

Managing Data and its Implications

Lecture Title: Why has data become important?



Lecturer: Angelito Sciberras

Date: 14 June 2023

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Business Administration

Last Lecture

- What constitutes data
- Qualitative vs Quantitative data
- Different types of data
- Data is measurements
- Storage
- What is big data
- 7Vs of big data
- How companies use big data and data
- Different data and tools used by different departments within a company



*“The world’s most
valuable resource
is no longer oil,
but data”*

- The Economist, May 2017



Why has data become so valuable?



Profiling

“the practice of categorising people and predicting their behaviour according to particular characteristics such as race or age”

- Collins Dictionary



Profiling

Profiling customers into specific segments will enable

- the targeting of each group with offers according to **their needs**
- ensures that each customer gets the **relevant marketing messages** at the right time
- you can boost your sales by creating **customised products and services** for each group.



Profiling

- Demographic
- Geographic
- Psychographic
- Behavioural



Profiling



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Profiling



Profiling - Methods

- Questionnaire
- Survey
- Interviews
- Activity Data



Pregnancy and Power of Data



Why the hell are you sending these maternity coupons to my daughter?

Profiling



I search about my next holiday destination on Google.

That same evening when on Facebook most adverts are about the destination.

What's happening?

NETFLIX

amazon
prime video



HBOmax



Describe Netflix?

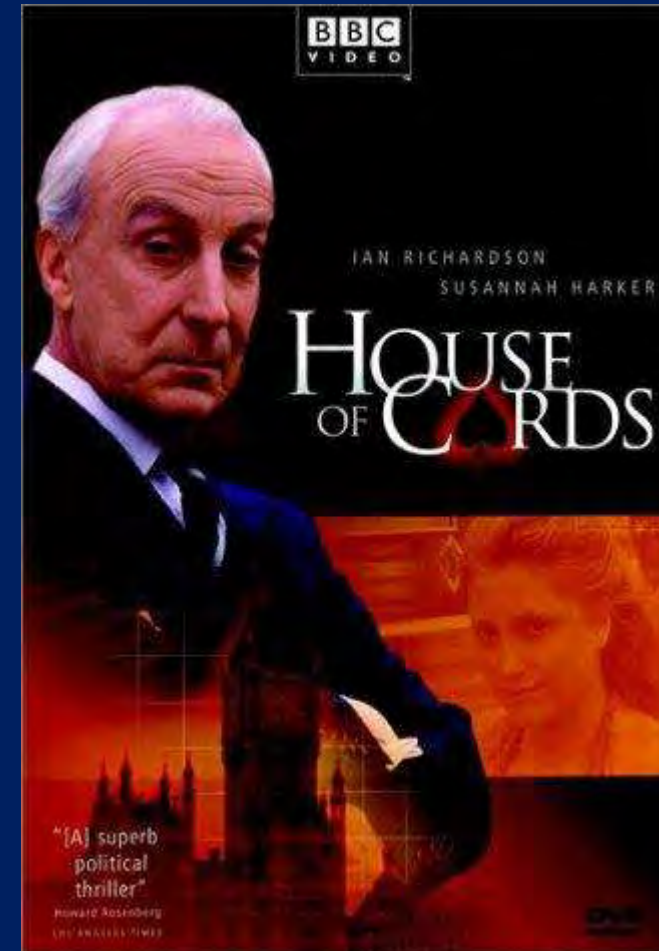


About

Netflix has been a **data-driven** company since its inception. Our analytic work arms decision-makers around the company with useful metrics, insights, predictions, and analytic tools so that everyone can be stellar in their function. Partnering closely with business teams in product, content, studio, marketing, and business operations, we perform context-rich analysis to provide insight into every aspect of our business, our partners, and of course our members' experience with Netflix.



VS



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Digital Footprint

the trail of data that is left behind when
someone uses digital services and devices



Digital Footprint

Services:

- search history
- social media activity
- online purchases
- location data etc.



Digital Footprint

Devices

- smartphones
- fitness trackers
- smart home devices
 - TV
 - Refrigerator
 - AC
 - Google Home/Alexa
 - Hue Lights



Digital Footprint





Event Opportunities
Operations

Weekends
trains will not run to Brooklyn all weekend
Please take
to Atlantic Ave-Barclays Center

NETFLIX



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15:00



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Digital Footprint



Why does social media
need you to be online as
much as possible?

