From Collection to Action: Using Open Data and AI for Business
ABOUT US

• Established in **2000**, headquartered in **Hong Kong** with 2 regional offices at **Guangzhou & Shanghai**
• **No.1** e-database marketing: **over 200 enterprises** are using Radica’s direct marketing platform for daily B2C communication

*We make organization e-communication and customer engagement easier & smarter using coolest Big data and AI technologies. Building the best customer engagement tools in Asia Pacific that make audience feel excited.*

“Data makes our Life more Beautiful”
Hello!

I am Andy Cho
Consultant at Radica Systems Limited
You can find me at andy.cho@radicasys.com
Did you hear about these concepts before?
What is Data?
What is Data?

- A collection of **facts and statistics** that can be analyzed to develop **new knowledge**
- **DIKW Pyramid**
Big Data Is Just Like The Ocean
Definition of the Big Data
Type of Data

The Data Spectrum

- Internal access
  - Employment contract + policies
  - Sales reports

- Named access
  - Explicitly assigned by contract
  - Driving licences

- Group-based access
  - Via authentication
  - Medical research

- Public access
  - Licence that limits use
  - Twitter feed

- Anyone
  - Open licence
  - Bus timetable

- Closed
- Shared
- Open

theodi.org/data-spectrum
Share Data

Is Just Like The Oil
1. Provide Consulting Service and Open Data Solution
2. Visualize Data in a Easy to Understand Graph and Chart
3. Provide Workshop and Big Data Course to Educate the Public
Open Data
Is Just Like The Drinking Water
Crime Map
Livability Map

北區 84
North

人口 310800
面積 136.7
積分 93

Housing (left means a high housing price)
What Is the Next Stage of Using Data?

The future of AI and Machine Learning
Google Teach a Machine to Recognize a Cat
PLACE: HELP BRANDS TO FIND OUT WHERE IS THE BEST LOCATION

- WHERE TO POP-UP?
  K11?
  Hysan Place?
  Habour City?
  MegaBox?
  APM?

- WHICH EVENT GENERATES THE HIGHEST VOLUME OF SALES?

- WHAT DOES THE TARGET CUSTOMERS LOOK LIKE?

POP-UP EVENT A
- 05 Sep - 23 Sep
- Coupon Redemption: 15%
- Traffic within 1m: 23,452 people
- Revenue: $100,345
- Pick-Up VS. Purchase: 15:1

VS.

POP-UP EVENT B
- 05 Sep - 23 Sep
- Coupon Redemption: 13%
- Traffic within 1m: 33,652 people
- Revenue: $70,345
- Pick-Up VS. Purchase: 23:1
WE PROVIDE MORE THAN JUST A NUMBER OF TRAFFIC

<table>
<thead>
<tr>
<th>Time</th>
<th>30 Aug – 4 Sep</th>
<th>5 Sep – 17 Sep</th>
<th>18 Sep – 26 Sep</th>
<th>Increase during Event</th>
<th>Increase after Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>Before Event</td>
<td>During Event</td>
<td>After Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Traffic</td>
<td>5,686 ppl</td>
<td>15,647 ppl</td>
<td>7,465 ppl</td>
<td>+175%</td>
<td>+31%</td>
</tr>
<tr>
<td>Gender Ratio (M:F)</td>
<td>45% VS.55%</td>
<td>35% VS. 65%</td>
<td>40% VS. 60%</td>
<td>W +15%</td>
<td>W -5%</td>
</tr>
<tr>
<td>Average Age Range</td>
<td>&gt;50</td>
<td>35-50</td>
<td>35-50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

33,567 people
Anyone who has never made a mistake has never tried anything new.
– Albert Einstein
Thank You!

Please feel free to contact me.

Andy Cho

andycho10