# DATA DRIVEN VS DATA-CENTRIC COMPANY

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## DATA DRIVEN

ACCUMULATE DATA

ANALYZE DATA

TAKE DECISION

### DATA DRIVEN - NETFLIX

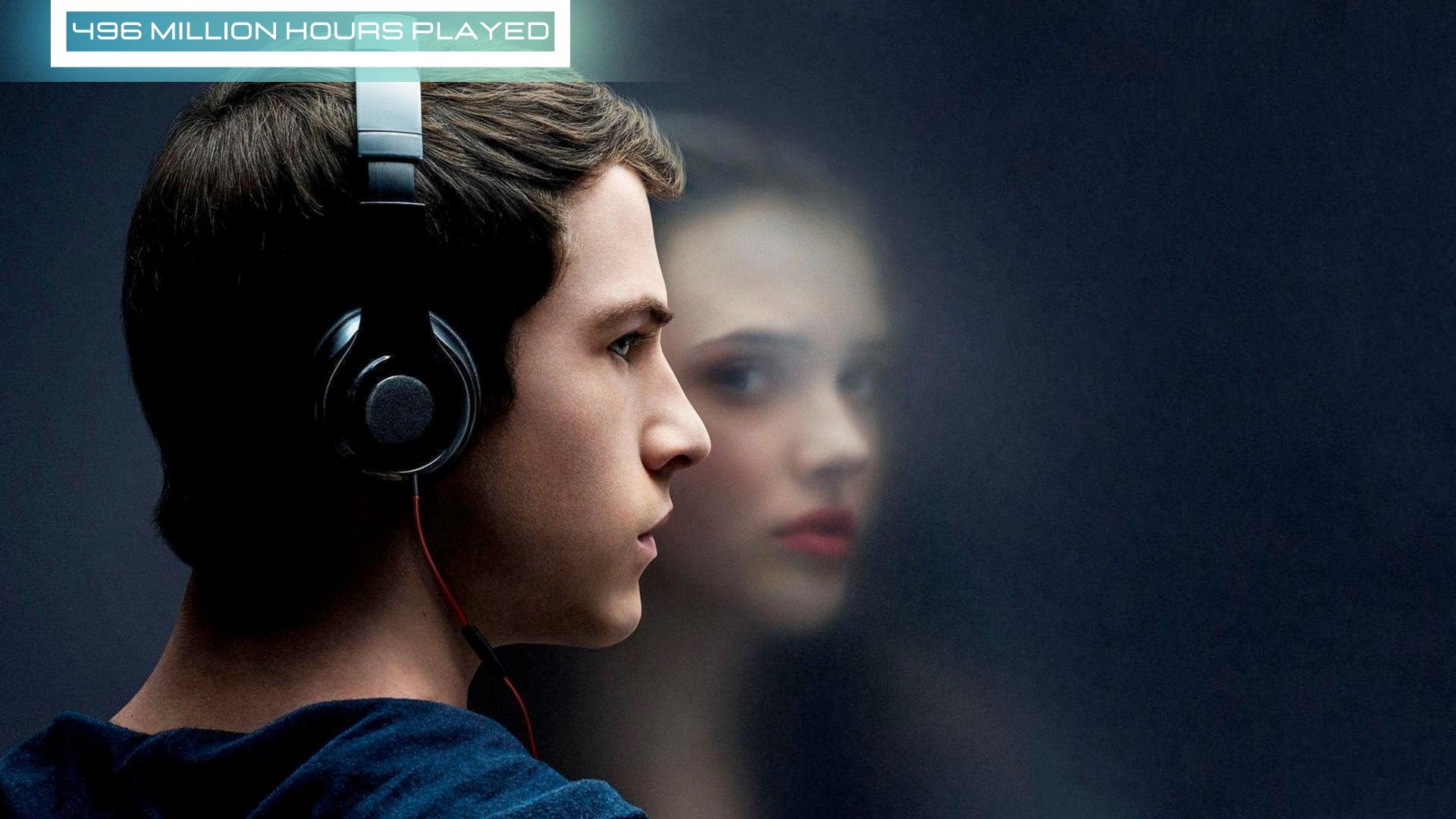
ACCUMULATE DATA - ACQUIRE DATA FROM ITS 223 MILLIÓN SUBSCÍBERS

ANALYZE DATA - FIND PATTERN OF WHAT PEOPLE LIKE

TAKE DECISION - PRODUCE HIGH PERFORMING CONTENTS







# DATACENTRIC

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

# FOR YOUR ATTENTION