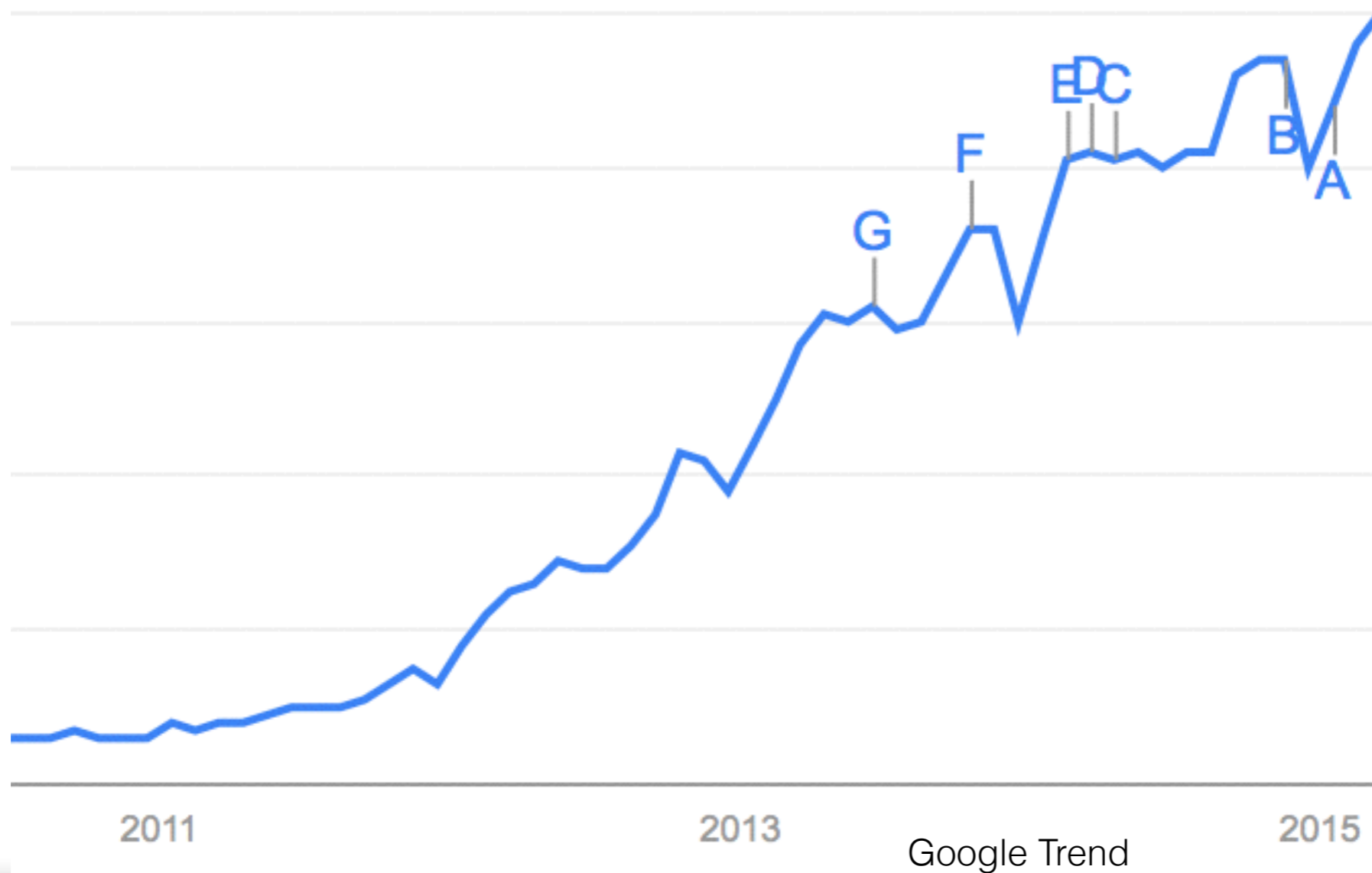


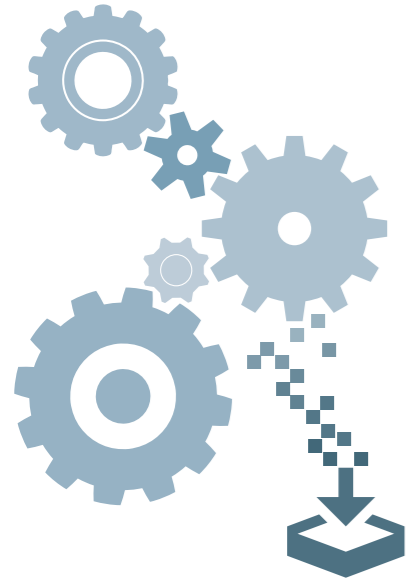
MAÎTRE DE LA DONNÉE

MAÎTRE DU MONDE

Stéphane Grumbach
INRIA

Big Data: a trendy topic





Big Data: promises

may 2011

McKinsey Global Institute



June 2011

