

# **BUILDING DATA PRODUCTS FOR DATA NATIVES**

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# **DATA NATIVES**

## BEYOND DIGITAL NATIVES





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## BEYOND DIGITAL NATIVES

**EXPECT THE WORLD TO BE “SMART”  
AND SEAMLESSLY ADAPT**

# **A SMARTER WORLD**

ARE WE THERE YET?

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**THE PROMISE: BETTER, RICHER, EASIER LIVES**

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**50** BILLION NETWORKED DEVICES BY 2020

**\$3-6** TRILLION IOT ECONOMIC IMPACT

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AND YET...



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ARE WE THERE YET?

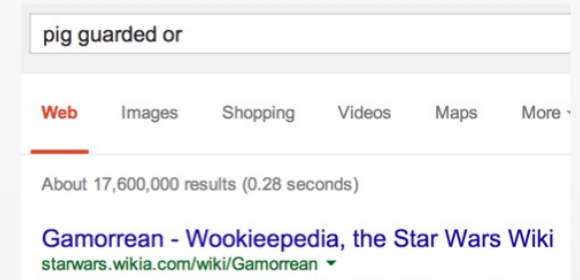
THE PROMISE: BETTER, RICHER, EASIER LIVES

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AND YET...



# A SMARTER WORLD

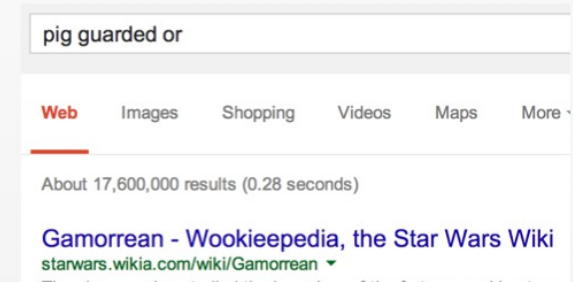
## ARE WE THERE YET?

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AND YET...



# DATA PRODUCTS



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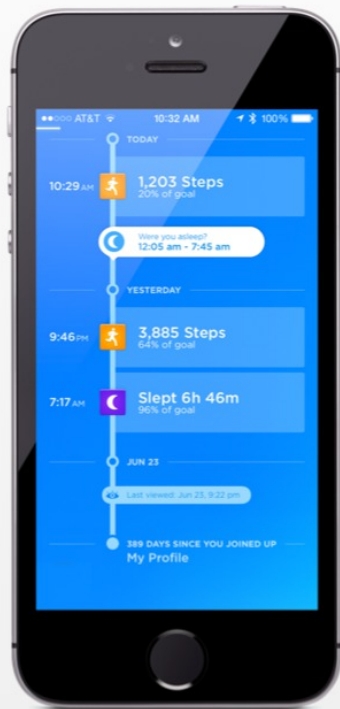
PROVIDE **CONTEXT** AND **PERSONALIZATION**  
BY USING **DATA**  
FROM **YOU, OTHERS** AND **THE WORLD**

