Data Visualization
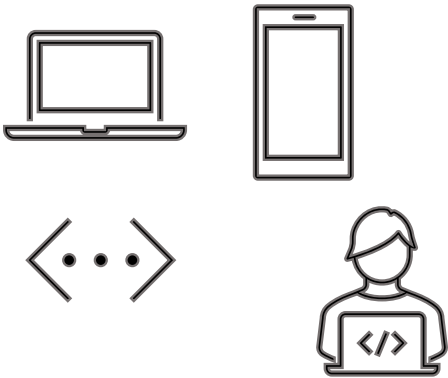
Web Marketing – class 5
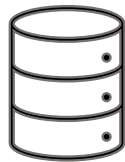
IBENN
CONSULTING

Most of web-marketing decisions should be data-driven.
It implies collecting, processing and querying data from data bases.

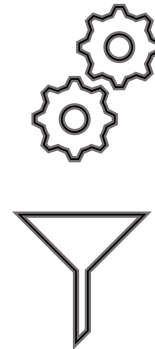| Data Collection	Data Processing	Data Visualisation

Raw data
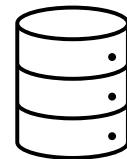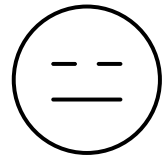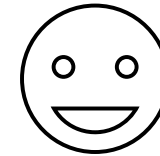
Processed data

Once the data is eventually available, data visualisation is the 'final touch' that makes the data easily readable.
The objective is to enable decision makers to get at one glance a clear understanding of how things are going, and take appropriate actions.
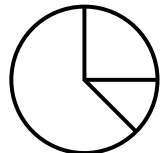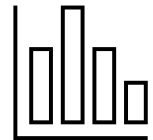
Data Visualisation

Processed data

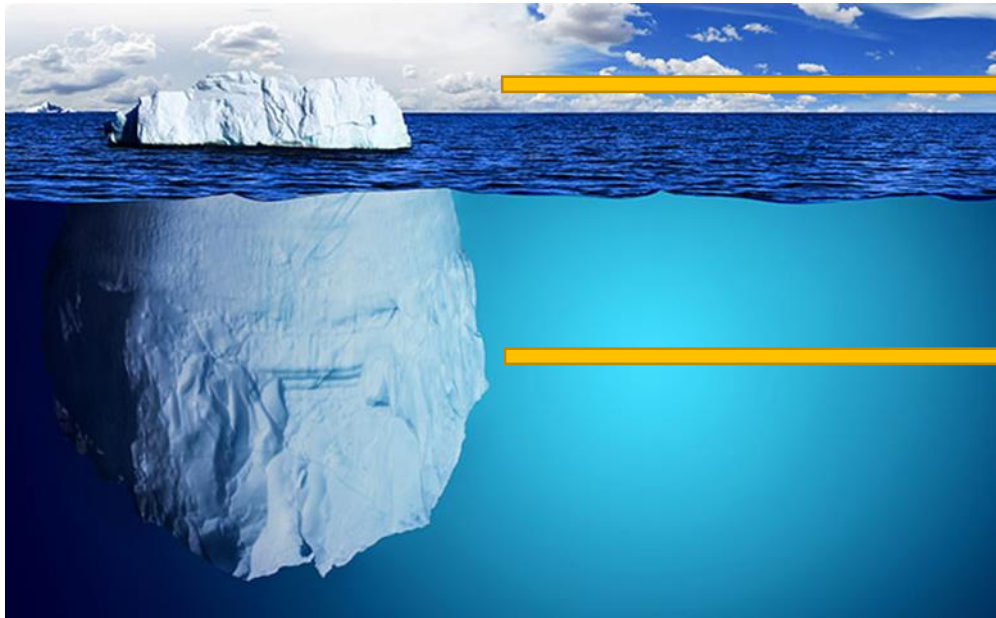From ugly csv files that you have to re-work manually

To beautiful graphs, tailor-made for the company specific needs

Visible part of the iceberg : data visualization.

