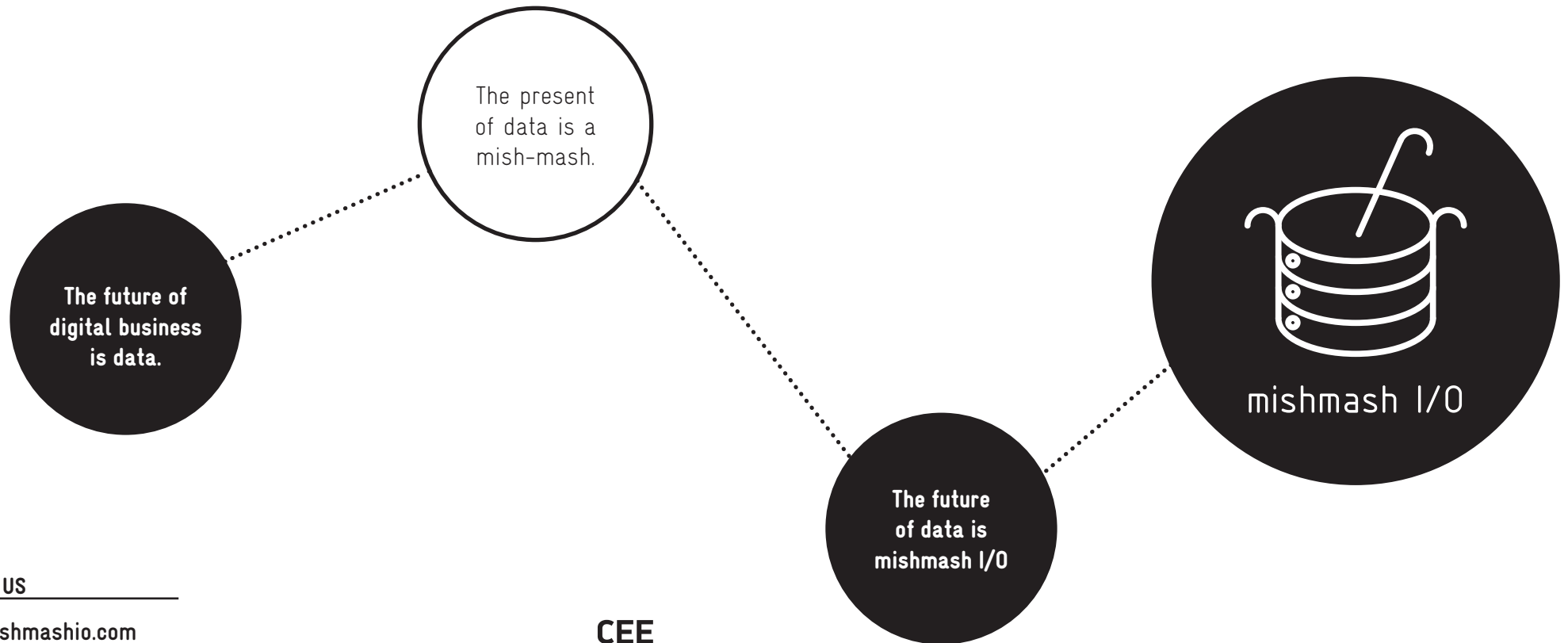


"In theory there's no difference between theory and practice; in practice there is."

