solutions Scraping Agency Service Property Comparison Tool "Mekiki" Website Monitoring Tool "TOWA" Latest sales list creation and management dashboard SNS analysis service "SocialAnalyst" Tableau construction support service Automatic shift optimization AI solution "Optamo for Shift" Case studies News & Blog Operating company Document download Inquiries Privacy policy Security policy keyboard\_arrow\_up Copyright © SMS DataTech All Right Reserved (function(add, cla) {window['UserHeatTag']=cla;window[cla]=window[cla]]||function(){(window w[cla].q=window[cla ].q||[]).push(arguments)},window[cla].l=1\*new Date();var ul=document.createElement('script');var tag = document.getElementsByName('script ') [0];ul.async=1;ul.src=add;tag.parentNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '\_uhtracker');\_uhtracker({id:'uhtsXIWMj1'}); /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /

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sys /tmp /usr /var <![CDATA[ corpus_pig-data/ itscoco/ legacy/ my_deeplake/ var leadin_wordpress =  
{"userRole": "visitor", "pageType": "post", "leadinPluginVersion": "10.1.16"}; /bin /boot /dev /etc /home /init / lib /lib32 /lib64 /  
libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> */"""
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The need for word-of-mouth data PigData > Blog > The cornerstone of marketing! Need for word-of-mouth data  
2019.07.18 Marketing In the previous blog, I told you how to use scraping from SNS.  
bottom. How to utilize the hot big data and SNS data? Obtained from SNS in the above blog  
One of the pieces of information is word-of-mouth data. Word of mouth refers to the  
This is a message that consumers publish to producers and sellers. What data is collected in the message?  
What value does it bring? This time, as an example, sales are likely to fluctuate due to word of mouth.  
I investigated from the manufacturer's point of view. Table of Contents Reviews for Consumers Data Obtained from Reviews  
Collect reviews from here? To collect word-of-mouth communication, manufacturers need word-of-mouth data for consumers  
There are various reviews on the web, and many people read them and refer to them.  
(Reference: Cross Marketing) Information on products that you have never bought before, that is, products that you do not know  
When researching, even if an explanation is written on the product page depending on the sale, it is necessary for consumers  
The data is in the review data, and you can tell they care about it. obtained from word of mouth  
(Reference example: word-of-mouth on Rakuten Ichiba) ý Consumer data providing word-of-mouth ý age, gender,  
By knowing what kind of people are buying and what kind of reviews they have, such as where they live,  
You can see if the product is right for your target audience. Also, Perso  
Consumer data is necessary for product planning for each individual. ý Product features ý Product  
Pros or Cons Reviews make it clearer which pros and cons of a product should be continued and which should be reviewed.  
vinegar. In particular, the disadvantages may be problems that the manufacturer did not notice, so we will improve the product and next time  
It can be used as an idea for product planning. ý Opportunity for purchase ý Reason why this product was chosen  
What is the reason? You can see the reason why the product was selected from among many products. Good price range  
Whether the advertisement was good, timing, etc. can be utilized in the next marketing strategy  
. In addition to our own products, by knowing the reviews of similar products of other companies, consumers can understand how other products are used.  
It can also be used as a research material to differentiate from competitors.  
vinegar. Where do you collect reviews from? A place to gather word-of-mouth data of products that manufacturers can use  
I tried to find out. EC sites••Rakuten Ichiba, Amazon, Yahoo! Shopping, etc.  
To: Kakaku.com, Atcosme, Pi-ChikuPark, etc. SNS: Twittter, Instagram,  
In order to obtain and use Twitter data for commercial purposes, it is necessary to use NTT DATA's services (\*).  
There is a need. \*NTT DATA service: "Twitter data provision service (integration  
What they all have in common is that they are on a website that anyone can see. Of course, in-house  
Although it is possible to collect word-of-mouth by creating questionnaires, etc.  
If you do, you can collect data without the hassle of creating a questionnaire. to collect reviews  
data from scraping websites are collected daily, weekly and chronologically by browsing each site.

