A Dinner with Data

Andreas Weigend

4 August 2012, Shanghai
1970’s

Building Computers
1980’s

Connecting Computers
2010’s

Connecting Sensors
Imagine...

...you had all the data in the world...

... what would you do to delight your customers?
Culture Shift

• Amazon has changed the way a billion people think about purchases
• Google has changed the way a billion people think about information
• Facebook has changed the way a billion people think about identity
Social Data Revolution

Irreversible shift in mindset of individuals:

• what we do,
• how we relate,
• who we are.
Create → Distribute → Consume

- Social
- Local
- Mobile

- Proxy for person
- Easy interactions
Create → **Distribute** → Consume

**Purpose** of communication is to transmit information?

Or... Is information just an *excuse* for communication?
Who do you trust?

- Your insurance?
- Your newspaper?
- Your government?
- Your financial advisor?
- Your rabbi / pastor / personal guru?
Discovery and Recommendation

1. Manual merchandising
2. Product data
3. Implicit user data (Clicks, Searches)
4. Explicit user data (Reviews, Lists)
5. Social data
Amazon Case: “Share the Love”

Amazing conversion rates!
The 4 C’s or Marketing

- Content
- Context
- Connection
- Conversation
Where are the Conversations?

Company

Consumers
Markets are Conversations

Conversations are Markets
Social Commerce

e-business

me-business

we-business
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Additional information:
- Karte nummer: XV/2188/79
“On the Internet, nobody knows you’re a dog”
“On the Internet, everybody knows you’re a dog”
Business Models

Non-Social: Craigslist

Social: Airbnb, Branchout
Mindset

• Does your product or service get better over time, with (social) data?
• Does your customer understand the value for her when she gives you data?
• What is the one social data experience that had the greatest impact on your life?

• Please email ideas@socialdatafilm.com
8 Rules for Social Data

1. Collect everything
2. Give data to get data
3. Start with the problem, not with the data
4. Focus on metrics that matter to your customers
5. Drop irrelevant constraints
6. Embrace transparency
7. Make it trivially easy for people to connect, contribute, and collaborate
8. Let people do what people are good at, and computers do what computers are good at
Contact

Andreas Weigend
andreas@weigend.com

US: +1 650 906-5906
China: +86 138 1818 3800

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