

Creating Value with Big Data Analytics

Making smarter marketing decisions



Peter C. Verhoef
Edwin Kooge
Natasha Walk

ROUTLEDGE



**Edwin
Kooge**



**Peter C.
Verhoef**



**Natasha
Walk**

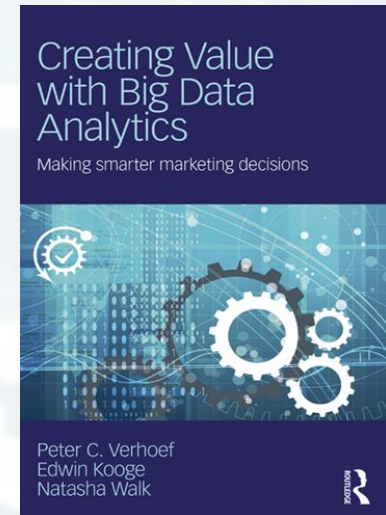
11 april 2017

pim PLATFORM
INNOVATIE IN
MARKETING



BIG data
is geen **BIG**
bang!

My journey through the decades.....



A must-read list of anyone
interested in Big Data.'

Sunil Gupta, Harvard Business
School, USA

It provides rich, practical guidelines,
frameworks and insights on how
big data can truly create value
for a firm.'

Kevin Lane Keller, Tuck School of
Business, Dartmouth College, USA

This book is not about the hype,
nor about the analytics, it is about
what really matters: how to
create value

Hans Zijlstra, Customer Insight
Director, Air France KLM

'This is one of the most compelling
publications on the challenges and
opportunities of data analytics.

Harry Dekker, Media Director,
Unilever Benelux

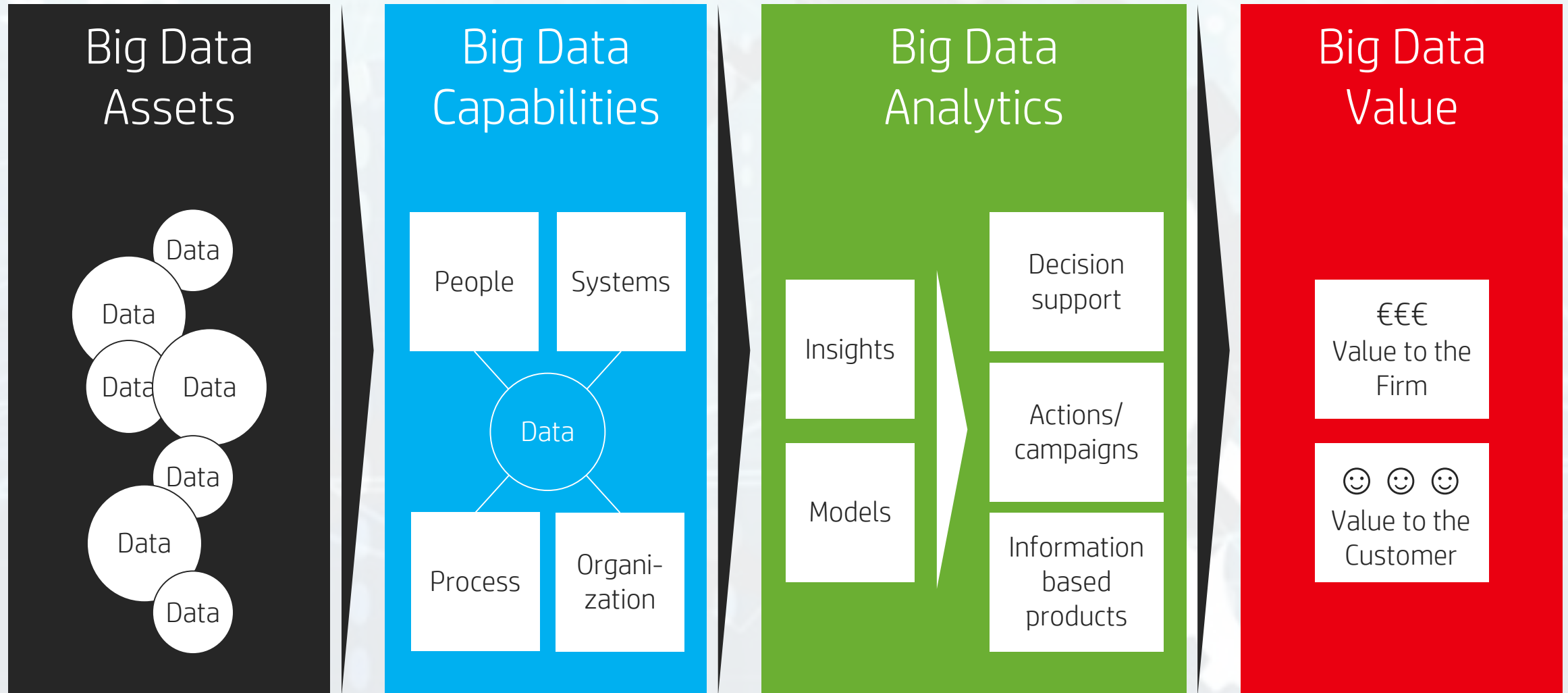
Kay Lemon,
Executive Director,
Marketing Science
Institute (MSI)