Big data: The next frontier
for innovation, competition,
and productivity



Big Data: the right focus?





Big Data: the right focus?

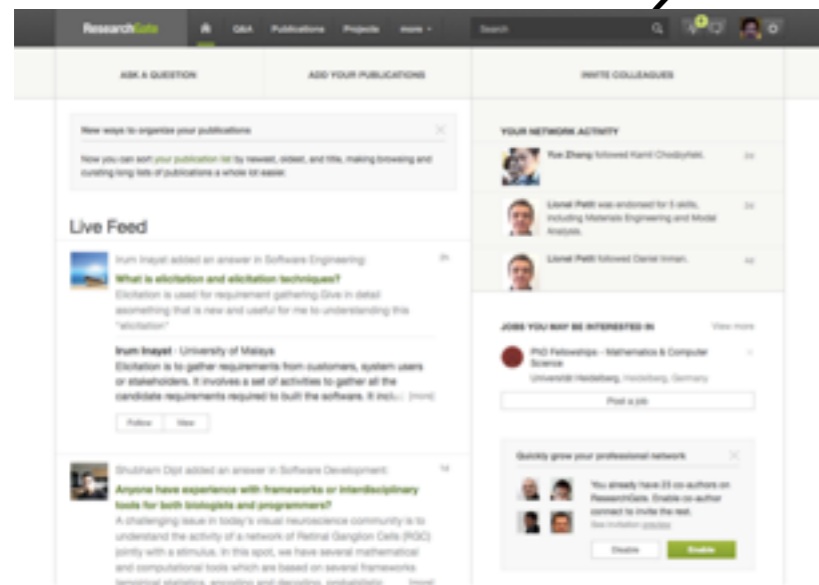
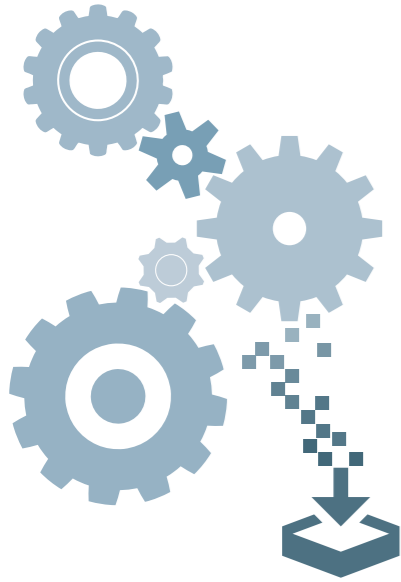
**symbiotic
behaviour**

