



DATA DRIVEN VS DATA-CENTRIC COMPANY

BY :

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DATA DRIVEN

ACCUMULATE DATA

ANALYZE DATA

TAKE DECISION

DATA DRIVEN - NETFLIX

ACCUMULATE DATA – ACQUIRE DATA FROM ITS 223 MILLION SUBSCRIBERS

ANALYZE DATA – FIND PATTERN OF WHAT PEOPLE LIKE

TAKE DECISION – PRODUCE HIGH PERFORMING CONTENTS

1.65 BILLION HOURS PLAYED

N SERIES

SQUID GAME

1.35 BILLION HOURS PLAYED



STRANGER THINGS

496 MILLION HOURS PLAYED



DATA CENTRIC

BUILD A BUSINESS MODEL

HOW DATA COULD SUPPORT

OPEN ALL DATA SERVICES

DATA CENTRIC - GOOGLE

BUILD A BUSINESS MODEL – ADVERTISEMENT WHEN USERS SEARCH FOR INFO

HOW DATA COULD SUPPORT – USE USERS' DATA TO DEPLOY RELEVANCE ADS

OPEN ALL DATA SERVICES – PROVIDE ADS TOOLS FOR THE ADVERTISERS

DATA DRIVEN **VS** DATA CENTRIC

LOWER RANK (MASTER)

USE DATA TO MAKE DECISION

HIGHER RANK (GRANDMASTER)

USE DATA TO SUPPORT BUSINESS MODEL



GRACIAS
FOR YOUR ATTENTION