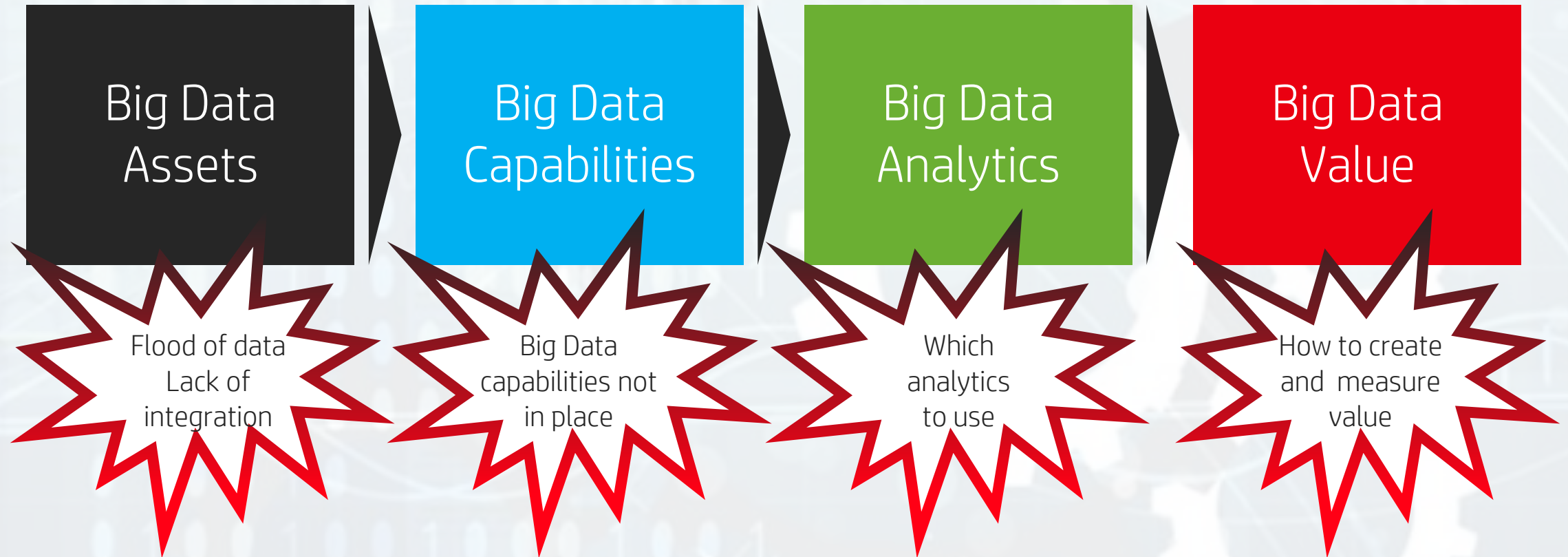


通过大数据分析创造价值

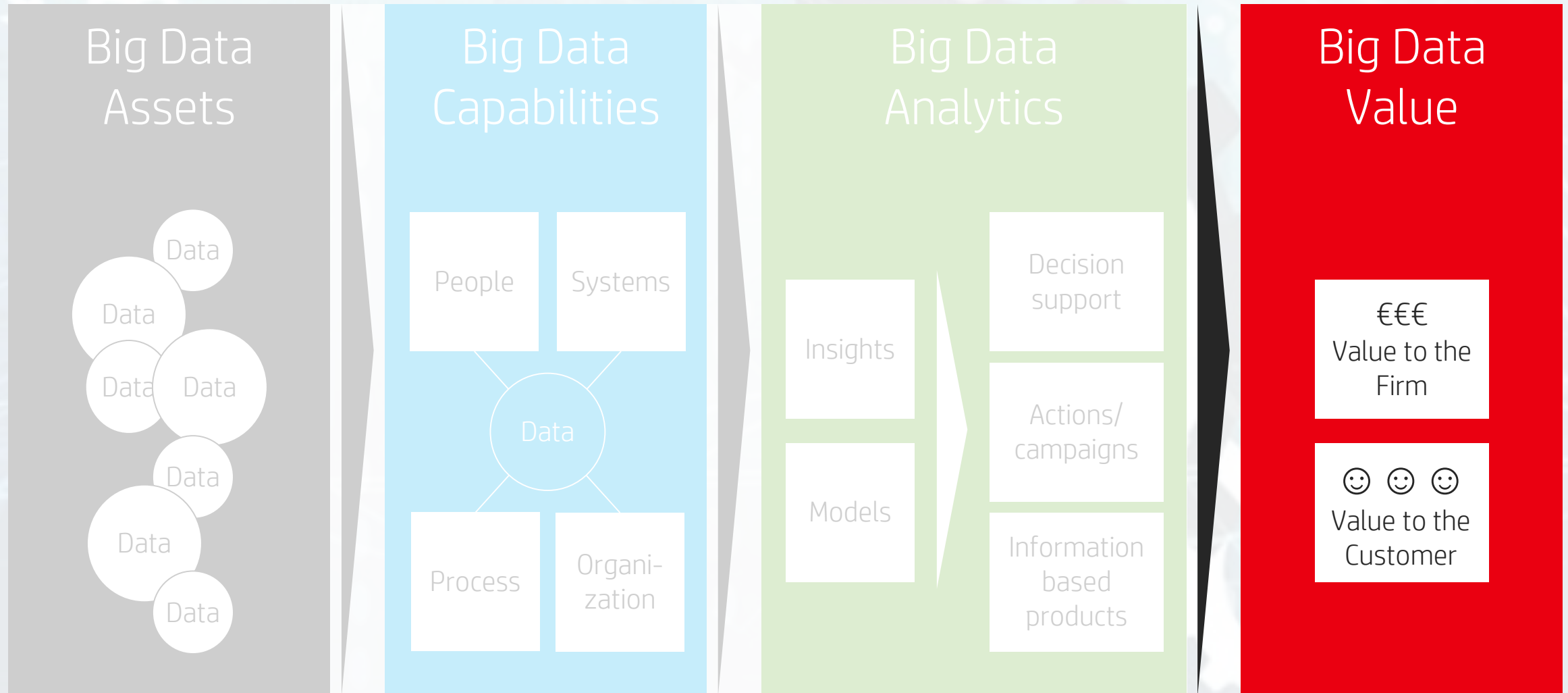
Big Data Value Creation Model



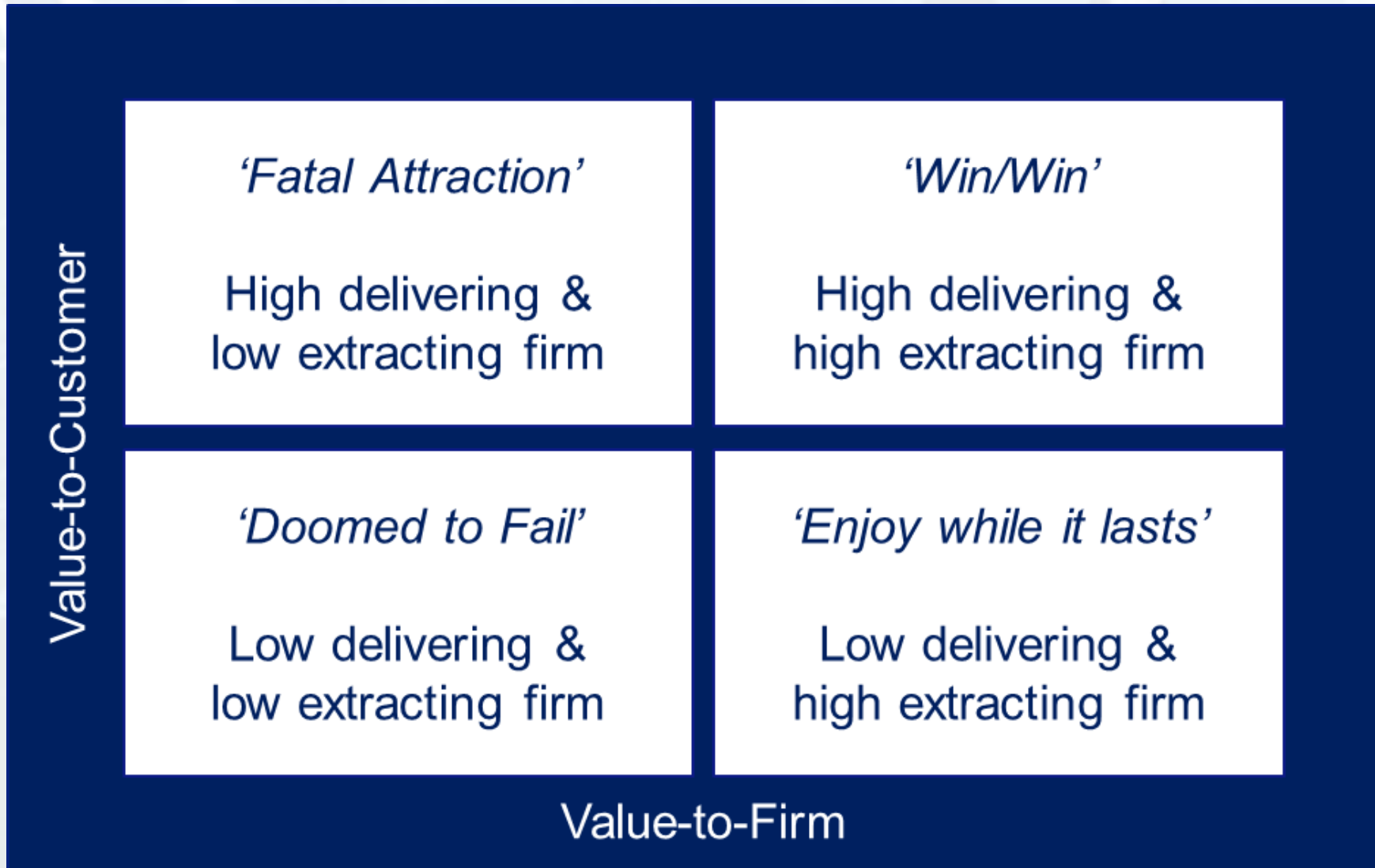
Big Data Value Creation Model








Big Data Value Creation Model









Value to the Customer versus Value to the Firm



Different levels of Value to Customer and Value to Firm measurement

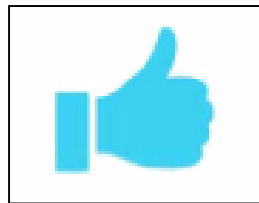
	Value to Customer	Value to Firm
Market		
Brand		
Customer		

Examples of how to measure V2C and V2F

	Value to Customer	Value to Firm
Market	 Product awareness Product attractiveness	 Market volume/size Market growth
Brand	 Brand consideration Brand likes/comments	 Brand/market share Brand Equity
Customer	 Net Promotor Score (NPS) Reviews: volume & valence	 Customer Lifetime Value Marketing ROI