**BIG
USER**

Data / Users
2 sides
of the
same coin



Apple Desktop image



Pages Web
Utilisateurs

Indexation
continue

MongoDB
Express
AngularJS
Node

Système
d'intermédiation

Redis

Transfert des
données
profilées

Extraction
du profil

Système
d'indexation

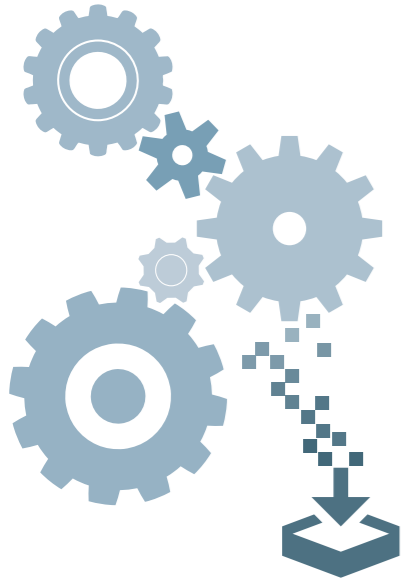
MySQL

Systèmes de data

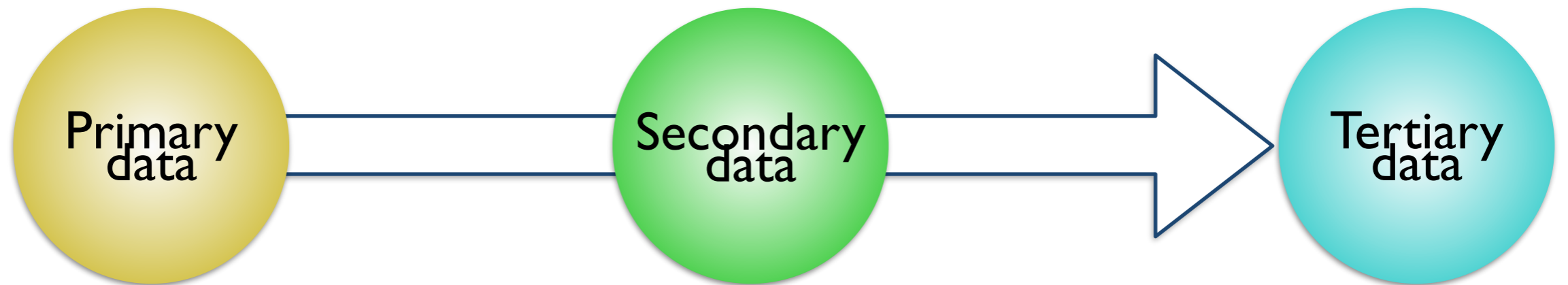
f gh
t g

Systèmes
d'authentification
et profils généraux





Cascading data



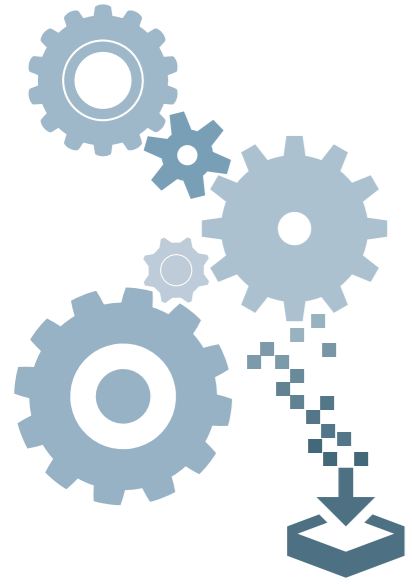
Produced by users and services
Open with tuneable restrictions

Derived from traces, activity
Exclusivity of the platform

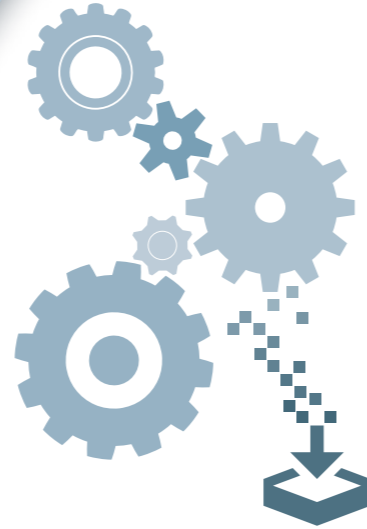
Activity of the system
Organic behaviour of the system