# **DATA PRODUCTS**

DEEPLY PERSONALIZED EXPERIENCES

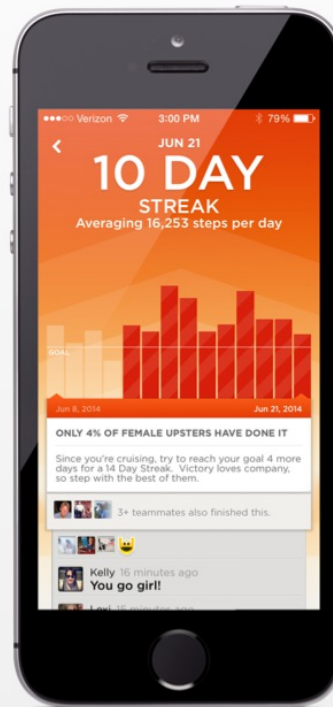
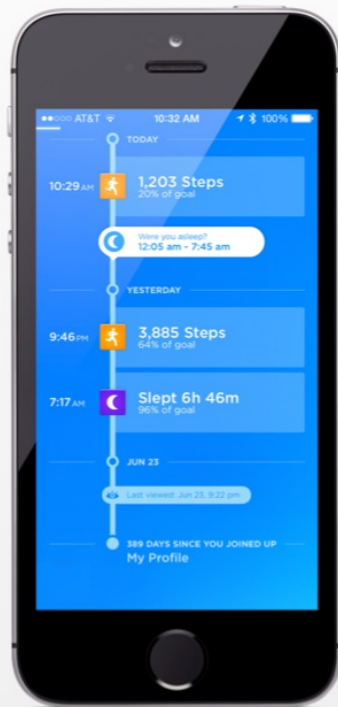
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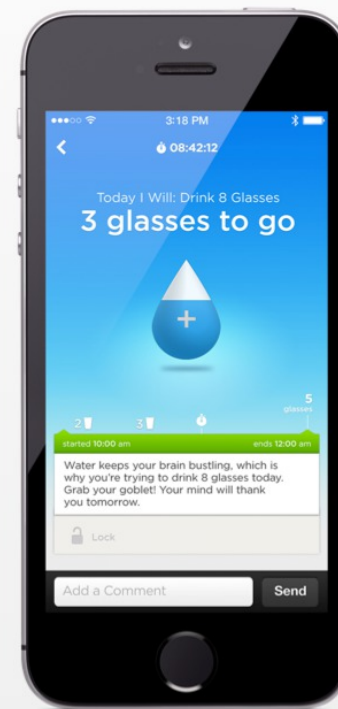
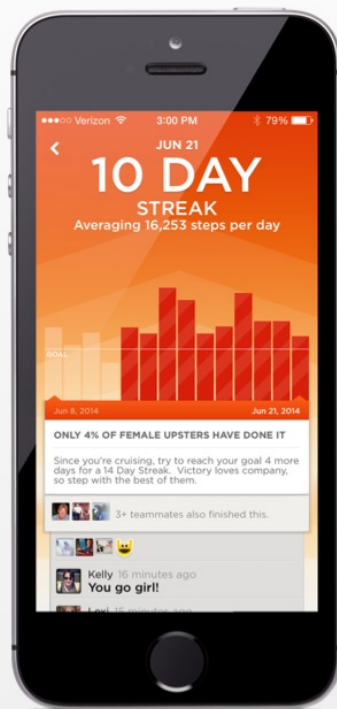
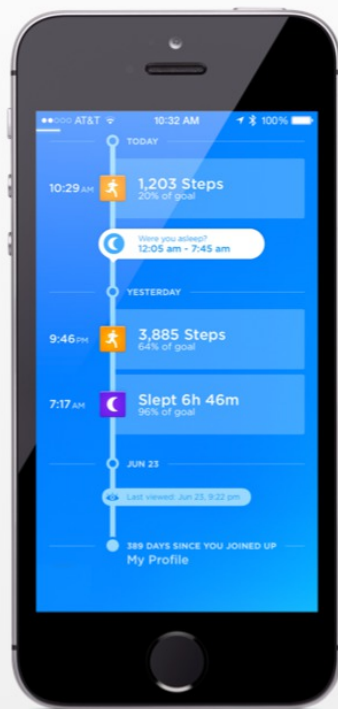
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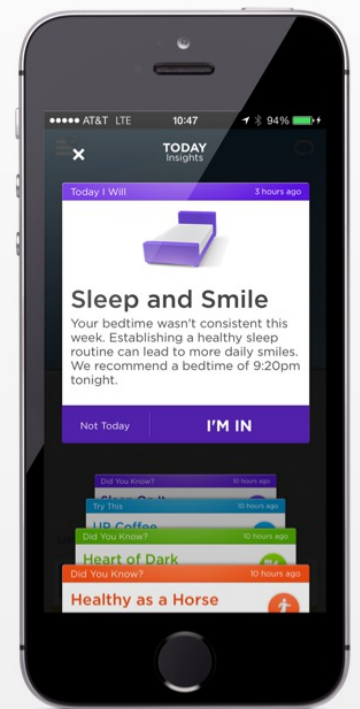
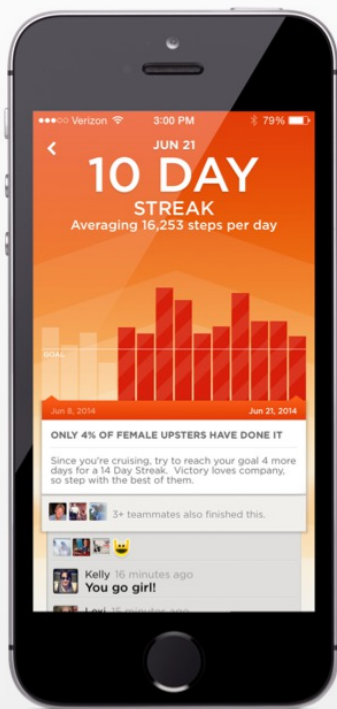