Granular perspective on V2C & V2F gives focus on performance improvement

Overall performance V2C & V2F



NPS score
10



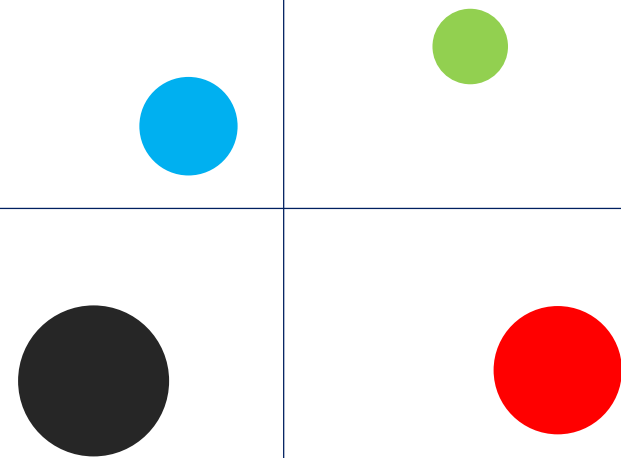
Marge
50 euro

De-averaged performance V2C vs. V2F



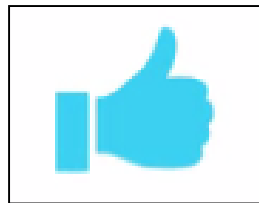
10

€50



Granular perspective on V2C & V2F gives focus on performance improvement

Overall performance V2C & V2F



NPS score
10



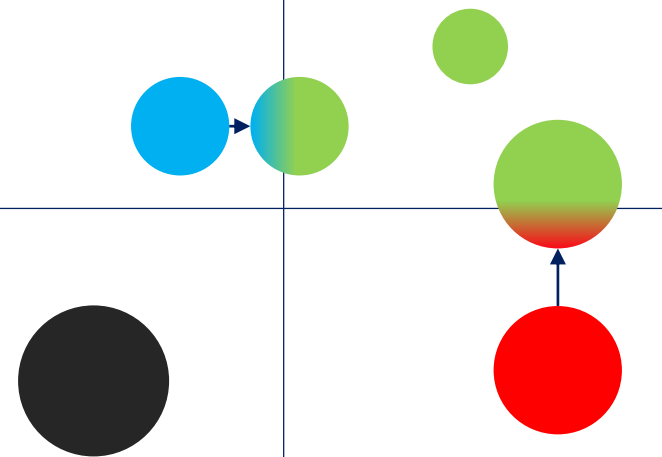
Marge
50 euro

De-averaged performance V2C vs. V2F

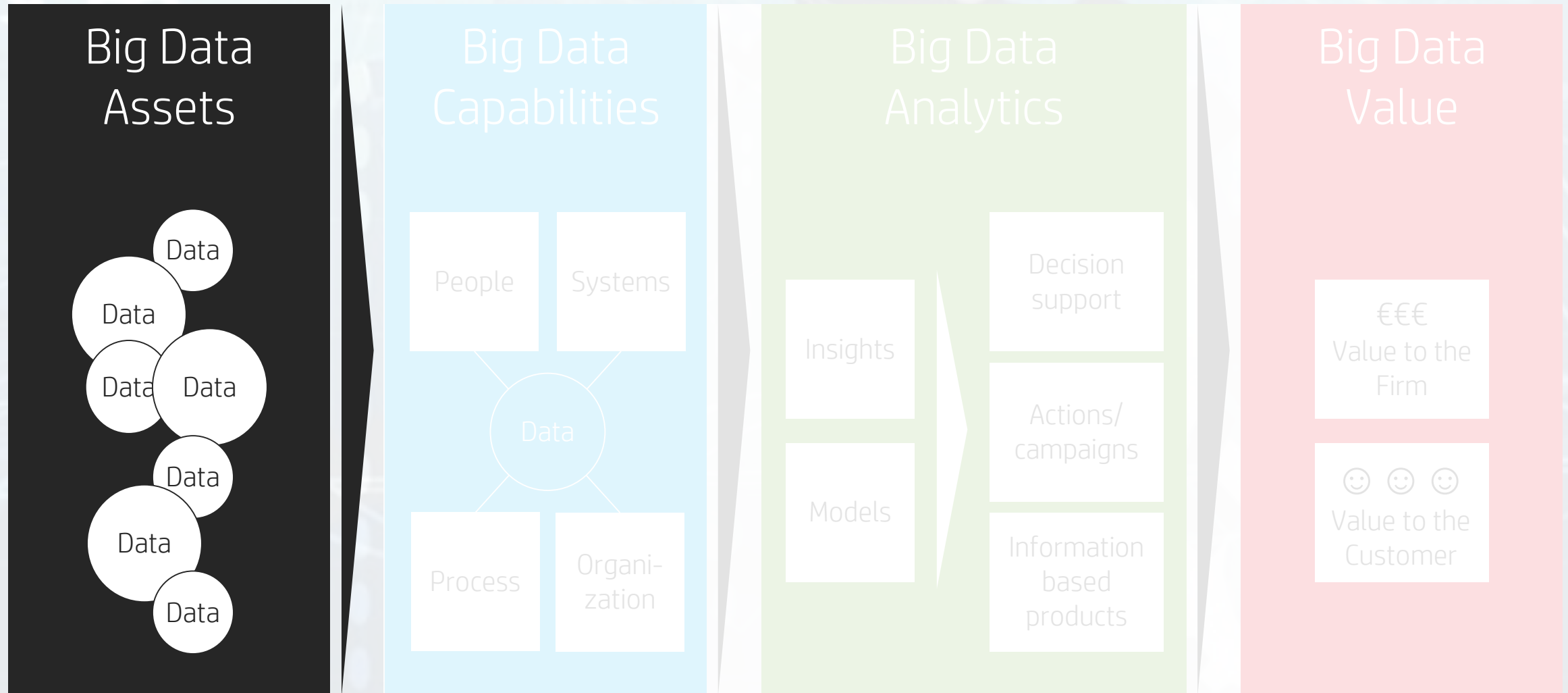


10

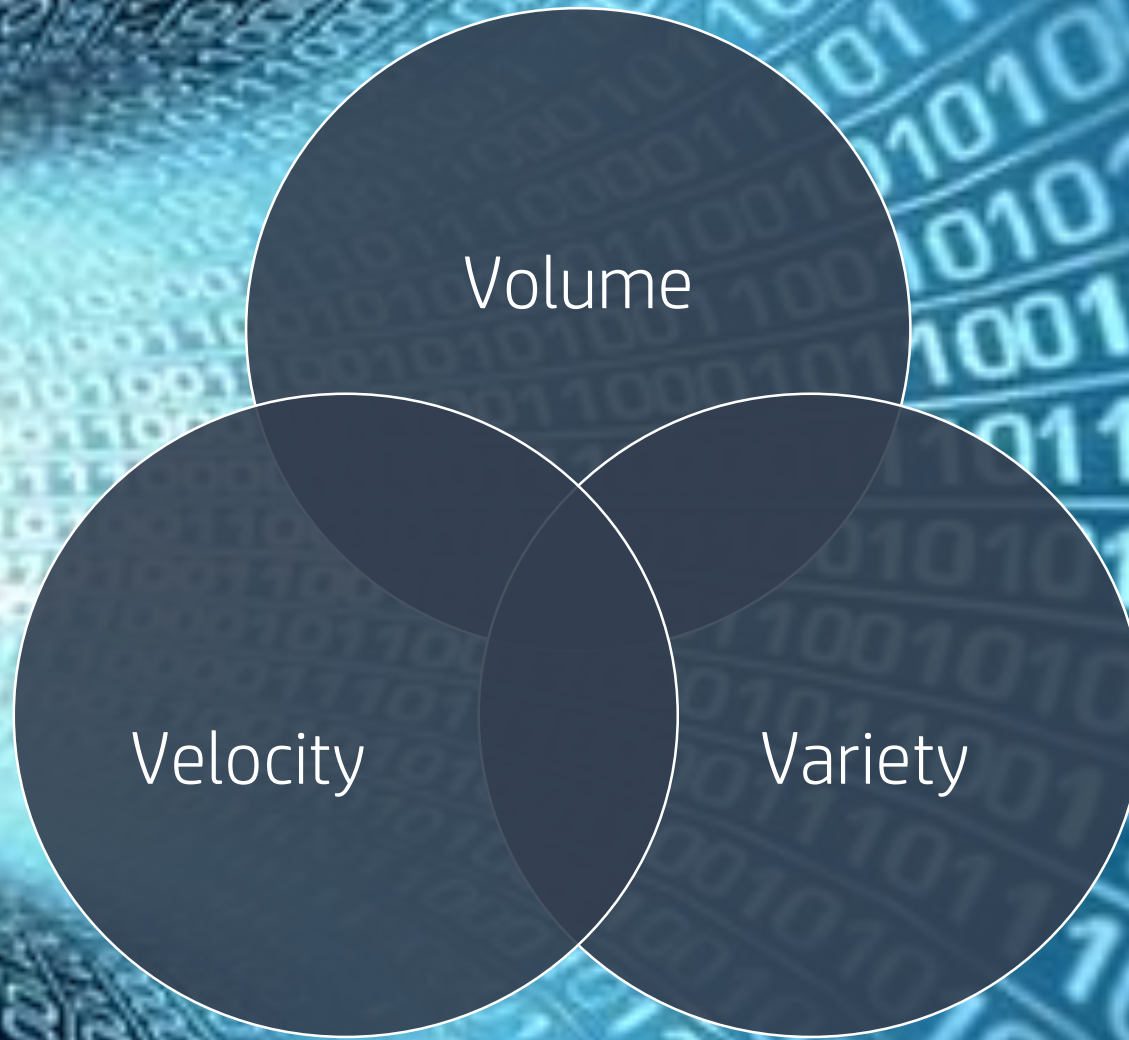
€50



Big Data Value Creation Model

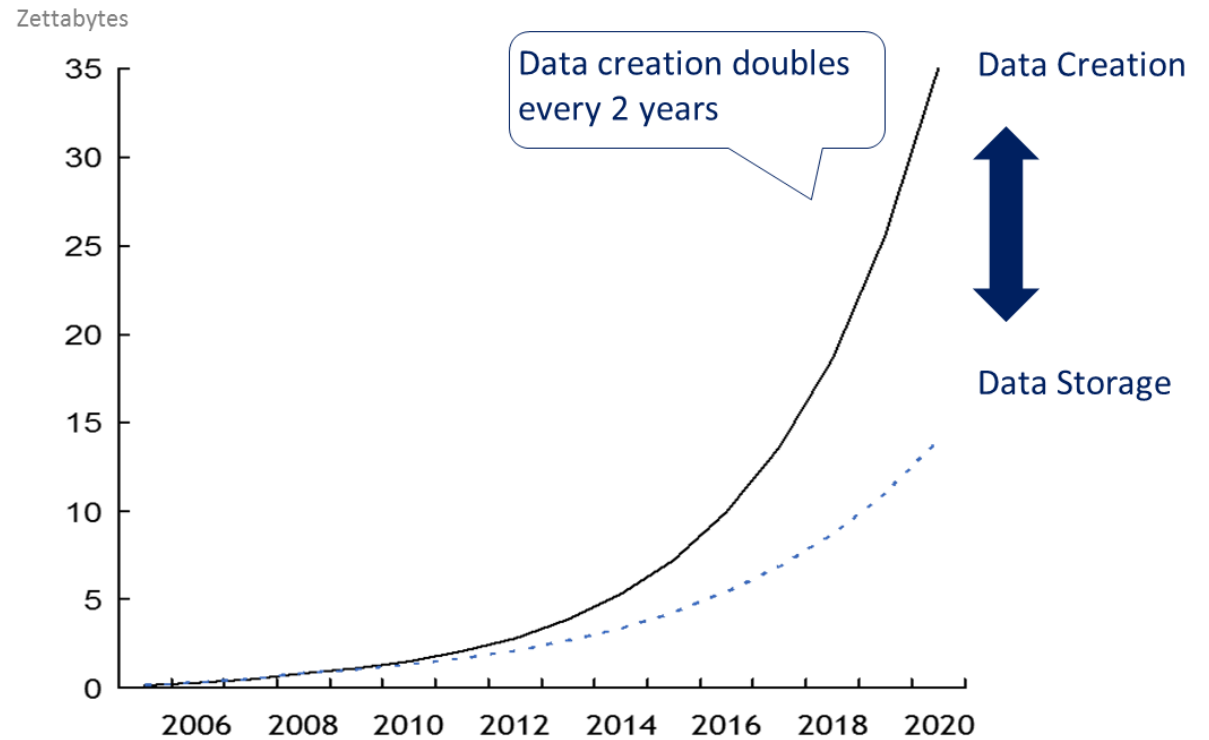


3 V's of Big Data



Volume

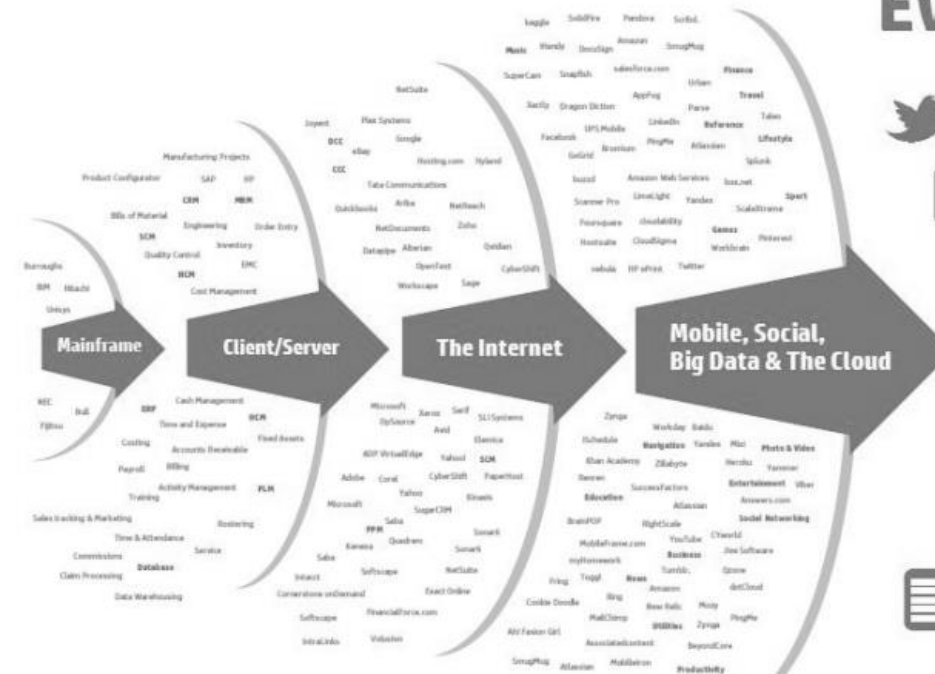
Growth of data creation versus data storage (in Zettabytes)



Source: IDC iview 'the digital universe decade, are you ready' (2010)

Velocity

A new style of IT emerging



Every 60 seconds



98,000+ tweets



695,000 status updates



11 million instant messages



698,445 Google searches



168 million+ emails sent

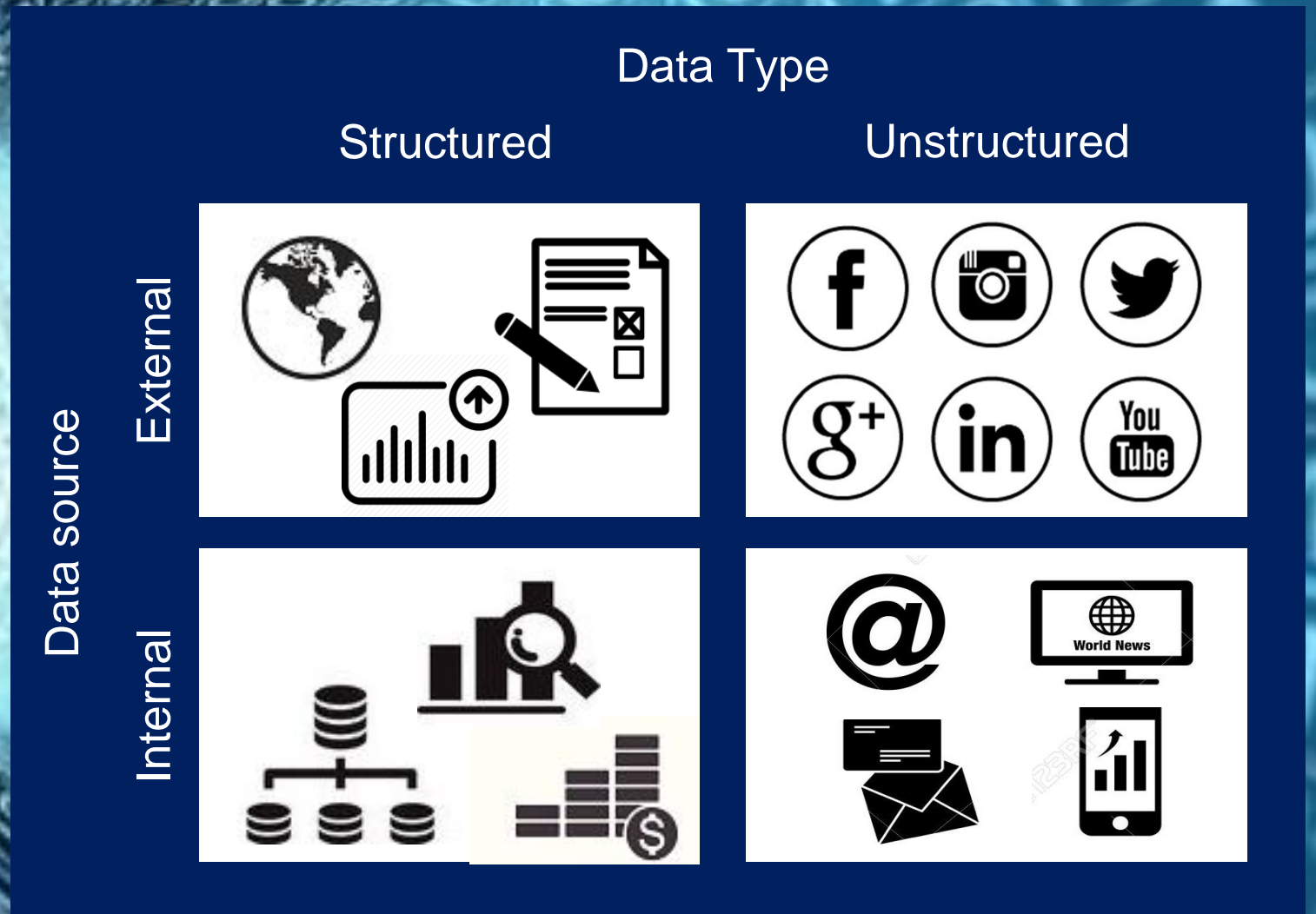


1,820TB of data created



217 new mobile web users

Variety



Variety of data

Data Type

Structured

Unstructured

Data source

External
Internal

Centraal Bureau
voor de Statistiek

StatLine

zoek op trefwoord

Q

thema

kaart

Gemiddelde bevolking; geslacht, leeftijd, burgerlijke staat en regio

26 juni 2013 | [meer info](#)

		Onderwerpen	Totale bevolking			Ongehuwde
			Mannen en Vrouwen	Mannen	Vrouwen	Mannen en Vrouwen
Leeftijd (op 31 december)	Regio's	Perioden	aantal			
Totaal alle leeftijden	Nederland	2011	16 693 073,5	8 263 176,5	8 429 897,0	7 807
		2012	16 754 961,5	8 295 105,0	8 459 856,5	7 868
	Noord-Nederland (LD)	2011	1 718 312,5	854 915,0	863 397,5	789
		2012	1 718 690,5	855 428,5	863 262,0	792
	Oost-Nederland (LD)	2011	3 537 520,5	1 755 782,5	1 781 738,0	1 622
		2012	3 548 760,0	1 761 699,5	1 787 060,5	1 631
0 tot 20 jaar	West-Nederland (LD)	2011	7 855 439,0	3 866 145,5	3 987 293,5	3 823
		2012	7 897 679,5	3 889 299,5	4 008 380,0	3 862
	Zuid-Nederland (LD)	2011	3 581 801,5	1 784 333,5	1 797 468,0	1 571
		2012	3 589 831,5	1 786 677,5	1 801 154,0	1 581
	Nederland	2011	3 800 223,0	1 944 306,5	1 855 916,5	3 799
		2012	3 779 680,0	1 933 766,5	1 845 913,5	3 779
	Noord-Nederland (LD)	2011	386 793,0	197 773,0	189 020,0	386
		2012	383 462,0	196 042,0	187 420,0	383
	Oost-Nederland (LD)	2011	852 849,5	436 831,0	416 018,5	852
		2012				

TSP ERP Client

A. van der Veen Montage- en on... [12005...]	A.M. Fort [1201574]	A1 Windo
Bedrijfsnaam A. van der Veen Montage-...	Bedrijfsnaam A.M. Fort	Bedrijfsna
Adres Heindorvel 50	Adres 584-ellend 69	Adres
Telefoon 06-26168965	Telefoon 033-4551383/06-3017 0115	Telefoon
Fax 0510-471029	Fax 033-4553119	Fax
Email a.van.der.veen@planet.nl	Email l.b.jansen@planet.nl	Email
Vertegenwoordiger Jan Mussche	Vertegenwoordiger Gerard Otten	Vertegen
Relatiescoot Klant	Relatiescoot Klant	Relatiesco
A.F.T. Products [1200029]	A.P.M. Zwijndrecht [1201251]	A1 windo
Bedrijfsnaam A.F.T. Products	Bedrijfsnaam A.P.M. Zwijndrecht	Bedrijfsna
Adres Tentweg 56a	Adres Sule 3	Adres
Telefoon 0182-342678	Telefoon 06-24297204	Telefoon
Fax 0182-342678	Fax	Fax
Email info@aftproducts.nl	Email info@apmzwijndrecht.nl	Email
Vertegenwoordiger Pin Veen	Vertegenwoordiger Pin Veen	Vertegen
Relatiescoot Klant	Relatiescoot Klant	Relatiesco
A.G.H [1200237]	A.S.E. Aluminium en Staalindus... [1201160]	A5 Deco
Bedrijfsnaam A.G.H	Bedrijfsnaam A.S.E. Aluminium en Staal...	Bedrijfsna
Adres Middelste Groes 27	Adres Zeppelstraat 2	Adres
Telefoon 0412-482312	Telefoon 7903 BP HOOGVEEN	Telefoon
Fax 0412-482312	Fax 0508-223900	Fax

bol.com

★★★★★ **Zo schrijf je een boek**
26 juli 2011 | Door: MapMeijer

Vond het een goed boek. heel boeiend en het bleef ook boeien. 4.5 sterren. Alleen aan het eind even onduidelijk toen er opeens een vrouw in zijn leven kwam. Marga of zo? Heb nog even terug gebladerd of zij ook al contact met Pedro had in de gevangenis maar niet kunnen vinden.

