

APPLYING BIG DATA AND ADVANCED TECHNOLOGY TO STREAMLINE BUSSINES



1) What data is available out there?

- ✓ What data to collect & how to collect it

2) What are the opportunities in Marketing & Sales

- ✓ Marketing & Sales is becoming Marketing & Tech.
- ✓ Closer to the individual customer
- ✓ Customer journey

1) What this means for the consumer - customer

- ✓ How is the consumer behaving?
- ✓ Always on, scared or opportunity?