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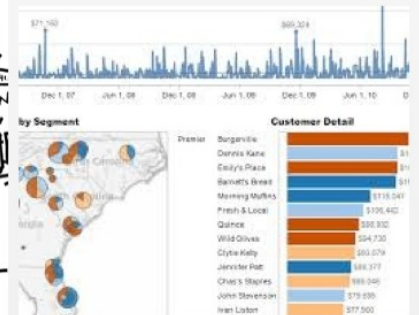
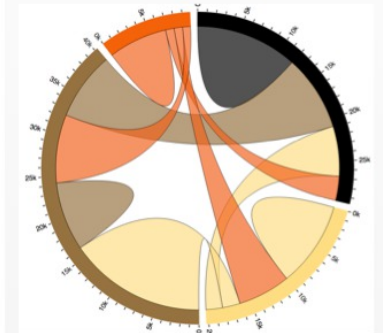
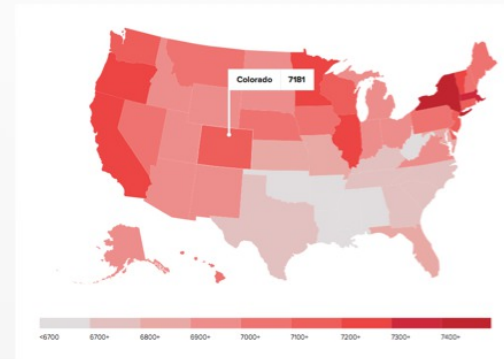
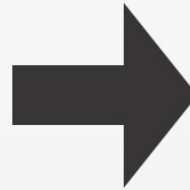
# ANALYTICS + EXPLORATION

THE STARTING POINT



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# **ANALYTICS + EXPLORATION**

YOU NEED...

# **ANALYTICS + EXPLORATION**

YOU NEED...

**GOOD INSTRUMENTATION**



# **ANALYTICS + EXPLORATION**

YOU NEED...

**GOOD INSTRUMENTATION**

**RELIABLE DATA FLOW**

# **ANALYTICS + EXPLORATION**

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**RELIABLE DATA FLOW**

**DATA CLEANUP**

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DATA **CLEANUP**

FAST **ITERATION**

GOOD **UX**

# ANALYTICS + EXPLORATION

YOU NEED...

GOOD **INSTRUMENTATION**

RELIABLE **DATA FLOW**

Spark



DATA **CLEANUP**

FAST **ITERATION**

GOOD **UX**



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**OBSESSIVE** INSTRUMENTATION

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PRODUCTION-GRADE **DATA FLOW**

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PRODUCTION-GRADE **DATA FLOW**

**IMPECCABLE** DATA **CLEANUP**

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**LEARNING**

**SPEED**

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**PRODUCTION-GRADE DATA FLOW**

**IMPECCABLE DATA CLEANUP**

**FASTER ITERATION**

**LEARNING**

**SPEED**

**SMOOTH UX**



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YOU NEED...



**OBSESSIVE INSTRUMENTATION**

**PRODUCTION-GRADE DATA FLOW**

**IMPECCABLE DATA CLEANUP**

**FASTER ITERATION**

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**SMOOTH UX**

## **... WITH DATA NATIVES**

THE VIRTUOUS CYCLE OF 'SMART' INTERACTIONS