Hij mag al die mensen die hem zomaar geld hebben gestuurd en nog veel geld ook heel erg dankbaar zijn maar ook zijn overlevings mechanisme is heel sterk. Heb net het andere boek van Kuyt uit. Wat een verschil. Heel slecht boek is dat. Als je over Bangkok Hilton wilt lezen raad ik je absoluut dit boek aan. Boek van Kuyt is echt niet te lezen.

Pluspunten: Meeslepend verhaal

Vond je deze review nuttig? [Ja](#) (0) | [Nee](#) (0) | [Ongepast?](#)

Log data

logdate	url	ip	city	state	country
2012-03-01	http://www.acme.com/	134.68.44.202	indianapolis	IN	usa
2012-03-01	http://www.acme.com/	99.66.177.241	dallas	TX	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	108.68.108.169	san bruno	CA	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	129.108.126.206	el paso	TX	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	132.3.61.68	montgomery	AL	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	146.201.162.233	tallahassee	FL	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	147.106.152.172	center valley	PA	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	151.151.109.14	rancho palos verdes	CA	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	163.151.2.10	bronx	NY	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	168.20.255.160	athens	GA	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	169.231.9.198	santa barbara	CA	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	170.185.214.19	bowling green	KY	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	174.109.188.135	durham	NC	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	174.29.4.39	denver	CO	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	216.201.66.246	idaho falls	ID	usa
2012-03-01	http://www.acme.com/SH55126545/VD55149415	24.14.74.99	san jose	CA	usa

For data-integration there are several options

Permission based
matching



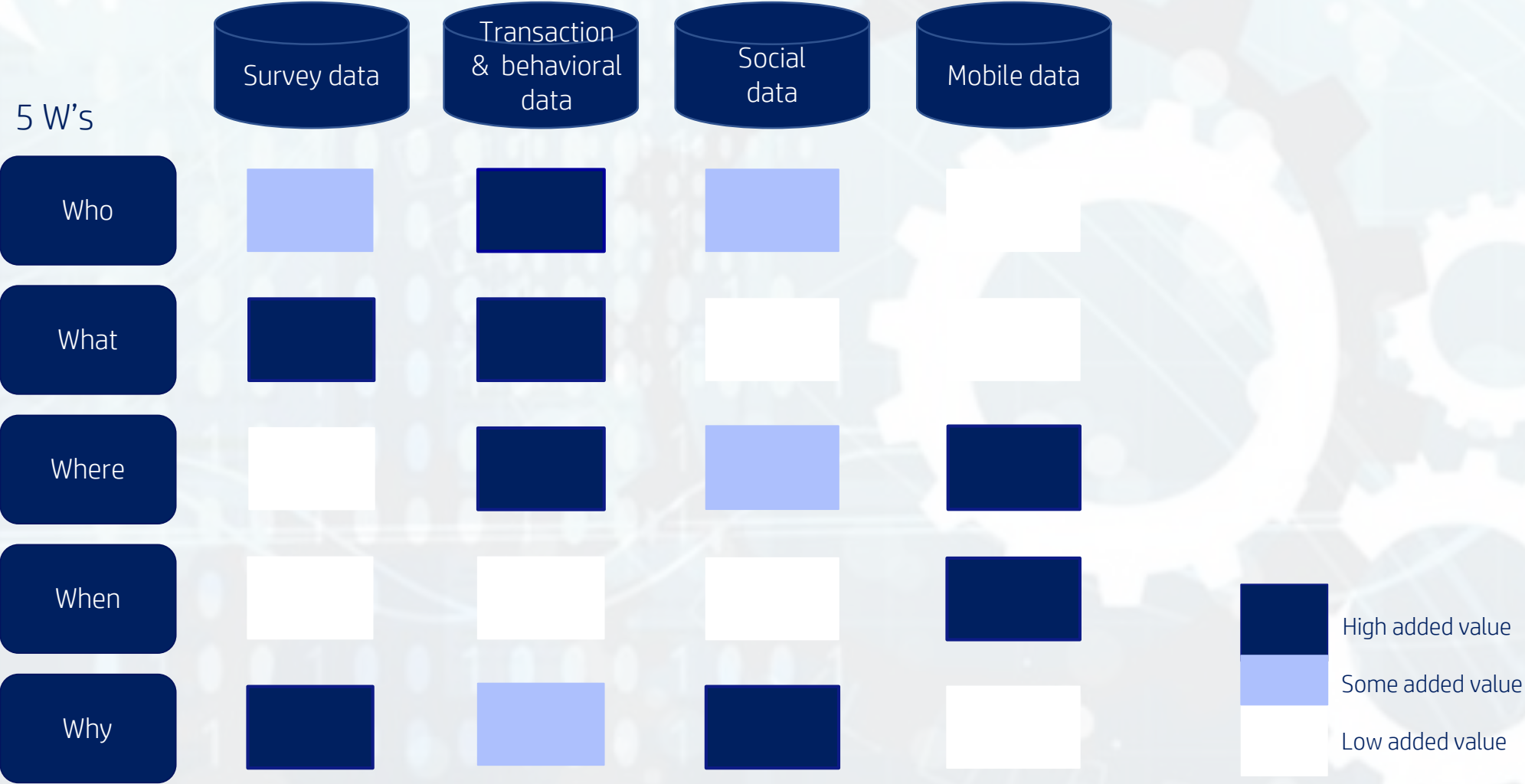
Pseudomizing



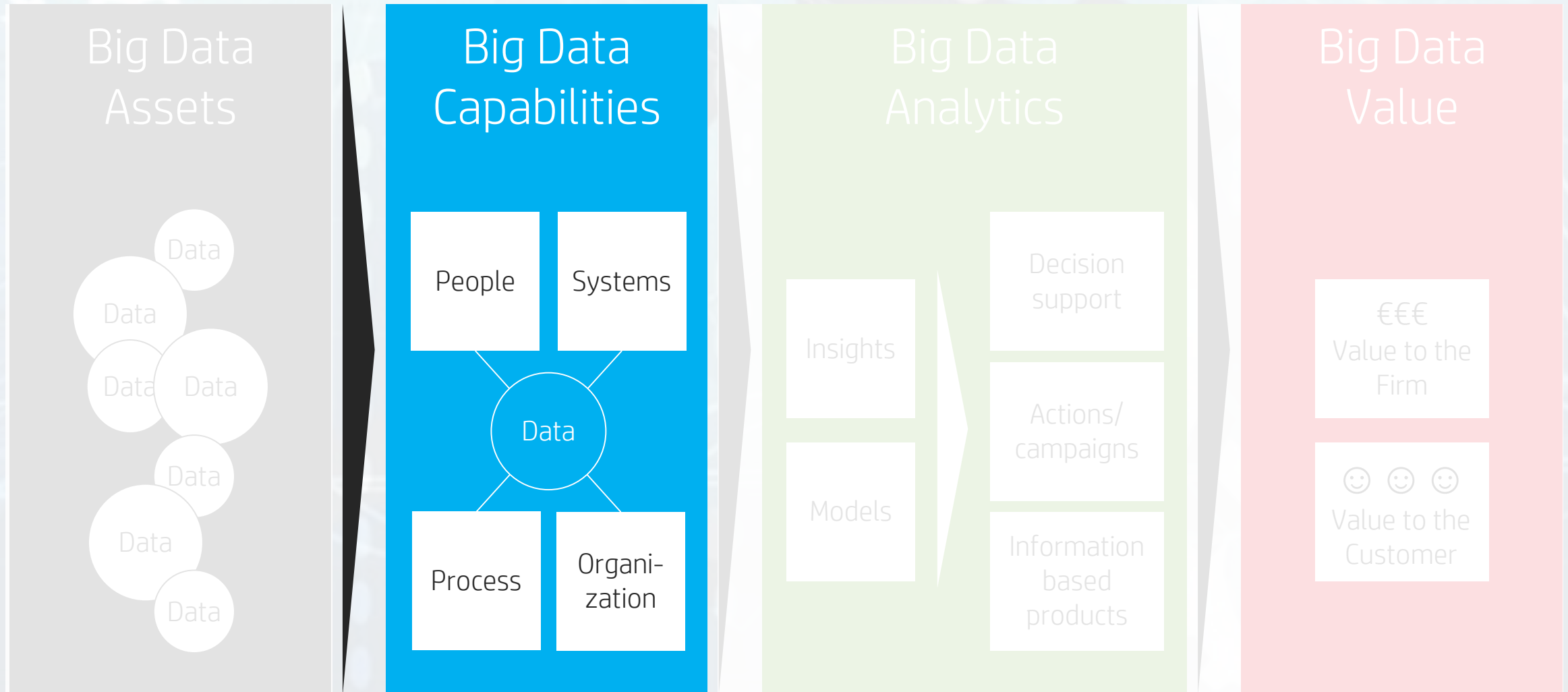
Mapping profiles



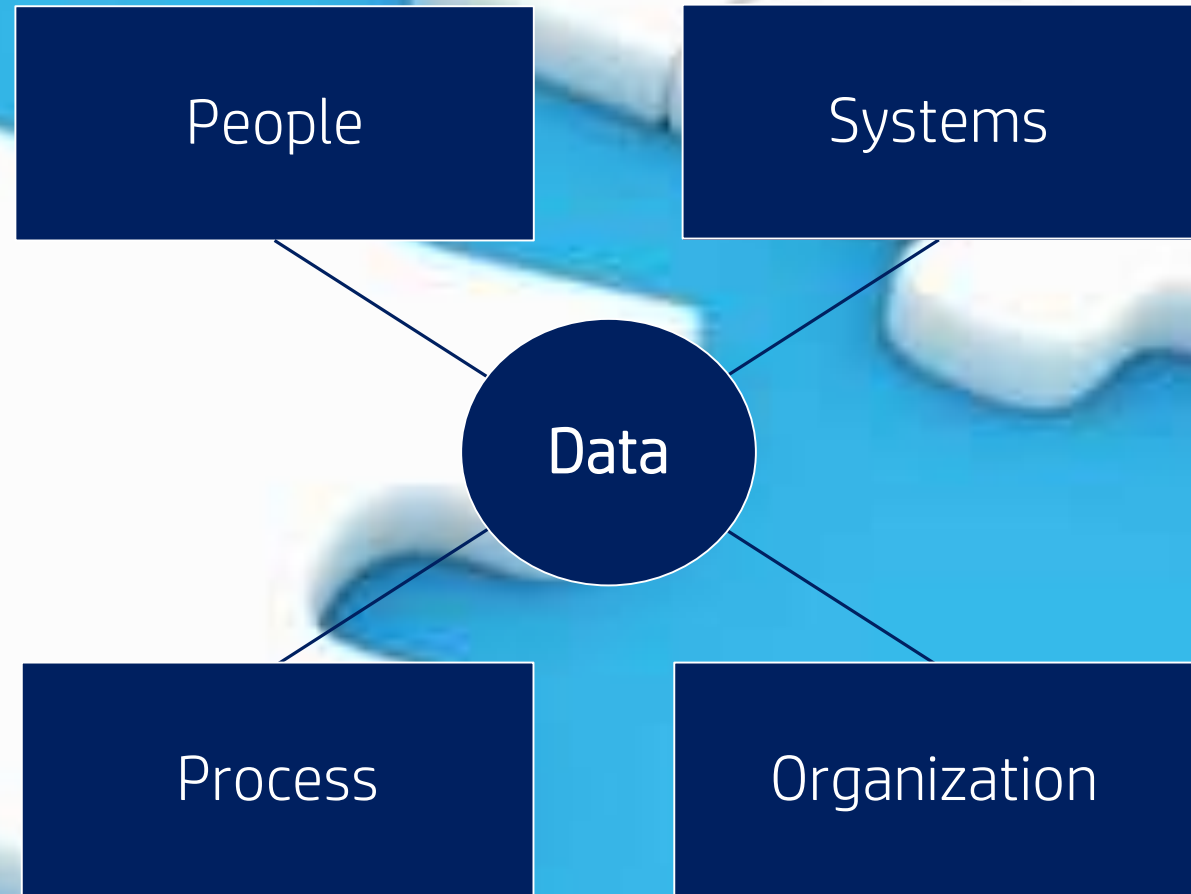
Data Value for Customer Centric Organizations