It is also possible to check and collect them, but scraping makes it easier and more efficient to collect them.  
You can [Understand in 3 minutes] What is scraping? How to use and advantages/disadvantages Tools  
Le Service There are also several tools and services for collecting reviews, so use them according to your budget and content.  
is also recommended. Manufacturers need word-of-mouth data Reviews sent by consumers  
Data is primarily used by consumers. However, for manufacturers, word-of-mouth data  
This data is necessary for product planning, improvement, and marketing. Collect word-of-mouth data and  
Analyzing what kind of products are bad or what are the causes of products with low ratings,  
By knowing what kind of word-of-mouth is written by such a target group, it is possible to improve the next  
Marketing methods can also be considered. Search Articles All Productivity Data  
Utilization big data sales marketing scraping basic knowledge DX data analysis scraping  
Ping Law Sedori Restaurant Real Estate Tourism SNS IT Terminology Data Collection Subsidy Employee Wholehearted Blog Superintendent  
Visual AI Market Research Big Data News Latest Articles What is Google Alert? Use in business  
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data.jp/wp-jsonV","namespace":"contact-form -7Vv1"} }; /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /  
lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]]> corpus\_pig data/ itscoco/ legacy/  
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align:center;&lt;br /> }&lt;br /> As I introduced in another article the other day, I told  
you that trends can also be found on SNS. Trends affect many businesses, not just consumers.  
For example, for marketing such as advertising and SEO measures, it is necessary to know  
trends and act effectively. In addition, you will be able to convince customers by preparing  
materials that capture trends in sales. What is a trend in the first place? In addition, consumers  
use various media such as TV and magazines as sources of information on trends, but they  
cannot watch TV all the time at work. Therefore, we carefully selected websites that show  
trends that can be used for business. Table of Contents What is a trend? Websites where  
you can find trend information Trends learned from SNS How to not miss a trend What is a  
trend? It makes sense. Trends are divided into three types, short-term, medium-term, and long-  
term, each with a different duration. (1) Short-term trend A keyword that instantly excites. The  
impression given to the world is great, but there is no continuity because it ends in a single shot.  
Also called a buzzword. Example: "Balus Festival" tweeted on Twitter. Examples: Market  
trends in fashion, home appliances, etc. (3) Trends that have the potential to become popular  
over the long term until a successor to the long-term trend emerges. Although it is rarely  
treated as a trend, it is effective for SEO measures as a permanent existence. Examples:  
Websites that provide information on trends such as the latest technology and political topics  
Google Trend (Reference: Google Trend) You can find out what keywords are being searched  
a lot in Google searches. Since it is possible to know not only real-time trends but also past  
trends, it is possible to investigate not only short-term trends but also long-term trends. News  
sites (Reference: IT media/Vogue Japan) In addition to general-purpose news sites,  
news sites that specialize in certain fields, such as IT media, which specializes in IT, and  
Vogue Japan, which specializes in fashion, have more specialized news sites. You can know  
"now". Check back regularly to see long-term trends in your field. Amazon Ranking (Reference:  
Amazon Best Selling Ranking) You can see the best selling ranking of Japan's largest e-  
commerce sites. Because it is updated hourly, it is possible to know what is selling "now", and  
by accumulating data, it is also possible to know what is selling "over the long term". , you can  
predict what will sell next. Industry trend search (Reference: Industry trend search) You can  
visually know the trends and profits of each industry. Since the data is available on a yearly  
basis, it is not possible to know one-time events, but by following past data, it is possible to  
know long-term trends in the industry. SNS (Reference: Twipple Trends) Trend keywords and  
topical hashtags posted on Twitter and Instagram are constantly being updated, making it the  
perfect way to learn about current trends. In particular, since the amount of accumulated data  
is large, it is also ideal for highly accurate trend analysis. In order to acquire Twitter data and  
use it for commercial purposes, it is necessary to use NTT DATA's services (\*). \*NTT DATA  
service: "Twitter data provision service (integration)" Trends learned from SNS Trends of  
various durations On SNS, there is a possibility to know all trend information of (1) short-term,  
(2) medium-term, and (3) long-term. There is a high possibility that the "trend keyword" that  
has risen sharply is や or や, but by accumulating data over a period of one week, one month, and one year, you w

Because it is a job type, you can know the trends of various genres. Predicting trends Twitter  
The words, things, and experiences of people called "influencers" on Instagram and Instagram are shared by many people.  
You can predict that it will be the "next trend" because you admire it and care about it. In this case,  
It is also important to know who the "ruencer" is. How to never miss a trend Every day like SNS  
It is difficult to follow trend information that flows in large quantities. but scraping  
By doing so, SNS data can be accumulated over a long period of time. In addition, "Separate SNS" is useful for trend prediction.  
A system that can analyze and know influencers has also been developed. Stay on trend  
By knowing and anticipating trends, you will be able to play an active role in marketing, sales, and various other situations.  
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{window['UserHeatTag']=cla;window[cla]=window[cla]]|function(){(window w[cla].q=window[cla].q||[]).push(arguments)},window[cla].l=1*new Date();var ul=document.createElement('script') ;var tag = document.getElementsByTagName('script')[0];ul.async=1;ul.src=add;tag.pare ntNode.insertBefore(ul,tag);})(//uh.nakanohito.jp/uhj2/uh.js', '_uhtracker');_uhtracker({id:'uhtsXIWMj1'}); / bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var <![CDATA[ corpus_pig _data/ itscoco/ legacy/ my_deeplake/ var wpcf7 = {"api":{"root":"https://Vpigdata.jp/wp-jsonV","namespace":"contact-form -7/v1"}}, /bin /boot /dev /etc /home /init /lib /lib32 /lib64 / libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap / srv /sys /tmp /usr /var ]]> corpus_pig data/ itscoco/ legacy/ my_deeplake/ /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt / opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]> corpus_pig-data/ itscoco/ legacy/ my_deeplake/ var leadin_wordpress = {"userRole":"visitor","pageType ":"page","leadinPluginVersion":"10.1.16"}, /bin /boot /dev /etc /home /init /lib /lib32 /lib64 /libx32 /lost+found /media /mnt /opt /proc /root /run /sbin /snap /srv /sys /tmp /usr /var ]> *"""
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