Digital Footprint

It wants to get to know you



Digital Footprint



Cambridge
Analytica

1

In 2014 a Facebook quiz invited users to find out their personality type

2

The app collected the data of those taking the quiz, but also recorded the public data of their friends

3

About 305,000 people installed the app, but it gathered information on up to 87 million people, according to Facebook

4

It is claimed at least some of the data was sold to Cambridge Analytica (CA) which used it to psychologically profile voters in the US





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Data at Companies

Risks



Data at Companies



Data at Companies



Data at Companies



Data at Companies





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Data at Companies

Phishing

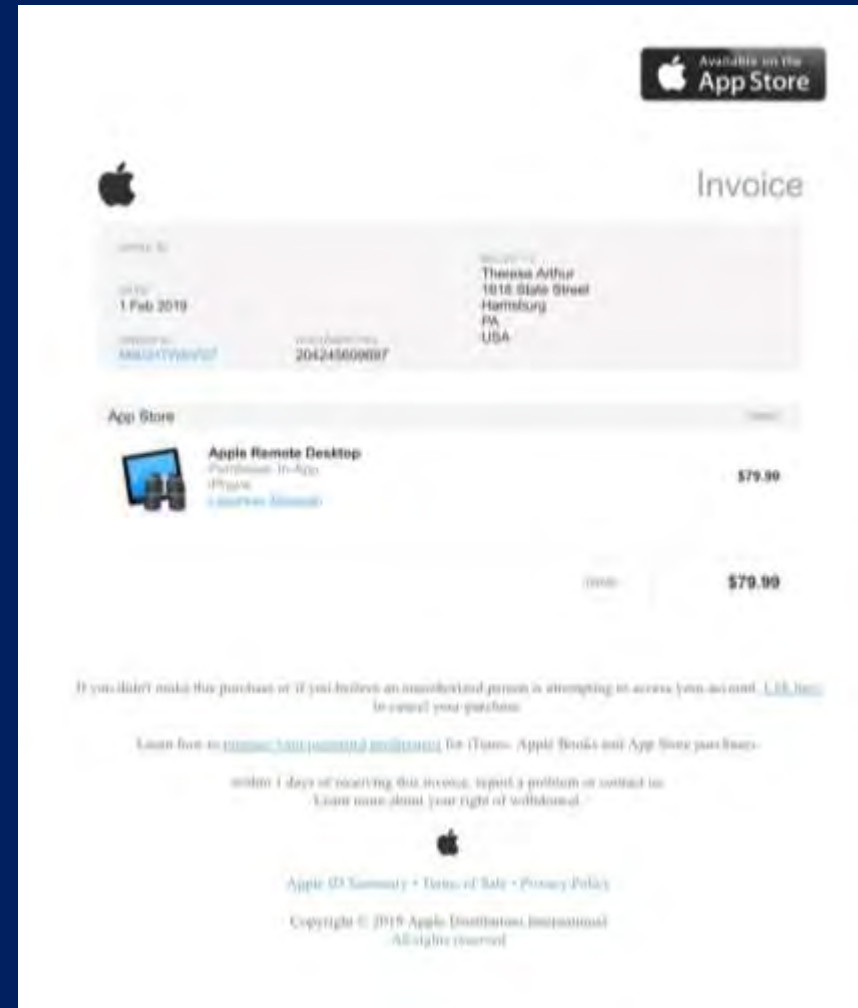
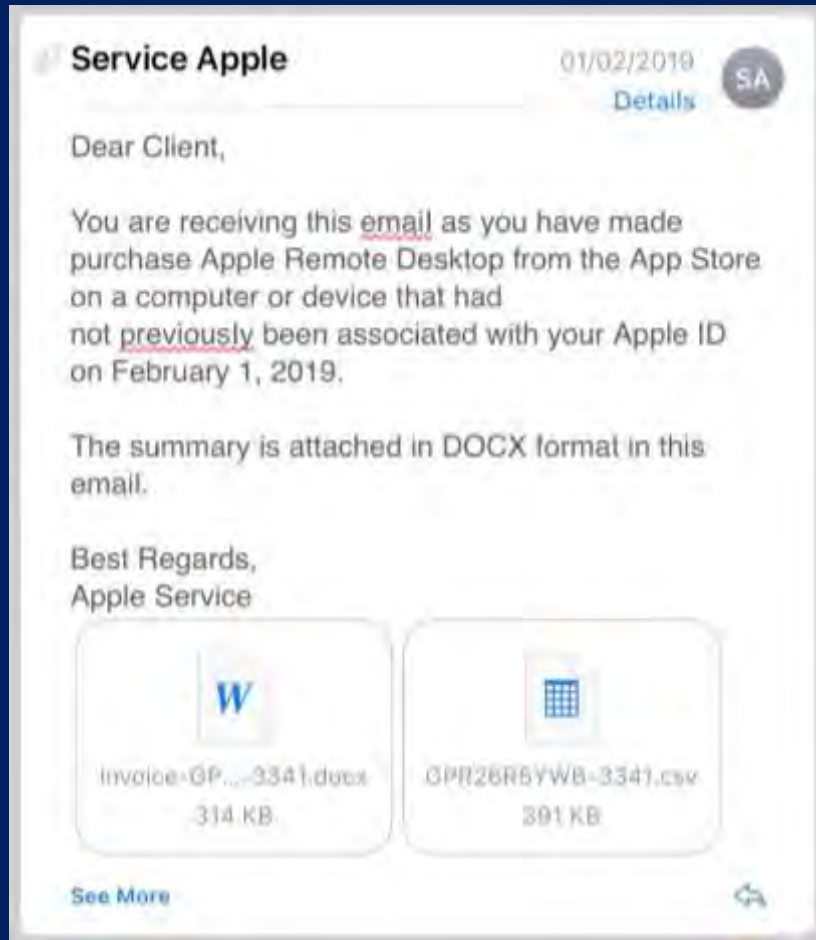