Big Data Value Creation Model

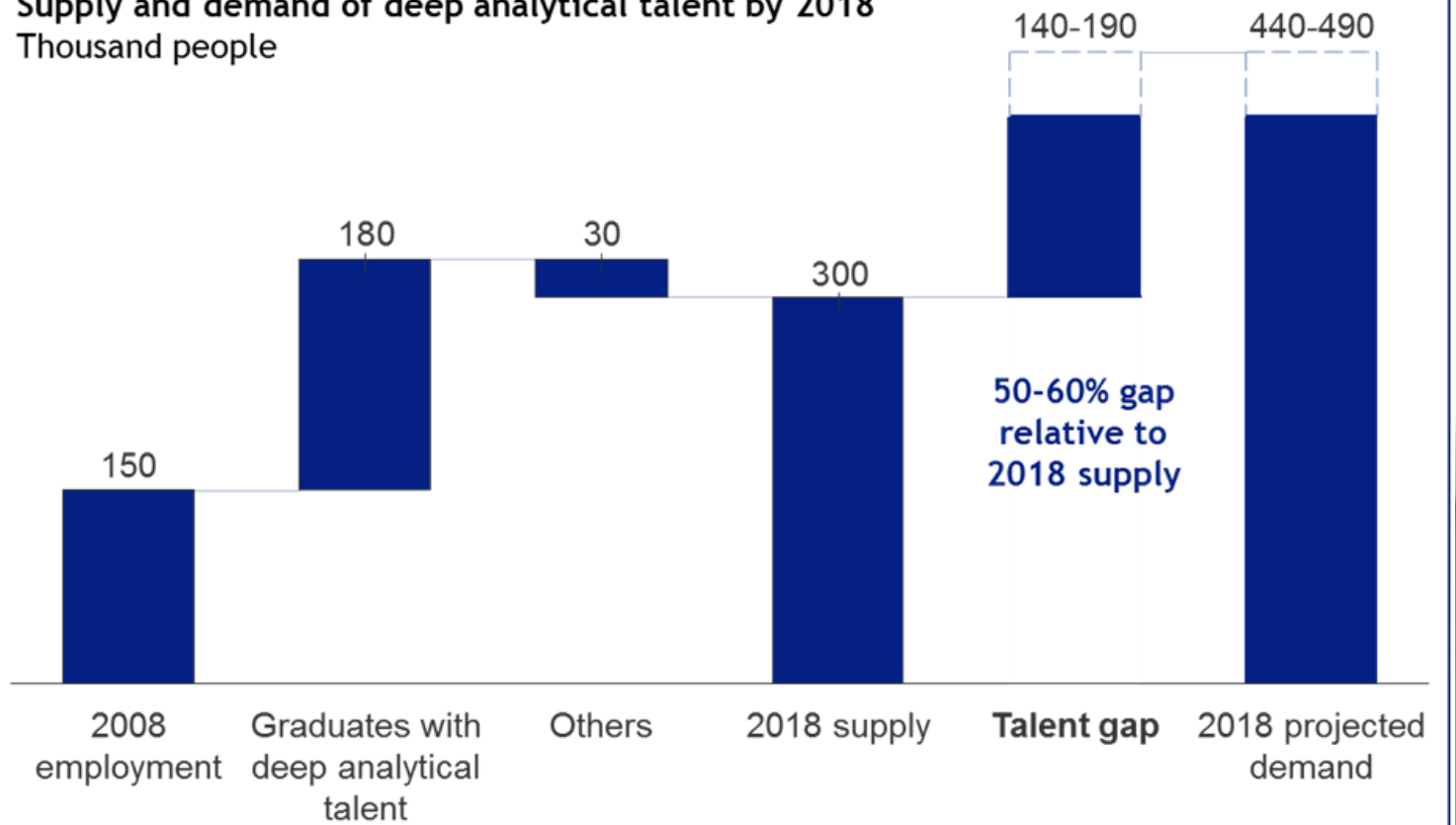


Big Data Capabilities



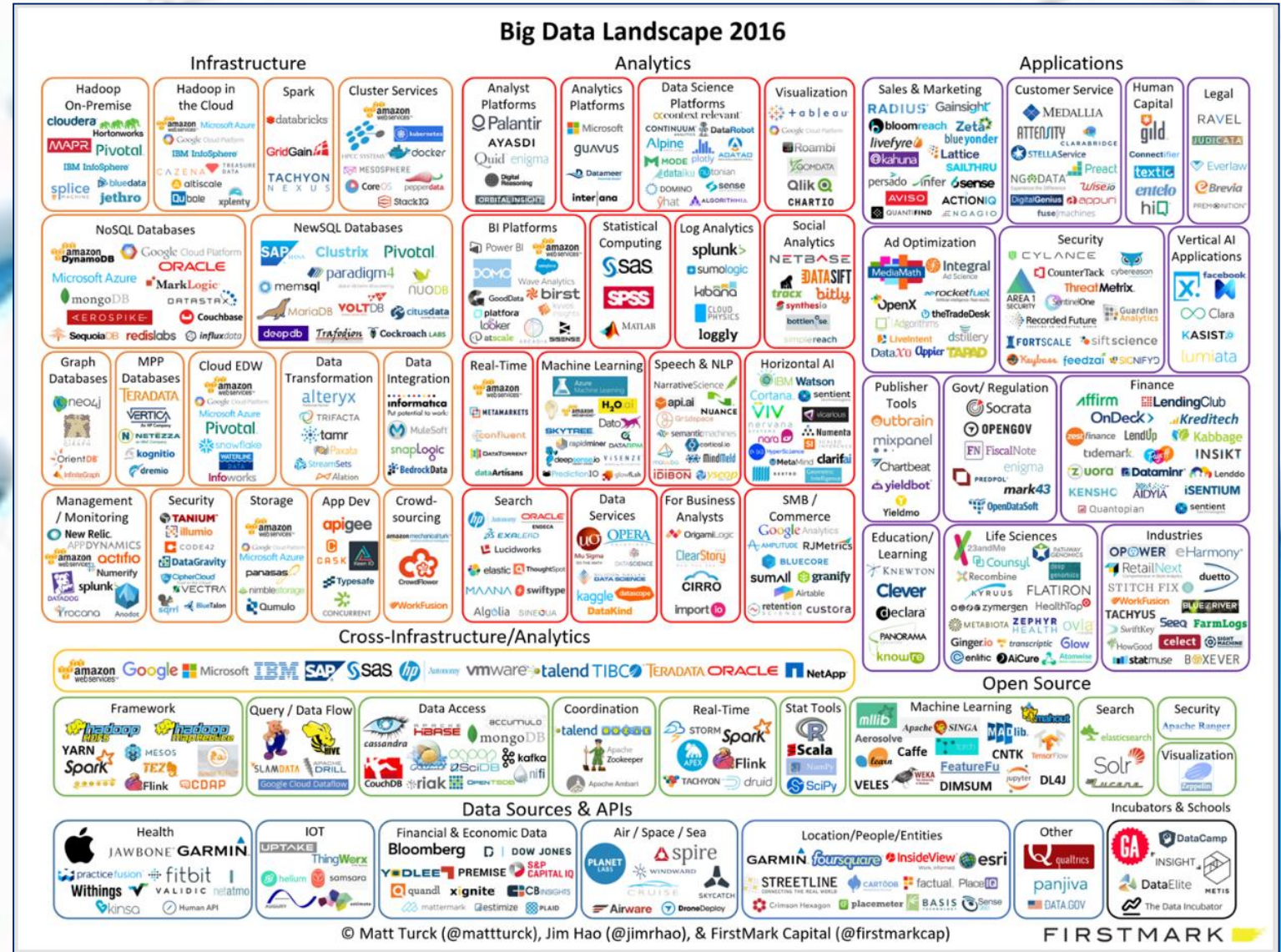
People

Supply and demand of deep analytical talent by 2018
Thousand people



Source: May 2011, McKinsey Global Institute, Big Data the next frontier for innovation, competition and productivity

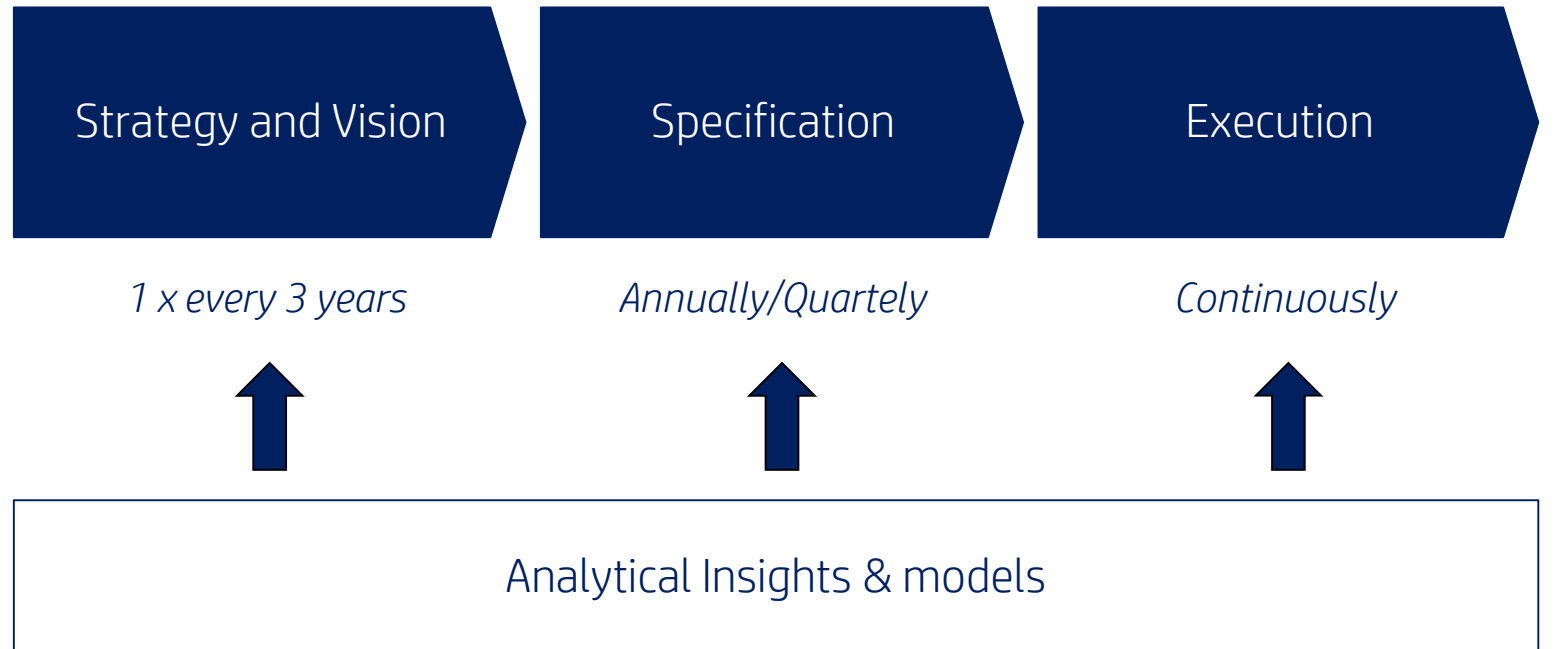
Systems



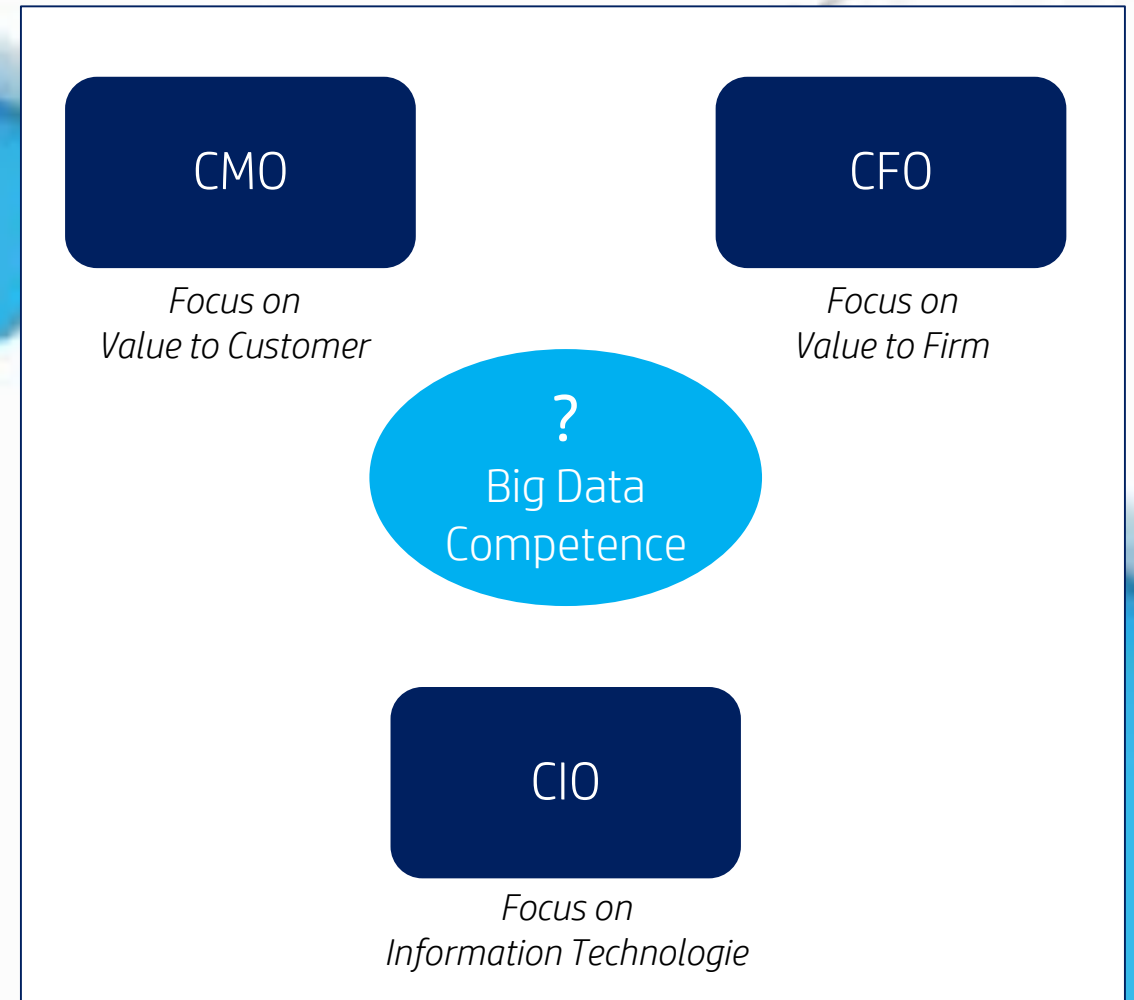
Process

Analytical roadmap

Where analytics fits in the business cycle



Organization



“Data scientist becomes the sexiest job on earth”

