Knowing your customers: what does the Big Data tell us?
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25 years of experience in Marketing, Digital and Innovation.

Socialy – Dir. Business Consulting (marketing & communication agency)
Vigimilia - co-founder and active investor (big data decision tool)

Investor and mentor in many start-ups.

Previously:
Innovigo - co-founder (digital business consulting firm)
Weekendesk - eCommerce Marketing Director
Voyages SNCF - France Mission Officer
TousEnFrance.com - co-fondateur & CEO
Pierre & Vacances - CTO & Innovation
Havas Voyages - CTO & Innovation
Deloitte & Touche - consultant
Social Networks, Blogs, Specialized websites, Forums, Review websites: the best locations to share, promote and be seen.

The best sources of information when you want to know your customers better.
Listen to their posts, articles, testimonials, reviews, pictures, conversations, ...

Identify their drivers, key topics, satisfaction & dis-satisfaction, ...
How can monitoring help decision making?

Intelligence Listening
Real-time
Spontaneous publications
400M captured sources
+190 countries covered
61 languages processed
Capturing online media
Automated analysis of the tone of publications
Recognition of objects
The results of this query are mostly found on Website and mainly about Travel. The authors are mostly around 18-24 years old, female and located in United States of America.
Videos' information
What for?
Transform observation into action: make sense of the data and act

Detect market opportunities
Brand monitoring
Alerting & Weak signals detection
Adapt products and contents to the markets and customers
Monitor and influence the demand
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