

**Guiding Global Adoption to Lead the  
Global Market**

# **Revenue Opportunities in Big Data Analytics**

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A calendar for November 2017. The title 'November 2017' is in a blue header. The days of the week are S, M, T, W, T, F, S. The dates are arranged in a grid. The date 24 is circled in blue. The calendar is set against a background with a blue header and a light beige gradient.

November 2017						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Friday, Nov 24th 2017**

**BLACK  
FRIDAY**



**2.4 Billion**

**amazon.com**

The Amazon logo, a yellow curved arrow pointing from the 'a' to the 'z', is positioned below the text 'amazon.com'.

**Black Friday**

**Deals**



# Socially Responsible



# Socially Responsible



# Data Millionaire

**43,883,319**

# Journey to Data





# Journey to Data

car\_sales.xlsx - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

From Access From Web From Text From Other Sources Get External Data Existing Connections Refresh All Connections Sort & Filter Filter Clear Reapply Advanced Text to Columns Remove Duplicates Data Validation Consolidate What-If Analysis Group Ungroup Subtotal Show Detail Hide Detail Data Analysis Outline Analysis

B1 model

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	manufact	model	sales	resale	price	type	engine_s	horsepow	wheelbas	width	length	curb_wgt	fuel_cap	mpg						
2	Acura	Integra	16.919	16.36	21.5	0	1.8	140	101.2	67.3	172.4	2.639	13.2	28						
3	Acura	TL	39.384	19.875	28.4	0	3.2	225	108.1	70.3	192.9	3.517								
4	Acura	RL	8.588	29.725	42	0	3.5	210	114.6	71.4	196.6	3.85								
5	Audi	A4	20.397	22.255	23.99	0	1.8	150	102.6	68.2	178	2.998								
6	Audi	A6	18.78	23.555	33.95	0	2.8	200	108.7	76.1	192	3.561								
7	Audi	A8	1.38	39	62	0	4.2	310	113	74	198.2	3.902								
8	BMW	323i	19.747		26.99	0	2.5	170	107.3	68.4	176	3.179								
9	BMW	328i	9.231	28.675	33.4	0	2.8	193	107.3	68.5	176	3.197								
10	BMW	528i	17.527	36.125	38.9	0	2.8	193	111.4	70.9	188	3.472								
11	Buick	Century	91.561	12.475	21.975	0	3.1	175	109	72.7	194.6	3.368								
12	Buick	Regal	39.35	13.74	25.3	0	3.8	240	109	72.7	196.2	3.543								
13	Buick	Park Avenue	27.851	20.19	31.965	0	3.8	205	113.8	74.7	206.8	3.778								
14	Buick	LeSabre	83.257	13.36	27.885	0	3.8	205	112.2	73.5	200	3.591	17.5	25						
15	Cadillac	DeVille	63.729	22.525	39.895	0	4.6	275	115.3	74.5	207.2	3.978	18.5	22						
16	Cadillac	Eldorado	6.536	25.725	39.665	0	4.6	275	108	75.5	200.6	3.843	19	22						
17	Cadillac	Catera	11.185	18.225	31.01	0	3	200	107.4	70.3	194.8	3.77	18	22						
18	Chevrolet	Cavalier	145.519	9.25	13.26	0	2.2	115	104.1	67.9	180.9	2.676	14.3	27						
19	Chevrolet	Malibu	135.126	11.225	16.535	0	3.1	170	107	69.4	190.4	3.051	15	25						
20	Chevrolet	Lumina	24.629	10.31	18.89	0	3.1	175	107.5	72.5	200.9	3.33	16.6	25						
21	Chevrolet	Monte Carlo	42.593	11.525	19.39	0	3.4	180	110.5	72.7	197.9	3.34	17	27						
22	Chevrolet	Camaro	26.402	13.025	24.34	0	3.8	200	101.1	74.1	193.2	3.5	16.8	25						
23	Chevrolet	Corvette	17.947	36.225	45.705	0	5.7	345	104.5	73.6	179.7	3.21	19.1	22						
24	Chevrolet	Prizm	32.299	9.125	13.96	0	1.8	120	97.1	66.7	174.3	2.398	13.2	33						

Sheet1 Sheet2 Sheet3

Ready

16:44 02-02-2014

Data Analysis

Analysis Tools

- Anova: Single Factor
- Anova: Two-Factor With Replication
- Anova: Two-Factor Without Replication
- Correlation
- Covariance
- Descriptive Statistics
- Exponential Smoothing
- F-Test Two-Sample for Variances
- Fourier Analysis
- Histogram