Hal Varian, Chief Economist Google



Multi disciplinary skills of the modern Big Data scientist

Analytical
capabilities

Business sense

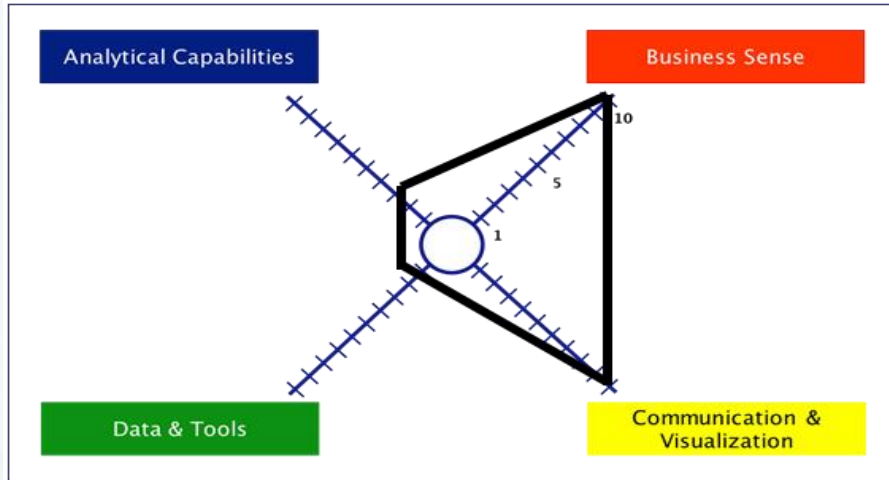
Data & Tools

Communication &
Visualization

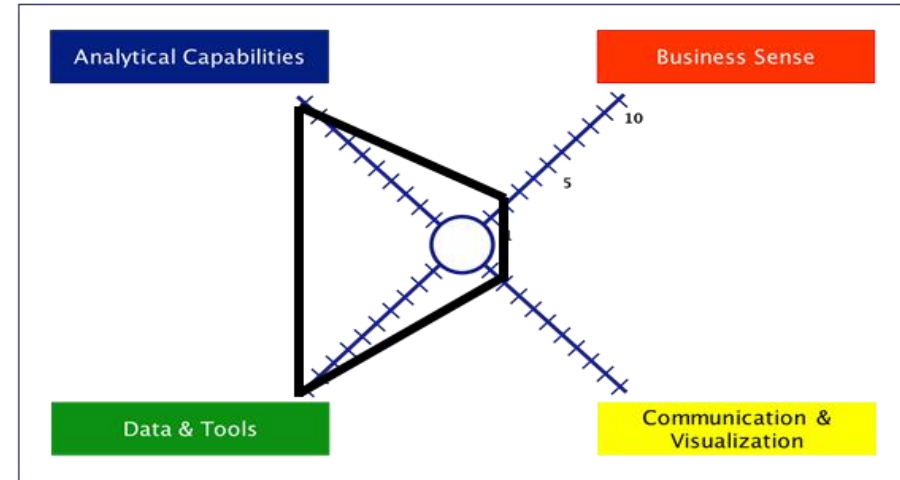


You need different profiles to build a team

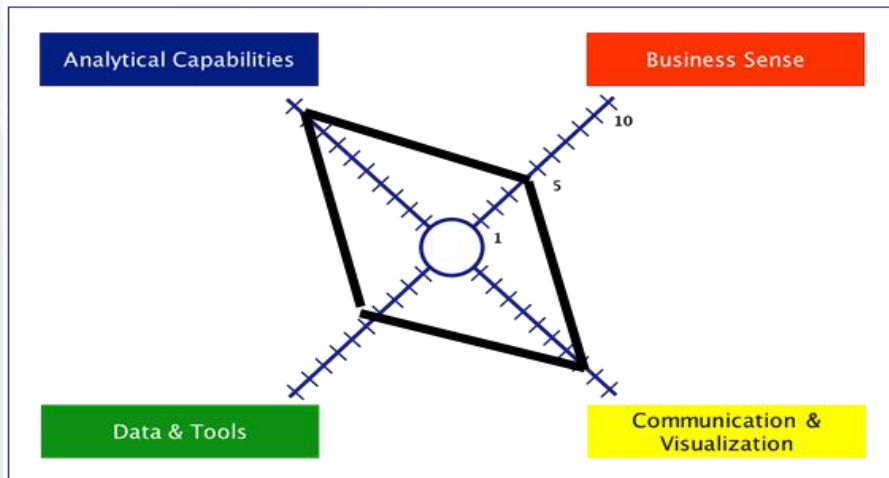
The 'consultant'



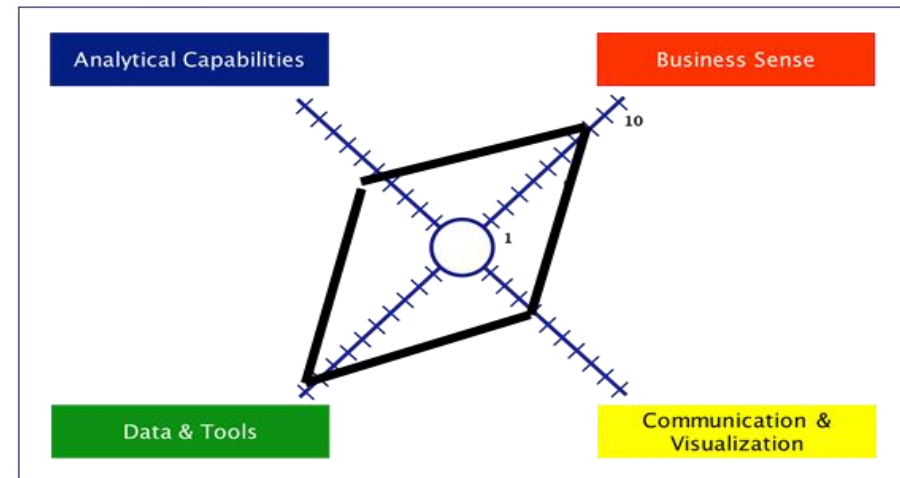
The 'data-specialist'



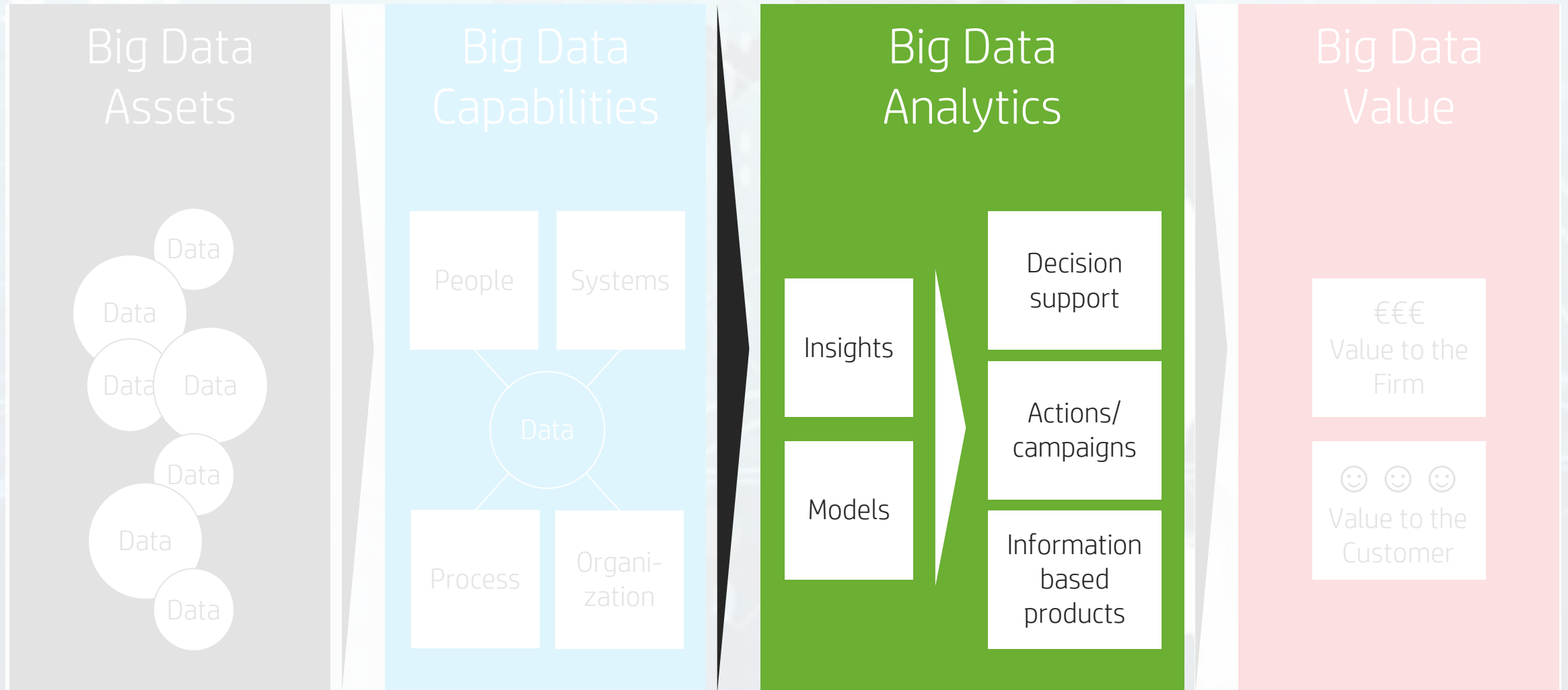
The 'data-analyst'



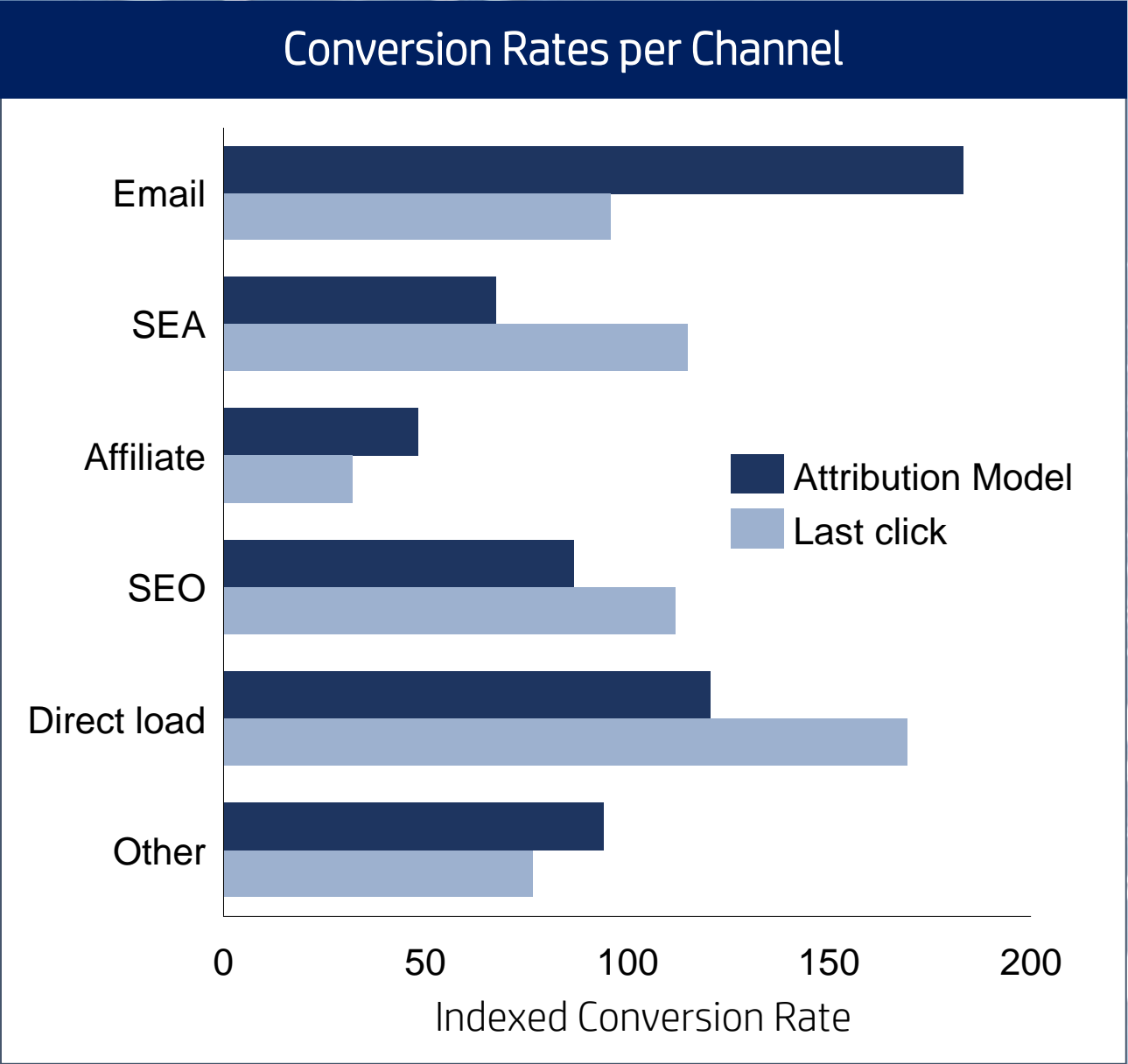
The 'IT-professional'