- Big Data -

# The Practical Guide to Big Data



## CONTACT US

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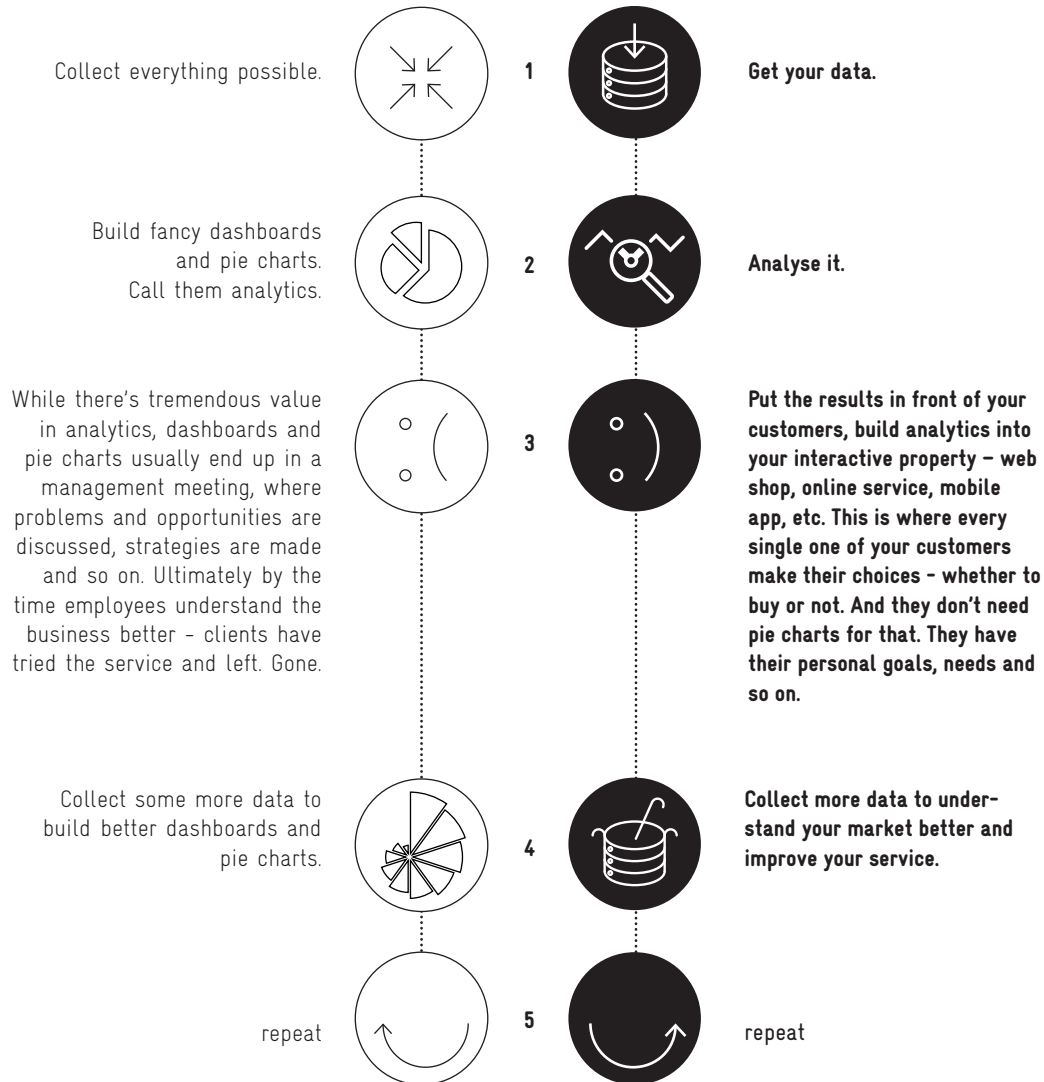
# The Big Picture of Big Data

# Q&A

HOW PEOPLE USE BIG DATA NOW  
AND HOW THEY UNDERSTAND IT?



WHAT BIG DATA IS MEANT  
TO DO, ACTUALLY?



**Q How much data is Big Data?**

A Size doesn't matter. It's how you use your data, what value you extract and ultimately how much money you make out of it. Big Data is an ideology and attitude towards exploiting opportunities your data gives you.

**Q Why do they call it BIG data?**

A Once you adopt the ideology and take advantage of one opportunity after another - your data will become big. Value is rarely in the number of data points, it is the drive for value that increases data size. Big data is where you end up, not your starting point.

**Q What kind of opportunities are there in my data?**

A All sorts of. From personalised experiences for regular clients and recognizing their needs at the moment of sale; through individualised promos, retention and improving usage or sales; all the way up to uncovering unmet demand and outsmarting the competition. Opportunities are bounded only by your ability to actually bring them to market.

**Q When is a good time to start bringing knowledge to the market?**

A Now.

**Q I guess I have to collect some data first?**

A Not really. If your app, service or online shop is already in front of your customers - you have enough data to start - their purchase or usage history.

**Q I already have all sorts of items in my database. Where do I begin?**

A Best starting point is usually the data about your users or customers. Your success depends on them.

**Q And how do I take advantage of my data?**

A A digital business interacts with its clients through software- a web site, service or mobile app. Software interacts with them 24/7, 1-on-1. Implement algorithms to 'teach' it how to behave in front of every single customer.

Software is both flexible and relentless - automate your business and it will deliver.

**Q Sounds great! Why is nobody doing it then?**

A In fact, automating business has been around for years. The Big ones do it - Google and Facebook use their data to target ads. Amazon does individual pricing and promos in a similar way. There are lots of success stories around them.

Everyone else is limited by dominant technologies and availability of skills. It is easy to get nice dashboards and pie charts from your data, but it is still difficult for a company to 'teach' software how to do business.

**Q Is mishmash I/O going to change that?**

A Yes. We believe every developer - web, mobile or else already knows how to implement algorithms and automate processes. They understand information and data too. Mishmash I/O removes technological challenges for them so they can get creative and build great features and algorithms to automate your business. Why look for expensive and hard-to-find experts when they are already with you?

**Join our Innovators Program and get:**

➔ mishmash I/O

➔ extra code

➔ discounts

➔ advice on what

**Big Data can do for your business.**

**Meet us at the Startup Expo area or apply at [mishmashio.com/webit](http://mishmashio.com/webit)**