





## Dr. Andreas Weigend - Social Data Lab

**Dr. Andreas Weigend** is an expert on the future of big data, social-mobile technologies, and consumer behavior. Andreas teaches at Stanford University, UC Berkeley, and in China. He received his Ph.D. in Physics from Stanford after studying in Germany and Cambridge, UK.

As Amazon's chief scientist, he helped create the firm's data strategy and customer-centric culture. Andreas founded the Social Data Lab, which connects faculty and students with companies looking to find new forms of engagement with their customers.

Andreas also advises innovative startups and regularly consults for large corporations including Alibaba, AT&T, Best Buy, GE, Lufthansa, MasterCard, SingTel, Tencent and Otto Group on how to leverage social data, see [weigend.com/consulting](http://weigend.com/consulting).

In his speaking engagements, he shares insights on the untapped power of data and its irreversible impact on individuals, business, and society, see [youtube.com/socialdatarevolution](http://youtube.com/socialdatarevolution). Andreas lives in San Francisco, Shanghai, and on [weigend.com](http://weigend.com).

PRESENTER

BIG DATA 1 & 2



## Dr. Claudia Perlich - Chief Scientist

**Dr. Claudia Perlich** serves as Chief Scientist at Dstillery (the former Media6Degrees) and in this role designs, develops, analyzes and optimizes the machine learning that drives digital advertising to prospective customers of brands. She is an active industry speaker and frequent contributor to industry publications; enjoys serving as a guide in world of data and was recently named winner of the Advertising Research Foundation's (ARF) Grand Innovation Award and was selected as member of the Crain's NY annual 40 Under 40 list.

She has published numerous scientific articles, and holds multiple patents in machine learning and won many data mining competitions. Prior to joining m6d in February 2010, Claudia worked in Data Analytics Research at IBM's Watson Research Center, concentrating on data analytics and machine learning for complex real-world domains and applications. She has a PhD in Information Systems from NYU and an MA in Computer Science from Colorado University and teaches "Data Mining for Business Intelligence" in the NYU Stern MBA program.

PRESENTER

BIG DATA 1



## Rahul Gupta-Iwasaki - Computer Scientist

**Rahul Gupta-Iwasaki** graduated with his Bachelors in Computer Science from Stanford University in June 2014.

Since then, he has been working on Fluxy, a startup he cofounded bringing dynamic pricing to the restaurant industry. Prior to Fluxy, Rahul interned at Amicus, Symantec, and SeeYourImpact.org.

Rahul joined Andreas' Social Data Lab after taking Andreas' course, "MS&E 237: Social Data and Electronic Business," four years ago as a freshman at Stanford. Often the youngest in the room, he uses his irreverence and outsider perspective to explore unstated assumptions, brew potent questions, and wrangle curious insights.

PRESENTER

BIG DATA 1



## Mike Wei - Data Analyst

**Michael Wei** is a data analyst who has worked to create interesting tools and insights at LinkedIn and in mobile gaming. He graduated from Stanford University with a BA in Economics in 2011

PRESENTER

BIG DATA 1



## Jeremy Carr - Data Product Developer

**Jeremy Carr** is an expert in product development and building successful data products.

He excels at helping companies to align their products and data to drive customer value, distilling complex problems into simple elegant solutions, and uncovering actionable insights that are oftentimes hidden in plain sight.

Jeremy serves as Director of Product at ClearSlide, a SAAS sales engagement platform. He and his team are unlocking the value of engagement data and pushing the boundaries of the science of sales.

Previously he was at Palantir where he opened two international offices and helped reduce foreclosures at the worlds largest home lending institutions.

He's lead product teams and advised 4 previous technology companies that resulted in successful acquisitions. He earned a Masters in Management Science and Engineering from Stanford, and a Bachelors of Economics and Computer Science from Carleton College

PRESENTER

BIG DATA 2



## **Gam Dias** - Data Strategist and Product Manager

**Gam Dias** is a co-founder and Principal of Mo-Data, a Silicon Valley based Data Strategy consulting and software company. As Data Strategist and Product Manager, Gam's team helps businesses develop the 'data mindset' that is required to face tomorrow's business challenges. The team also works with clients to deliver data strategy and the design of new data-enabled products and services.

Gam was born in London, England, ran the Data Driven Innovation Group at Aviva Insurance, and has spent the majority of his career working with enterprise applications such as Oracle CRM and Hyperion Business Intelligence. He has worked with large enterprise organizations such as Rio Tinto, Telefonica Argentina, Woolworths Plc, SuperValu, Walmart.com and Cisco.

Gam has a Bachelor's Degree in Computer Science from Liverpool University and an MBA from Warwick Business School. Gam travels, cooks and wonders a lot about his personal data.

PRESENTER

**BIG DATA 2**

# THE VALUE PROPOSITION

Your own experience is the point of entry into a discussion on BigData.

Weigend and Perlich lead the conversation, helping you to ask the right questions so that you can find answers to your most vexing questions.

