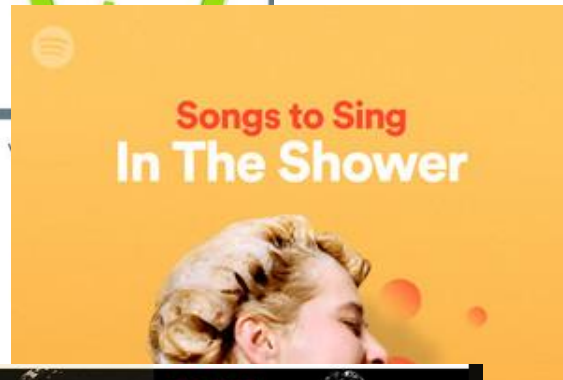
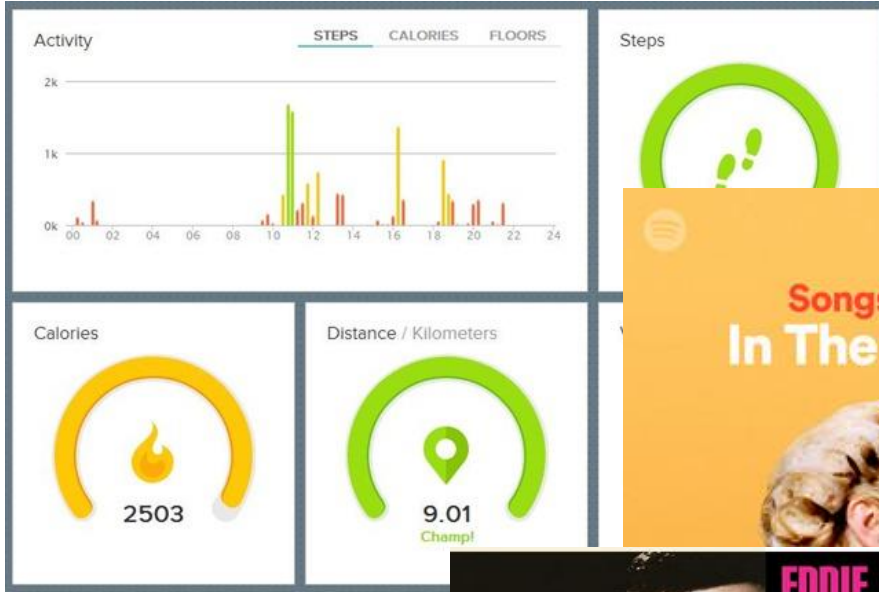


# **DAI BIG DATA AL MACHINE LEARNING**

**Gaia Rubera, Professore di Marketing, Bocconi University**  
**Direttore Laurea Magistrale in Data Science and Business Analytics**

# BIG DATA DA SMALL DATA

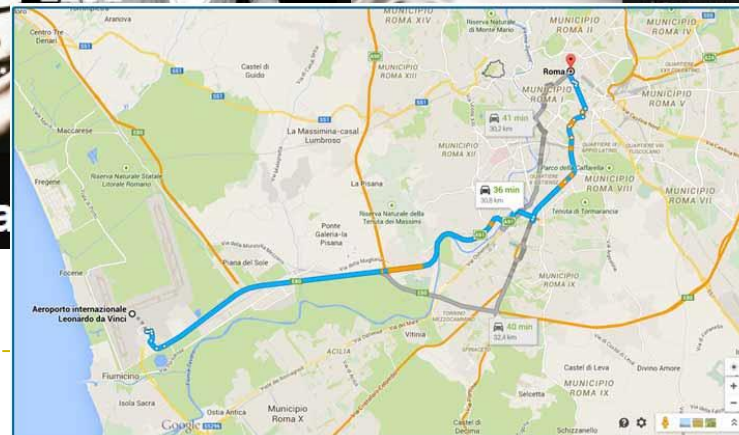


Playlist da rientro

## MATRIMONI



Cucina



# CHI POSSIEDE I BIG DATA?



- ▶ Per molto tempo, solo le grandi imprese hanno posseduto «Big Data»
- ▶ Adesso, una quantità enorme di dati è accessibile a tutti (gratis)...
- ▶ Sui social networks!



