

DI @ EBDVF - Versailles, 22 Nov 2017



Horizon 2020
European Union Funding
for Research & Innovation

Horizon 2020 Big Data PPP



EW SHOPP

Supporting Event and Weather-based **Data Analytics**
and Marketing along the Shopper Journey

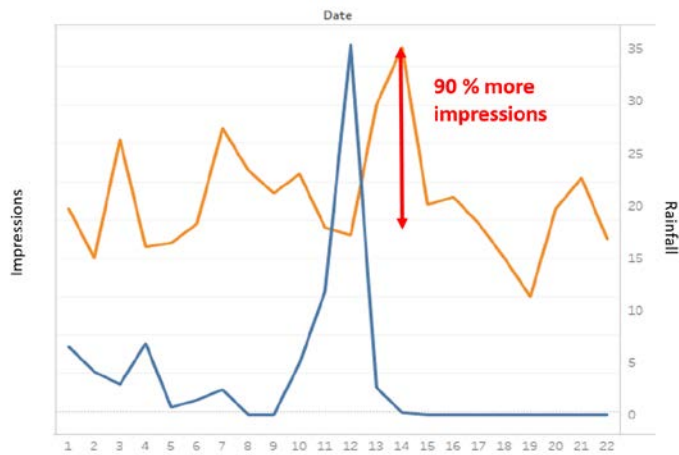
www.ew-shopp.eu



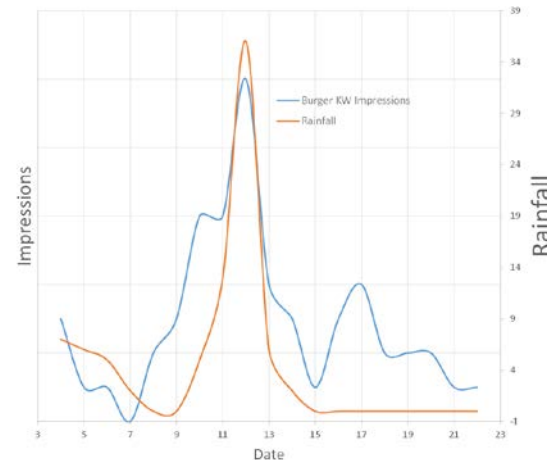
H2020-ICT-2016-2017- Topic: ICT-14-2016-2017 Project id:732590
Jan 2017 - Dec 2019

Examples in Digital Marketing (JOT INTERNET MEDIA)

- Business data
 - Performance of keywords in digital ads, e.g., # impressions
- Business questions and service design:
 - When to push harder for category *c* / keyword *k* ?
- Pattern examples
 - After/during heavy rainy days in Madrid (Feb 11th 2017)



DiningNightLife category



"hamburguesa en casa" keyword



Supporting Event and Weather-based Data Analytics and Marketing along the Shopper Journey

OBJECTIVES

CHALLENGES

TECHNOLOGY

GET IN TOUCH

LOD

GEO

Products & Cat.

Products & Cat.

Media

Event Registry

Weather

Linked Weather

Consumer Data

Market Data

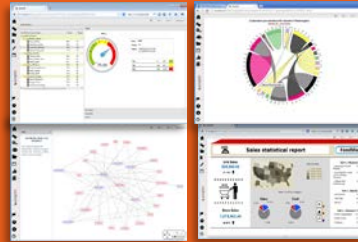
ANALYTICS

QMiner



VISUALIZATION

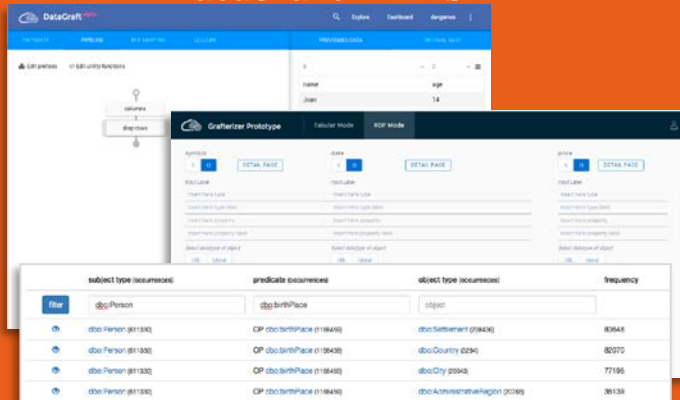
SpagoBI



DATA INTEGRATION LAYER

hosting + data transformations & quality + semantic table annotation + data summaries