OK Cancel Help

# Journey to Data

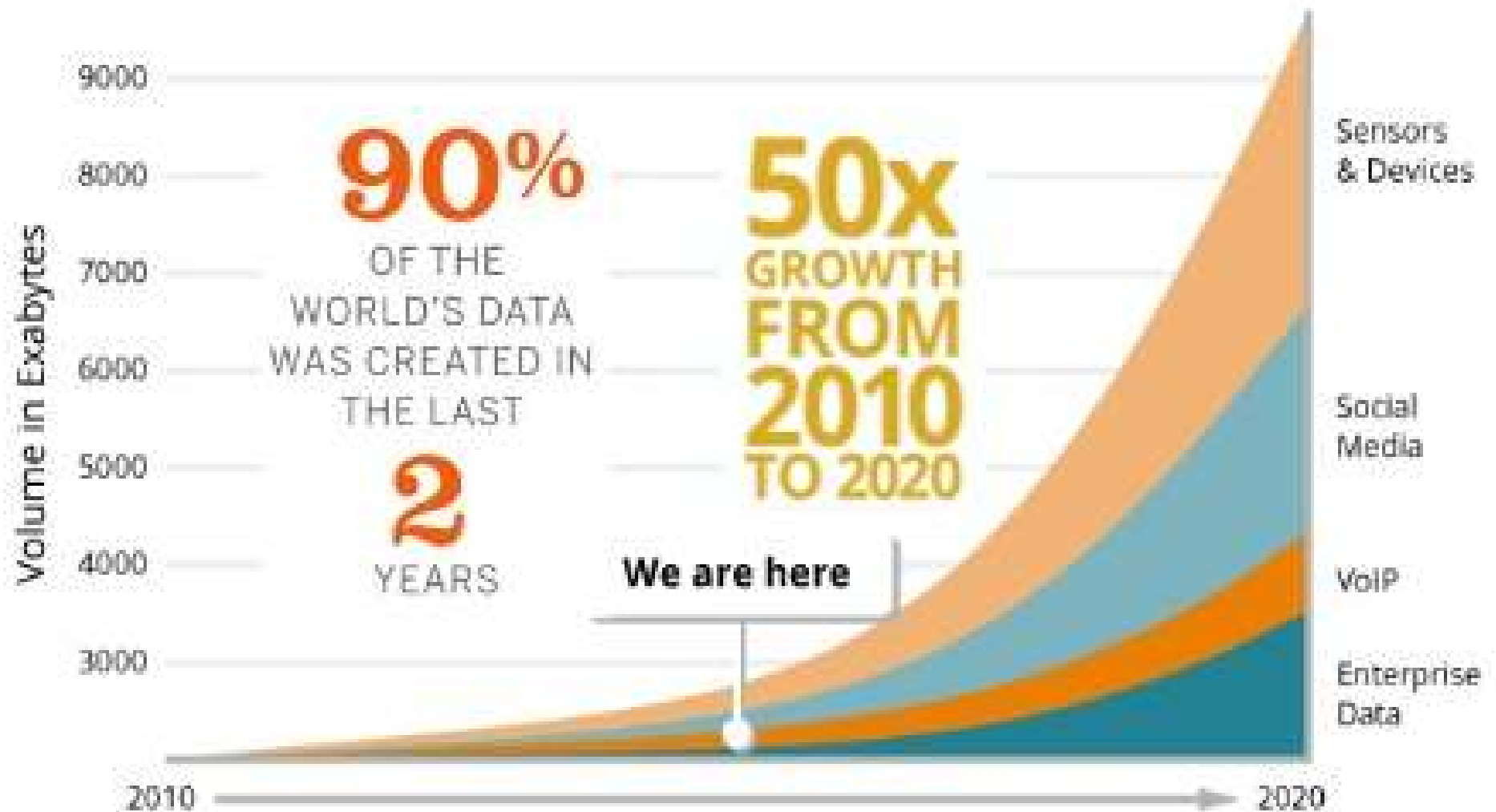


# Global Competition





# Speed of Data Growth





# Role of Telcos



# Opportunity

- Customer experience