Spear-Phishing vs Phishing

- Embedding a link in an email that redirects your employee to an unsecure website that requests sensitive information
- Installing a Trojan via a malicious email attachment or ad which will allow the intruder to exploit loopholes and obtain sensitive information
- Spoofing the sender address in an email to appear as a reputable source and request sensitive information



Spoofting



Embedding

Walmart <ezabel@lizavit.stylestoday.pw> 13 May (3 days ago) ☆
to me ▾

Why is this message in Spam? It's similar to messages that were detected by our spam filters. [Learn more](#)

\$1000 Walmart Gift Card

[Click Here](#)

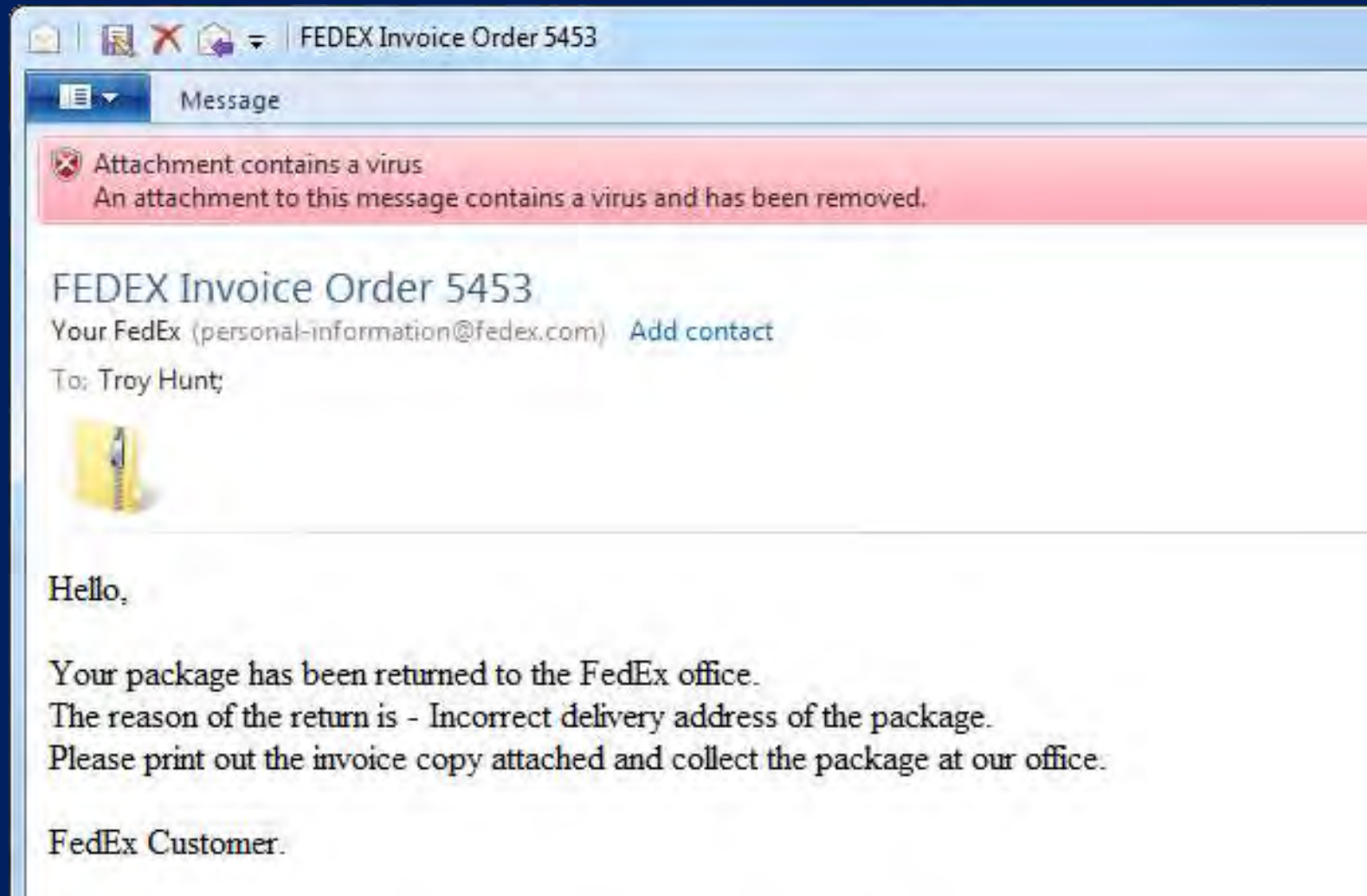
Congratulations! A \$1000 Walmart Gift Card is waiting...

We are pleased to announce you've been selected.

Start Right Away



Trojan



Spear-Phishing vs Phishing

Personal vs Bulk





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Phishing





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