



Cosa fare e cosa non fare con i Dati

per dare ai clienti un'esperienza sorprendente

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Cerved ON_Marketing Services



Crescita

Data

Crescita Data-driven

Table 1.2 Percentage of the world's population belonging to no religion or religion, 1910–2010.

	1910	1950	1970	2000	2010
No religion	0.2	6.7	19.2	12.9	11.8
Agnostics	0.2	5.1	14.7	10.7	9.8
Atheists	0.0	1.6	4.5	2.2	2.0
Religion	99.8	93.3	80.8	87.1	88.2
Christians	34.8	34.2	33.2	32.4	32.8
Muslims	12.6	13.6	15.6	21.1	22.5
Hindus	12.7	12.6	12.5	13.5	13.8
Buddhists	7.9	7.0	6.4	7.3	7.2
Other religionists	31.8	25.9	13.1	12.8	12.0

Data source: Todd M. Johnson and Brian J. Grim, eds., *World Religion Database* (Leiden/Boston: Brill, accessed January 2012).

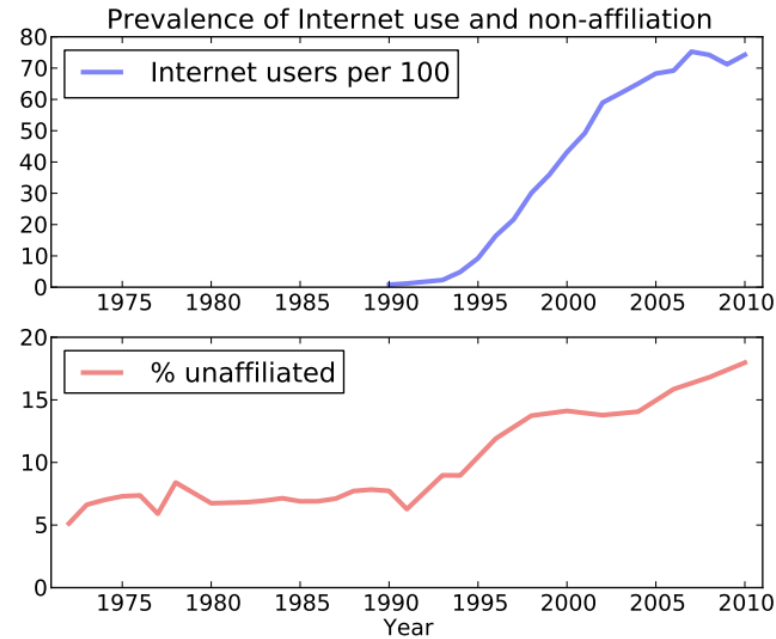


Figure 1: Internet users per 100 people and the fraction of the population with no religious preference, 1972–2010. Sources: World Bank, General Social Survey (GSS).

Correlation is NOT Causation



Il livello di aspettativa di consumatori e industria è cresciuto drasticamente

500MB daily data output per person, globally, in 2012

62GB daily data output per person, globally, in 2025



Definire obiettivo chiaro in anticipo

“A common mistake businesses make is to assume machine learning is magic, so it’s OK to skip thinking about what it means to do the task well.”

– Cassie Kozyrkov, Chief Decision Scientist, Google

Right data. Right Team. Right mindset