- Operational excellence
- Financial Transformation

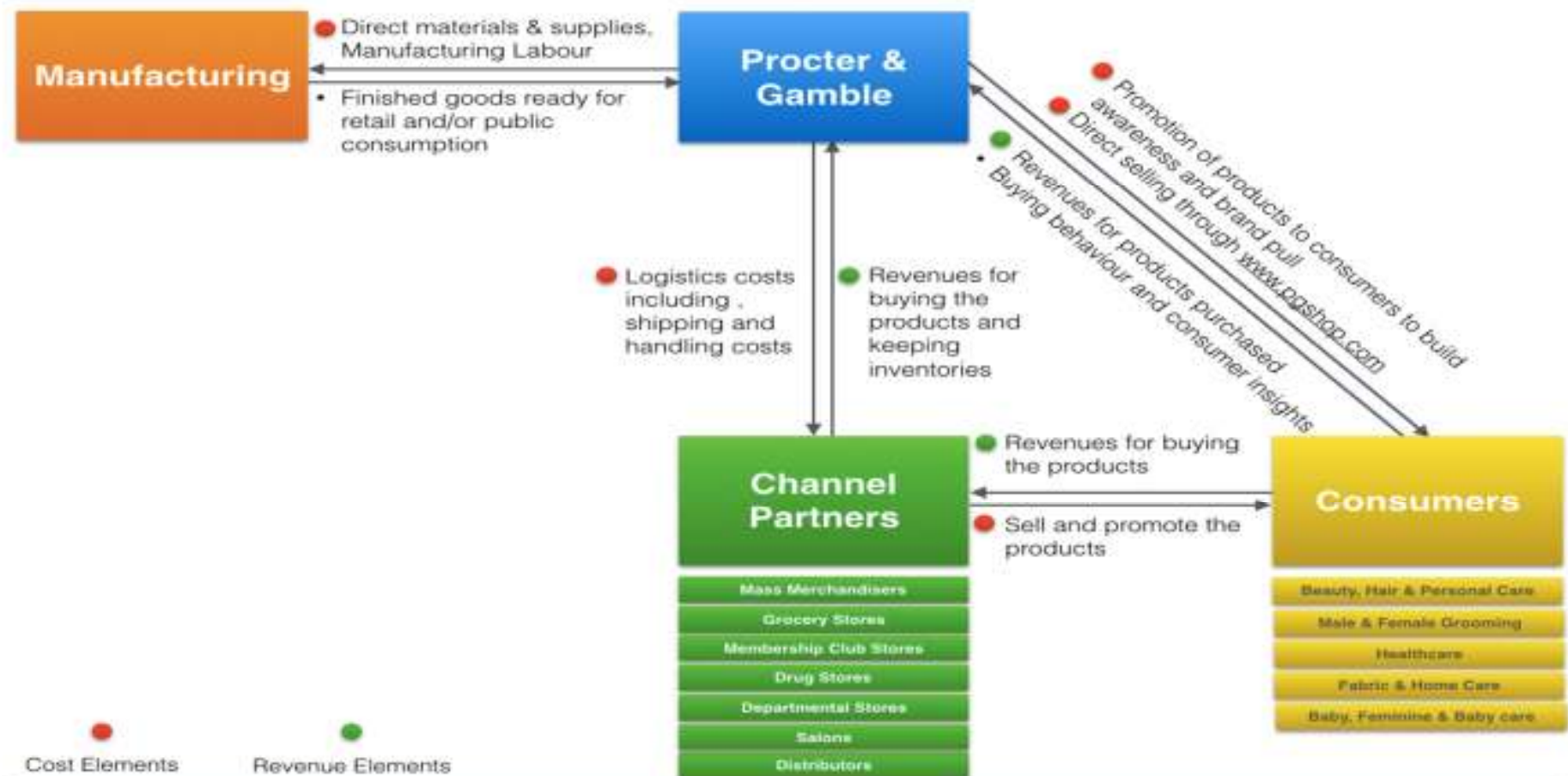
# Customer Experience



# Customer Experience

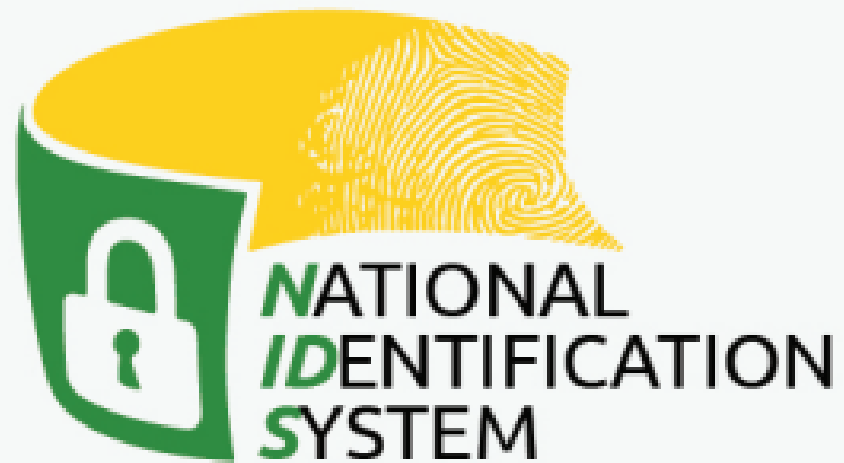
## How P&G Makes Money?