DataGraft++ ABSTAT



CONSUMER JOURNEY ANALYTICS



LOCATION INTELLIGENCE



DIGITAL MARKETING CAMPAIGN OPTIMIZATION

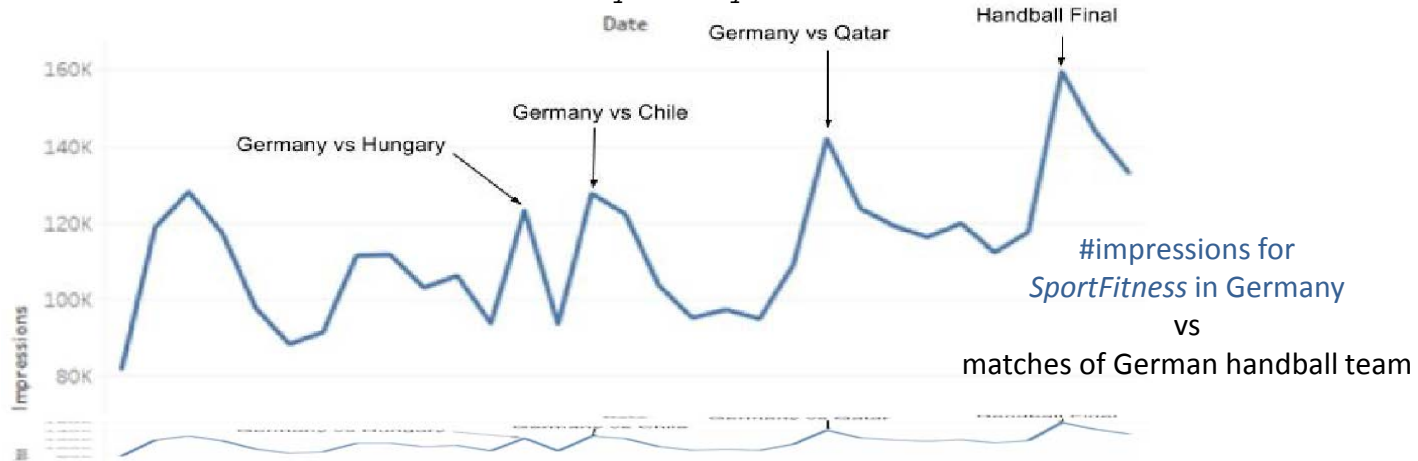


EVENT-BASED SALES ANALYSIS



Generalizing and scaling up analyses, business questions and services

- Data harmonization
 - Bridging across different references for time, locations and products
- Volume and variety of data
 - E.g., 300K campaigns in 74 different countries bidding over 2B keywords, daily
- Dealing with large-scale event data
 - **EventRegistry**: unique, large scale data set of events daily extracted from news sources and semantically analyzed and annotated



Data integration in EW-Shopp

- Data integration via semantic enrichment of business data
 - Semantic cross-lingual annotation of CSV data at schema and instance level (extension of **DataGraft** + **ABSTAT**)
 - Reconciled values are used to ease joins with external data (weather, events, products)
 - GfK product catalog in RDF
 - Semantic annotation of events found in media sources (**EventRegistry**)
- GUI-based design + batch execution
 - GUI-based design with data samples: design of transformations and schema level reconciliation; configuration of instance-level reconciliation
 - Batch execution on full data: transformations are run on partners' premises

Data analytics in EW-Shopp

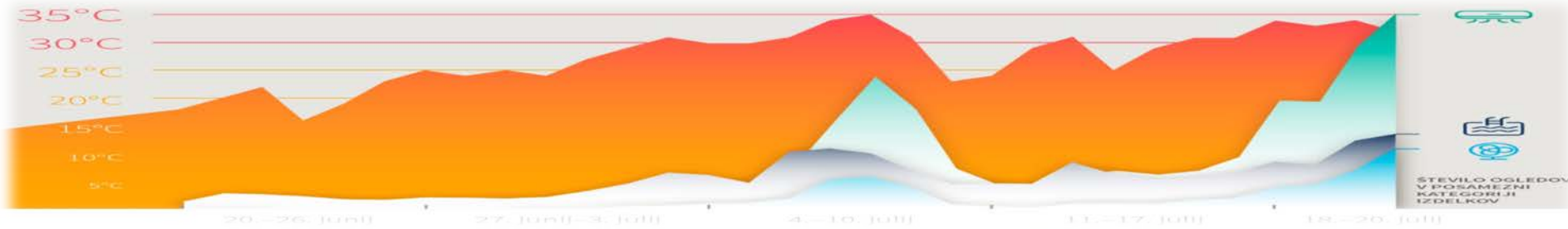
- Analytics and visualization tools on top of the data integration platform
 - **QMiner** for descriptive and predictive analytics
 - **IJS** for visualization

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Discuss your event and weather-based analytics with the **linkedIn** group **Weather & Event-based Analytics in Business**



Get in touch with us



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EW-Shopp H2020 Project



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