

Shaping the future with Data

HOW DATA CAN BECOME THE MOST VALUABLE ASSET FOR A BUSINESS/ COMPANY

WELCOME!

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PREMISE

why Data?

Nowadays they seem

EASY TO FETCH

EASY TO COLLECT

EASY TO PARSE

Be **aware**
of your
question!

For example...

Today, what's one of
the most important
tool based
on big data?





ChatGPT





Can you do multiplication?



Yes, I can perform multiplication. If you have a multiplication problem you'd like me to solve or if you have any questions related to multiplication, please feel free to ask, and I'll be happy to assist you.



What is 9745128×68 ?



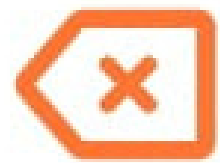
The result of multiplying 9,745,128 by 68 is 662,573,824.



9.745.128×68

= 662.668.704

C



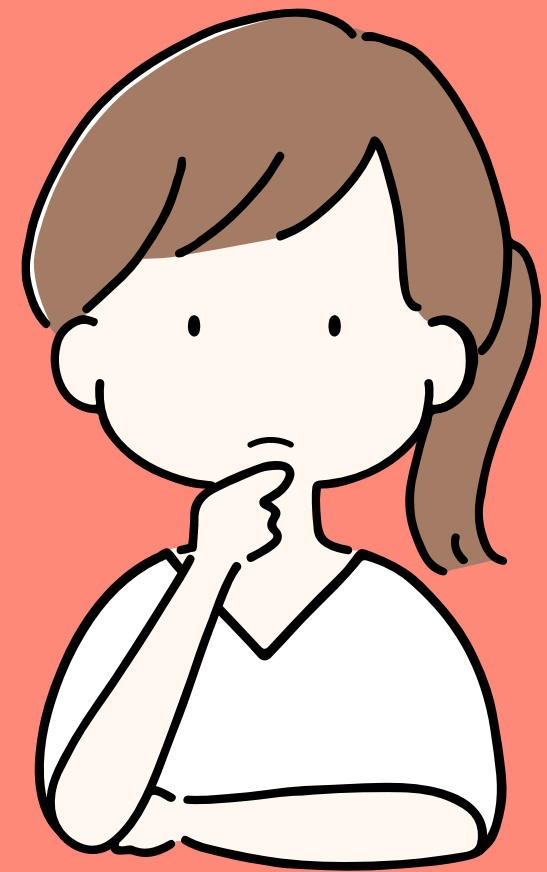
%

÷



**The tool is based on
300 billion tokens
and is created by the
most talented and
skilled engineers**

So, what's wrong?





YOU!

*"Most people use statistics like a drunk
man uses a lamppost;
more for support than illumination"*

Mark Twain/Andrea Lang

Data Quality

Quantity of data doesn't always matter

Double Check your Data



Data Ethics

Transparency and **Responsability**

Privacy and **Data Protection**

Bias and **Discrimination**



How **data**
can be our
best **asset**

DDDM

DATA DRIVEN
DECISION MAKING

Use of **facts, metrics, and data** to guide strategic business decisions, aligned **with own goals, objectives, and initiatives.**

 *Data Airlines*





DDDM

Pillars

Launch

Building

Scaling

Changing



1. Launch YOUR START-UP



Market Analysis

- Competitor Analysis
- Market Trends Identifying
- Forecasting



*"Torture numbers, and they will
confess to anything"*

(Gregg Easterbrook - journalist American writer)

Presenting the Data

- Full understanding of your data
 - Clarity of the data
- and don't fool your business angel!!!

2. Build YOUR COMPANY

Increase the value with costumers' Data

- Take data from Pilot Customers
- Focus on core tasks through analytics
- Iterate your way to adding more value, **not more features**



Suggestions. Algos A/B test

1

**Enhancing
customer
experience**

2

**Maximizing
Sales and
Satisfaction**

3

**Continuous
Optimization**
e.g. Stock Management

Present Data to Partners

1

**Weekly
Reports**

2

Trends & KPIs

3

OKRs

CASE STUDY

Mc Donald's - Dynamic Yield

What tells us about digital transformation and customers data usage

Mc Donald's shows us food based on

Time of day

Weather

Restaurant location

Restaurant traffic

Food that is trending.



3. Scale YOUR COMPANY



New Markets

- Market Research on Trends and competition

Diversification

- Customer Feedback through surveys and reviews

Network Growth

- Data from internal processes, sales and operations in order to identify scaling opportunities

4. Change MANAGEMENT

AI, data flow analysis

- Predictive analytics can forecast potential resistance and facilitate proactive change measures.

AI support

- IBM case history: Decision on HR with Watson / AskHR Bot



THE NANEA EXPERIENCE



Target #1:

**Increase tips
for waiters**

(because we still love “analogic waiters”)

A/B tests
On our costumers



THE NANEA EXPERIENCE



Target #2

**Delighting the
customer
experience more**

**Personalized
suggestion
based on
hystorical data**



TOOLS MANAGEMENT



KIBANA



**ELASTIC
SEARCH**



**... obviously
EXCEL**



DATA DRIVEN
DECISION MAKING

Favourite Dishes

items - most ordered

dishes ⬇	Count ⬇
Macchiato	569
Espresso Caffè	510
Espresso verlängert	🔍 🔍 289
Cappuccino	171
Ginseng Caffè	128
Macchiatone	106
Croissant pistacchio	105
Deca macchiato	96
Croissant crema	84
Aperol Spritz	75

Always double check
your data!



A-L-W-A-Y-S
double check
your data!



Thank You!

***'Without data, you're just
another person with an opinion'***

W. Edwards Deming

Engineer, essayist, and American business executive