Providing Branded Consumer Packaged Goods Of Superior Quality and Value to Targeted Consumers Around The World





# Operational Excellence



# Financial Transformation

# Today's Approach

## The Status Quo

The Most



Don't have business analytics: it's too hard

The Many



Waste countless hours in Excel with poor results

The Few



Rely on an army of engineers and experts

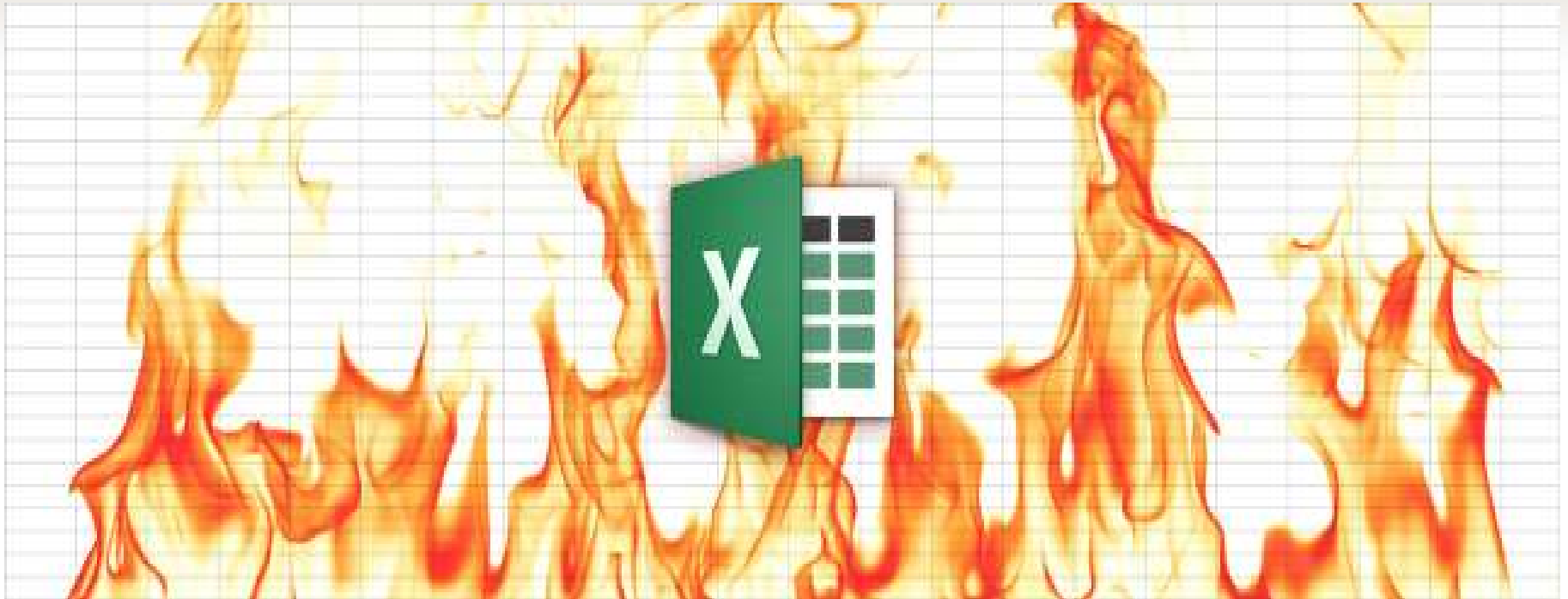
# The Most



Sorry ?  
No Data Available



# The Many



# The Few





**Is there another way?**

# Trivia

**"I think there is a world market for maybe  
five computers."**

*~ ?????????*



# Trivia

**"I think there is a world market for maybe  
five computers."**

*~ Thomas Watson, president of IBM, 1943*

**What changed?**

# What changed?



**Whats the solution?**

**What the solution?**


KEEP IT  
**SIMPLE**



# The Data Movement



# The Data Movement



# “DATA IS THE NEW OIL.”

From the beginning of recorded time until 2003, we created **5 exabytes** of data. 5 billion gigabytes

In 2011 the same amount was created every two days.

By 2013, it's expected that the time will shrink to 10 minutes.

Every hour creates more information than in 1986.

Intel

By 2013, it's expected that the time will shrink to 10 minutes.

Every hour creates another interval until you hit

**7 billion DVDs.**

Slide by slide, that's seven times the length of *Everest*.

Conceded in 2006 by Gieve Hurrey, a British dairy commercial entrepreneur, this now famous phrase was embraced by the World Economic Forum in a 2011 report, which considered data to be an economic asset, like oil.









## Caribbean Population

Population by Island





*We are data people.*

Thank you!



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