## WHAT TO EXPECT

### FORMAT

- Two and a half day workshop, 24 - 26th July & 13 - 15 August 2014 in Amsterdam
- 15 owners of Big Data across the Naspers Group
- You bring your most vexing challenges in applying Big Data to marketing and customer relations for input from Weigend and Perlich and an in depth discussion and evaluation of proposed solutions (you remain responsible for solving your own business problems)

### PRE-WORKSHOP COMMITMENTS:

- You must respond to the prompts below in no more than 50 words by 15th March. You may add your own questions, or even make statements. But you must at least respond to the prompts below. Caveat! The quality of your input will define the quality of the output in the workshop!
- Your responses to the prompts, or your own original questions, or statements are posted on Naspers Academy's Basecamp site for the workshop, to enable all participants to see questions and comment, pre-workshop. This will also give Weigend and Perlich the opportunity to prepare.
- Post-workshop, for a period of one month, Weigend & Perlich will be available to comment on no more than 15 questions in total posted to the workshop's Basecamp website, no more than 50 words per reply.
- You will receive a second set of questions by mid May.



# WHAT TO EXPECT

## PROMPTS:

- What is the one thing you wish to do with your data?
- What decisions do you need to make?
- What is your key problem that you believe could be solved with data right now?
- With which problem are you hoping to make progress on during the workshop?
- What should be black box, behind the scenes, what should be above the belt?
- A success you had in your work with data last year?
- A failure you had in your work with data last year? Why? What would you do differently?
- What about your competitor: Do you know of any success that you wish you had had?

# PROGRAMME

Wednesday 23rd July: 18:45 - Welcome Dinner at Bluespoon Restaurant in Hotel

## DAY ONE: 24 JULY 2014

- 1 **9:00 – 9:15** **Plenary: Framing** Naspers: The 4th Epoch - Bertie du Plessis
- 2 **9:15- 10:00** Introduction "Transforming data into decisions"- Andreas Weigend
- 3 **10:00-10:30** **Introductions:** Each participant gets 1 minute to say what he or she wants to make sure the other participants must know.
- TEA: 10:30 – 10:45**
- 4 **10:45 - 12:15** **Claudia Perlich presents case studies treating:** Marketing, which email to send to whom? Fraud, when to deny a transaction; Search, which order to show products in? Customer retention vs customer acquisition; what product to buy at what price; how can consumers be helped?
- WORKING LUNCH : 12:15 – 14:00**
- 5 **Step 1:** Select a concrete problem your customers have, and write it down concisely.  
**Step 2:** What data sources you are currently collecting already will be useful towards a solution of the problem?  
**Step 3:** If you had all the data of the world freely available at your fingertips, how would you solve the problem?  
**Step 4:** Now taking into account the expected value of the most relevant data sources as well as the costs and risks (privacy risks, bad PR) formulate out a concrete solution to the problem.  
**Step 5:** Add to the problem statement from Step 1 a sketch of the solution (a diagram, flow chart, bullet points, or what an app would look like, whatever is appropriate).
- 6 **14:00--15:00** **Participants present solutions in groups.** Emphasize the decisions made.
- COFFEE : 15:00-15:15**
- 7 **15:15-16:15** **Evaluating decisions:** The business equation. Measuring the value of data: Assessing the responses to the prompts, proposed questions and statements, finding common ground, pointing to outliers. Selection of problems to be addressed in the group sessions from point of view of "Measuring the value of data."
- 8 **16:15-17:00** **Feedback:** First individually write down the most surprising idea of the day. How does this change one thing you are doing? What new would you try? What is the one thing you wish one of the other participants could help you with? Who is the person, and what do you want from them (e.g., help with defining data you might need, understanding what is out there, convincing the current "owner" to share)? Then report back in plenary.
- DINNER & ENTERTAINMENT: 19:00**

## DAY TWO: 25 JULY 2014

- 1 **9:00 – 9:30** **Participant cases:** Each company to present one specific BIG DATA case that either failed or succeeded. Mention only.
- 2 **9:30-10:00** **Claudia Perlich presents a case study:** Fraud.
- 3 **10:00-10:30** **Creativity, a bottle neck:** New role of creativity, Scientific method, Round trip / turn-around, Role of algorithms, Security of data.
- TEA: 10:30 – 11:15**
- 4 **11:15-12:15** **Learning from data: Defining the question; representation.** Example: Is influencer marketing more than a B2B scam?
- 5 **12:15-12:30** **Short feedback:** What is the most important learning so far? What is still missing?
- LUNCH: 12:30-13:45**
- 6 **13:45-17:00** **Office hours:** Individual / voluntary groups working together on issues discovered during the course of the day. Groups may sign up for 30 discussions with Claudia or Andreas.
- EVENING FREE**

# PROGRAMME

## DAY THREE: 26TH JULY

1 **9:00 – 9:30** **Review: Where are we?**

**Building blocks:**

- 2 **9:30- 10:30**
- Identity (Paypal vs Facebook)
  - Audience vs connected individuals
  - Pair-exercise / Role play
  - Privacy: A romantic notion?

**TEA: 10:30 – 10:45**

*Discussion in groups and in plenary:*

- 4 **10:45 - 12:15**
1. What are the three things about the workshop that you will highlight if you had to write an article for your in-house newsletter? What would the caption be for the article?
  2. Knowing what you know now, what **would** you have done differently?
  3. Now, when back at the ranch, what **will** we do differently?"

**LUNCH and FAREWELL: 12:15**

## PROGRAMME COORDINATORS



**Bertie Du Plessis**

*Chief Learning Officer,  
Naspers Academy*



**Fay Fruet**

*Events Manager,  
Naspers Group*



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