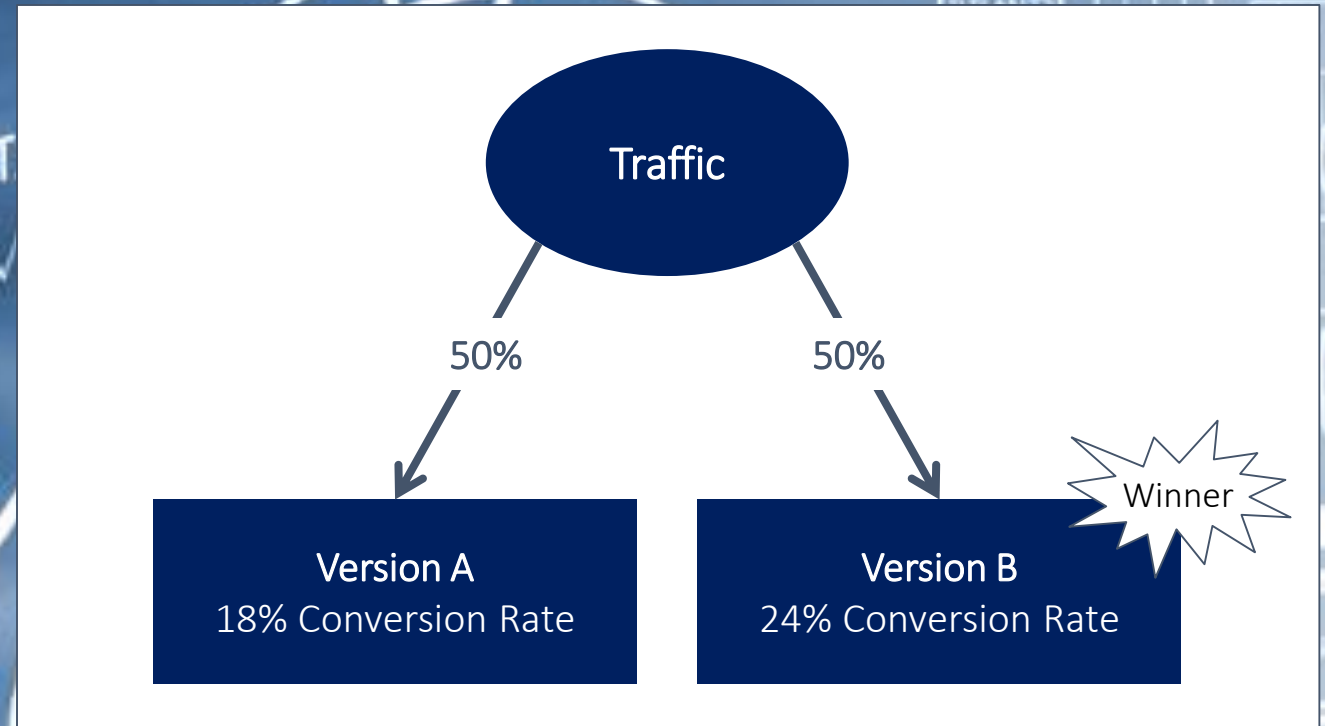
Big Data Value Creation Model



Decision Support



Actions & campaigns



Information Based Products

Waar ben je naar op zoek?

Alle artikelen

Zoeken

2 Bestellen

Acteurs: Rooney Mara | 8 reviews | E-mail deze pagina

ACADEMY AWARD WINNER

her

Drager: DVD

9,99

Op voorraad. Voor 23:59 uur besteld, morgen in huis

+ Select bezorgopties

Verkoop door bol.com

+ In winkelwagen

Op verlanglijstje

Select bezorgopties

Acteurs: Rooney Mara, Amy Adams, Joaquin Phoenix, Chris P Wilde

Artiest(en): Movie, Documentary

Stemmen orig. versie: Scarlett Johansson

Regisseur: Spike Jonze

Engels | 1 disk | 138:00 minuten | Reg augustus 2014

Carol

Jake Lacy

€ 9,99

Interstellar

Matthew McConaughey

€ 9,99

Ex Machina

Domhnall Gleeson

€ 9,99

Birdman

Michael Keaton

€ 9,99

The Grand Budapest Hotel

Ralph Fennes

€ 9,99

Boyhood

Patricia Arquette

€ 9,99

Beste Natasha,

Je pakket met bestelde artikelen is onderweg. We verwachten het tussen 12:00 en 14:00 bij je te bezorgen.

5.0

Toon details

Gemiddelde uit 8 beoordelingen

+ Mooi gefilmd (6)

+ Pakkend verhaal (3)

+ goed geacteerd (3)

Toon alle punten

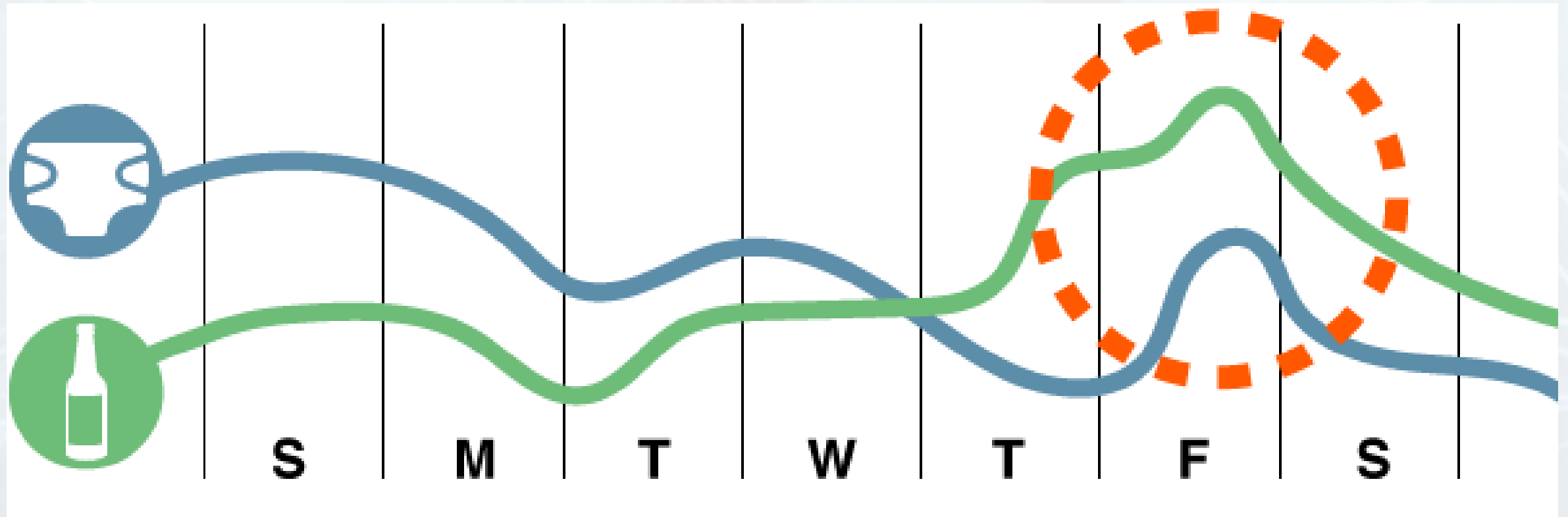
Schrijf een review

5.0 Origineel, intelligent en persoonlijk

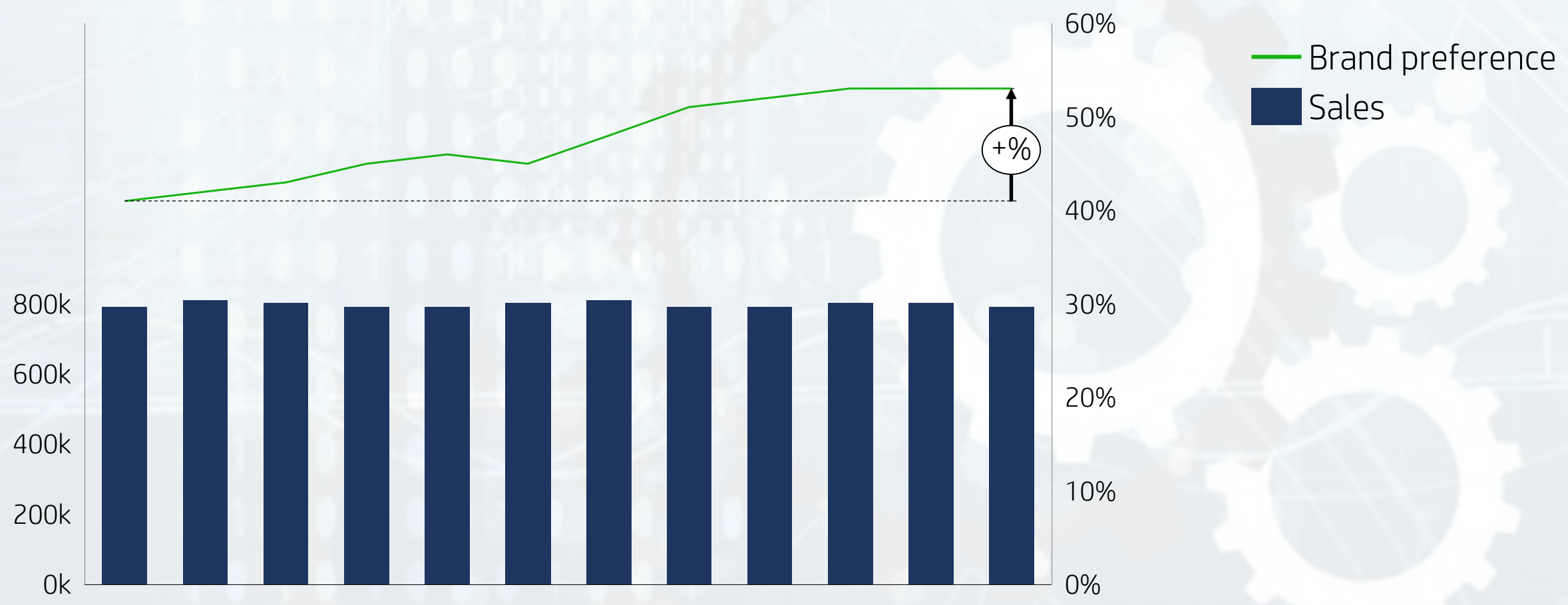
Big Data Analytical Strategies

		Pre-defined Data	
		Yes	No
Framed problem	Yes	Problem solving	Data modelling
	No	Collateral catch	Data mining