Hidden parts of the iceberg :

- Objectives and Kpis definition
- Data collection
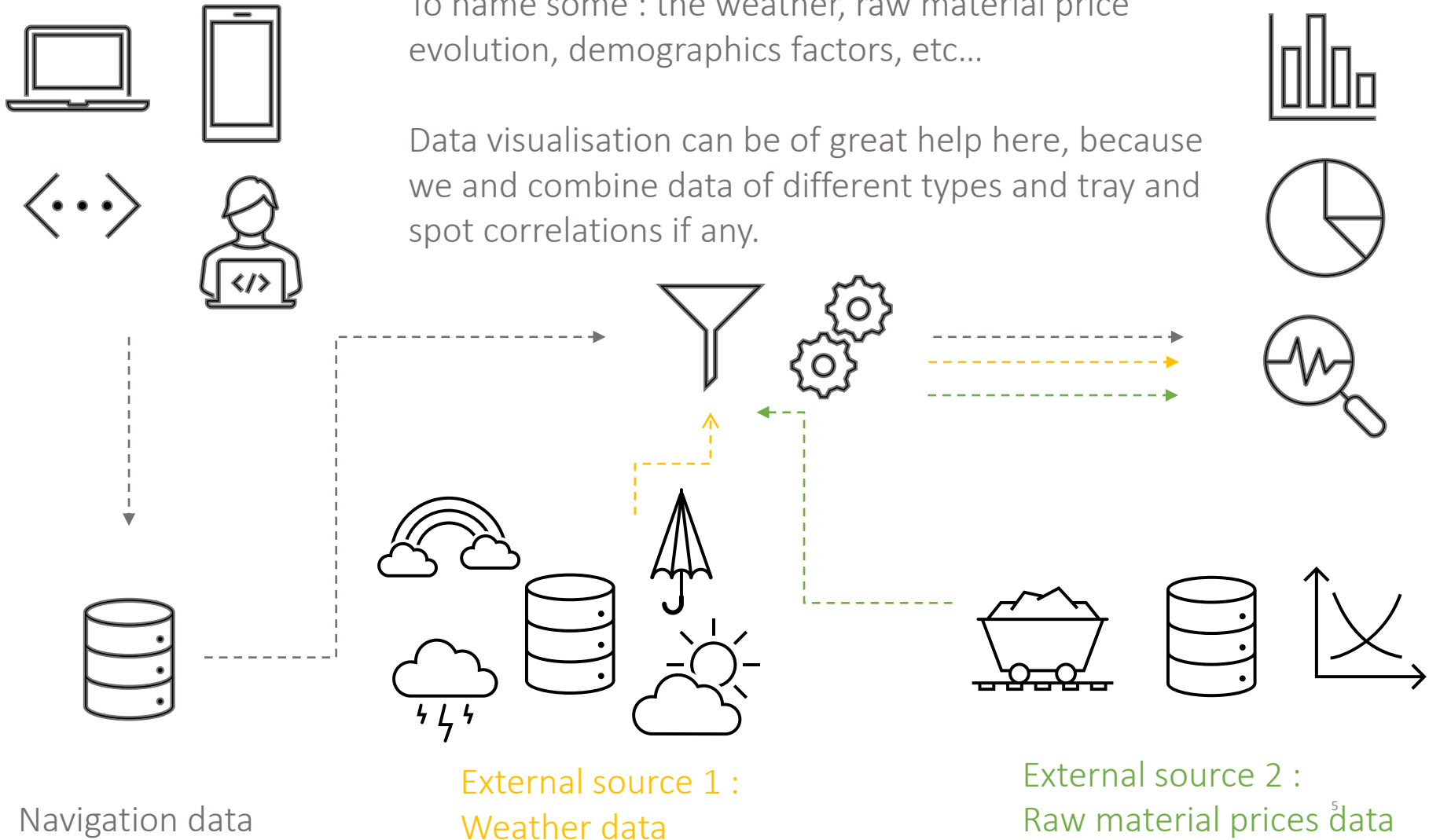- Data processing (with potential data bases synchronization)

If those steps are not fully completed there are no chances that data-visualization will help much further.

Broaden the data scope

There are numerous of external factors that can play a significant role in the business.
To name some : the weather, raw material price evolution, demographics factors, etc...

Data visualisation can be of great help here, because we and combine data of different types and tray and spot correlations if any.

Navigation data

External source 1 :
Weather data

External source 2 :
Raw material prices data

Thanks for your attention.