# DALL'IMPARARE AL PREDIRE

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**Data**



**Predizione**

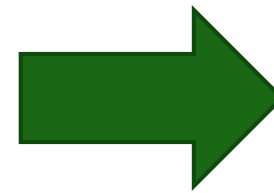
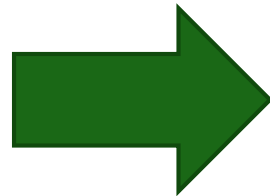


# DALL'IMPARARE AL PREDIRE

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**Data**



**Predizione**

Pesca

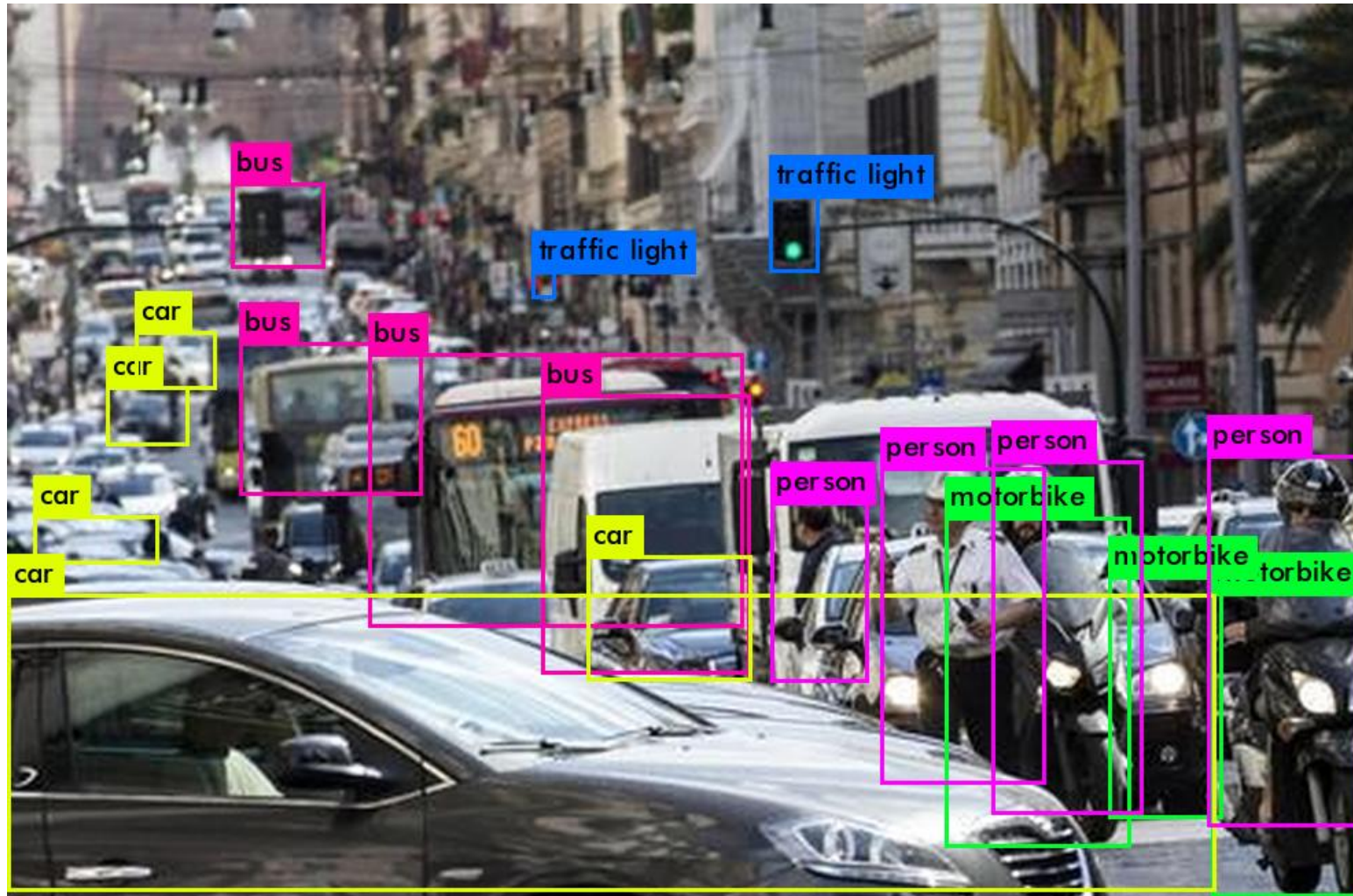




# BIG DATA, SOCIAL NETWORKS E MACHINE LEARNING



# BIG DATA, SOCIAL NETWORKS E MACHINE LEARNING



Predizioni in 0.89 seconds.

- semaforo: 85%
- semaforo: 56%
- bus: 98%
- bus: 88%
- bus: 78%
- bus: 56%
- motocicletta: 99%
- motocicletta : 66%
- motocicletta : 63%
- macchina: 100%
- macchina: 88%
- macchina: 56%
- macchina: 51%
- macchina: 50%
- persona: 98%
- persona: 91%
- persona: 82%
- person: 65%





# DAI CONSUMATORI ALLE IMPRESE

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# LA LIBERALIZZAZIONE DEL MACHINE LEARNING



bed bath  
goodnight tired  
curl sleepy  
sleep laying  
outta ready exhausted  
craw shower  
layin  
cuddle



# DON'T STOP ME NOW (I'm having such a good time)