Beer & diaper case Tesco

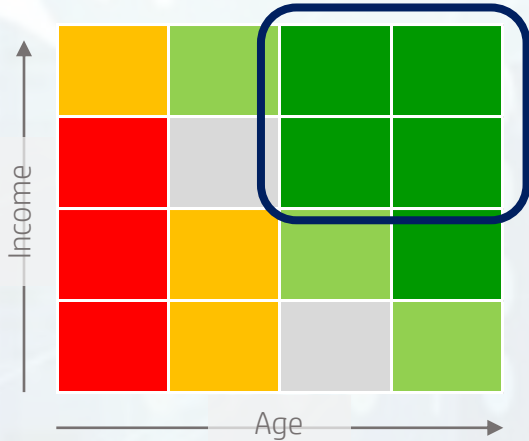


Insurance case

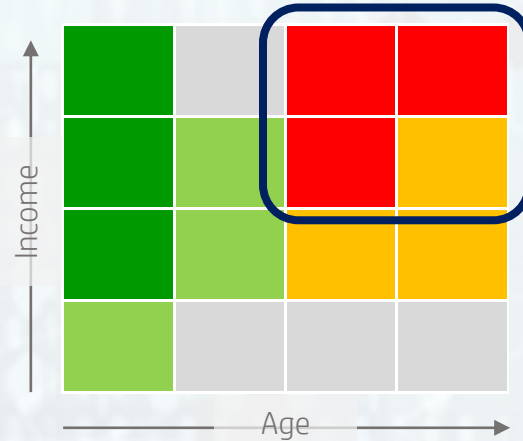


Insurance case

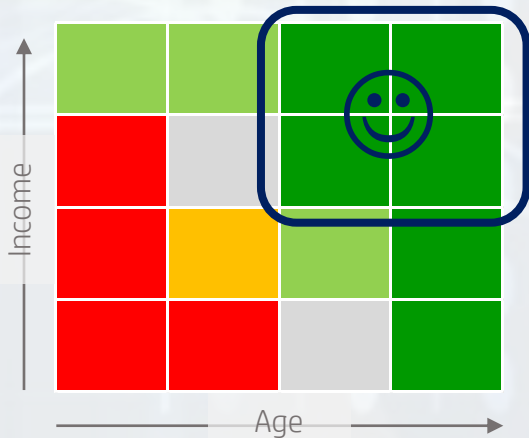
Brand preference



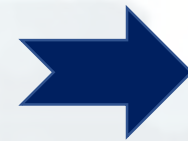
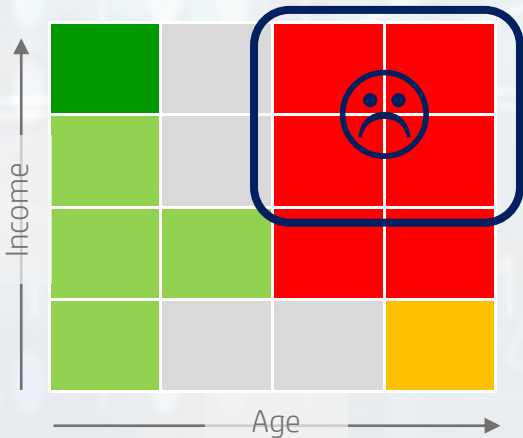
Sales



H1: NPS



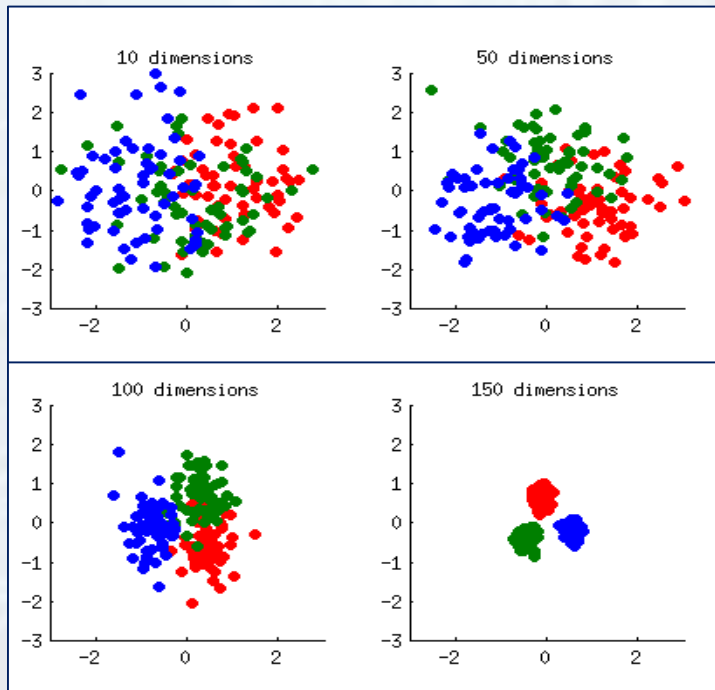
H2: Visibility



- Targeted Mobile Ad campaigns
- Attractive proposition target group on comparison sites
- Result: $\uparrow \text{€}$ & $\uparrow \text{😊}$

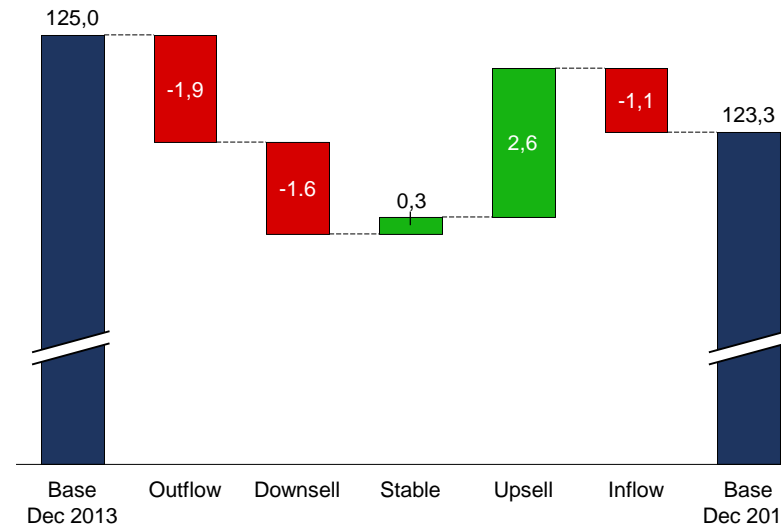
Three functions of visualization

Pattern recognition



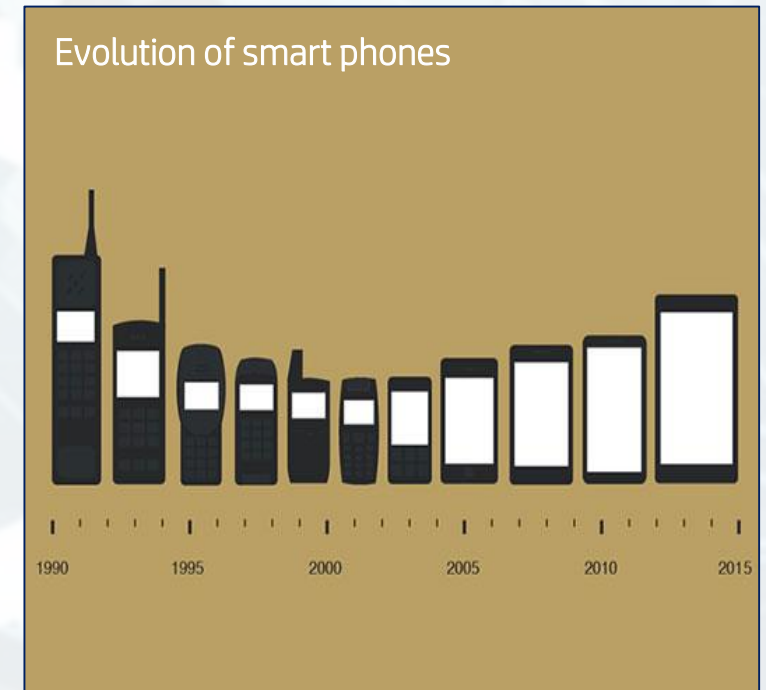
Interpretation analytical outcomes

Value development base (avg. weighted values in €)



Story telling

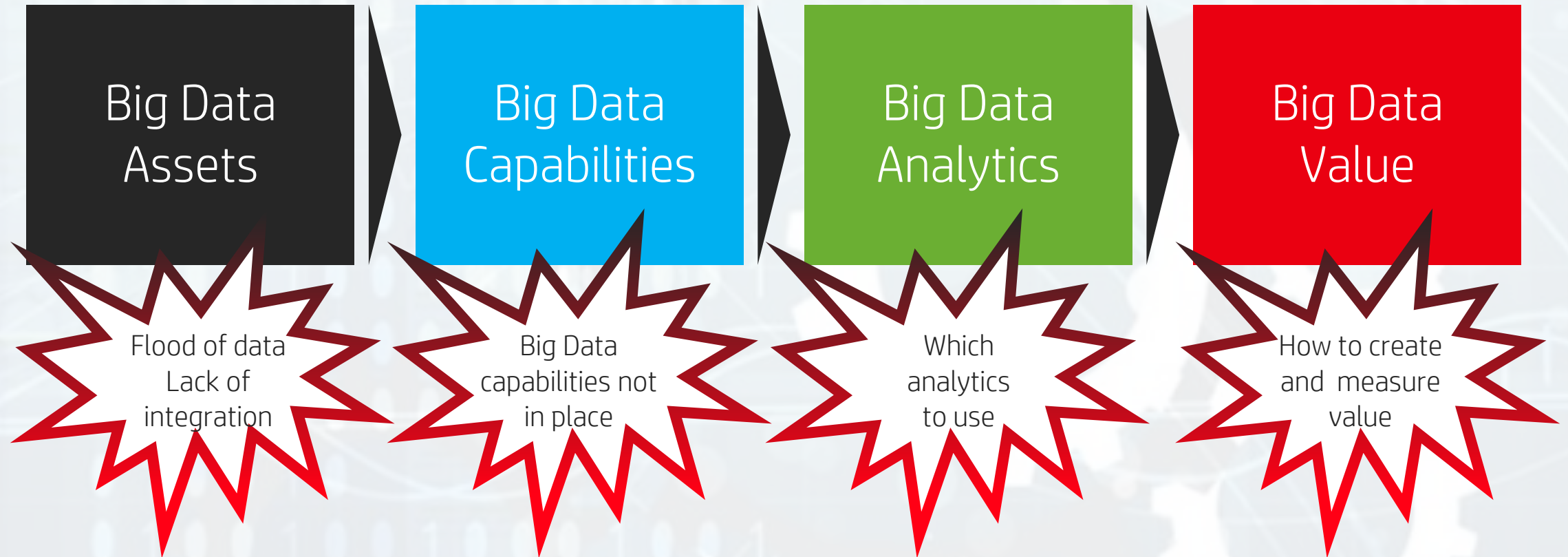
Evolution of smart phones



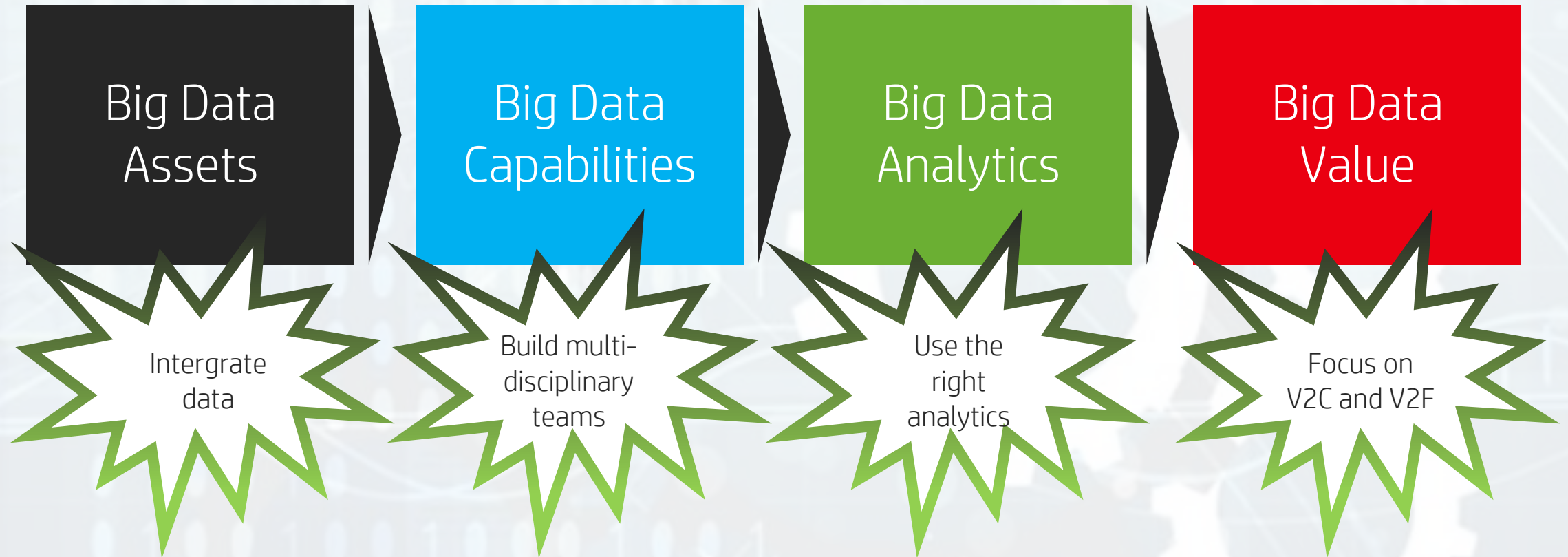
Analytics is about de-averaging, interpretation, visualization and story-telling



Big Data Value Creation Model



Big Data Value Creation Model



Creating Value with Big Data Analytics

Making smarter marketing decisions



Peter C. Verhoef
Edwin Kooge
Natasha Walk



Start Small with Big Data

Learn more? Go to www.bigdatasmartmarketing.com

Or email: nwalk@outlook.com

Wij kijken uit naar jullie reviews!!

pim marketing book of the year