A/B Testing



Efficient association
between producers/consumers
of data and services



 Activity monetization
Knowledge extraction
from users activity

Intermediation Platforms

All 30

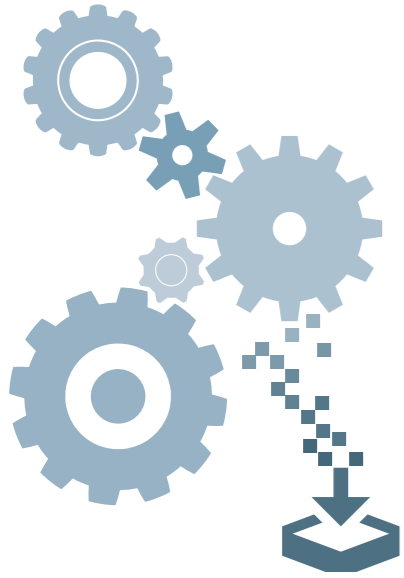
top sites

worldwide

#1 site

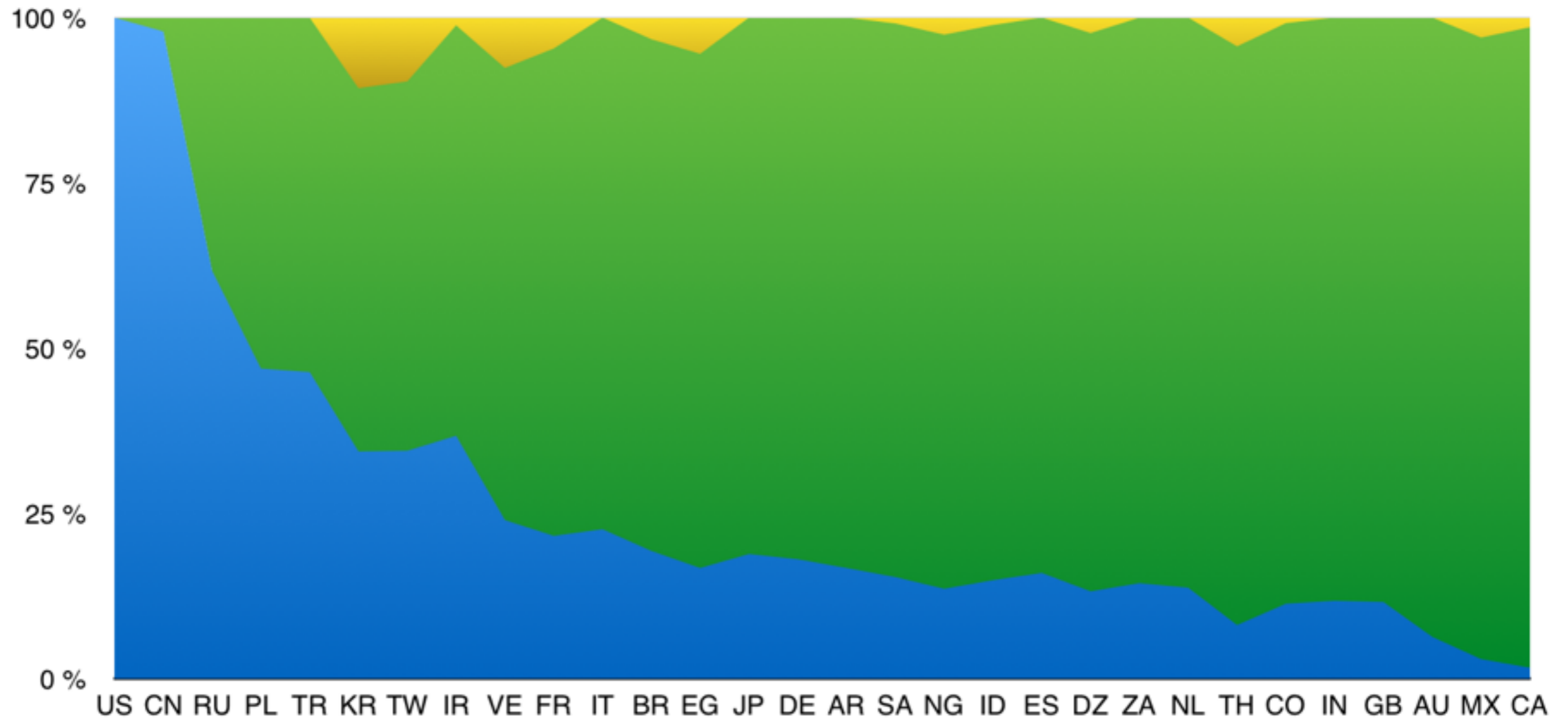
traffic

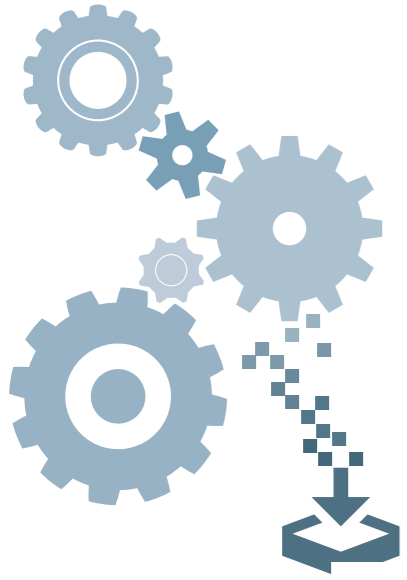
10 times #15



Online systems: market share

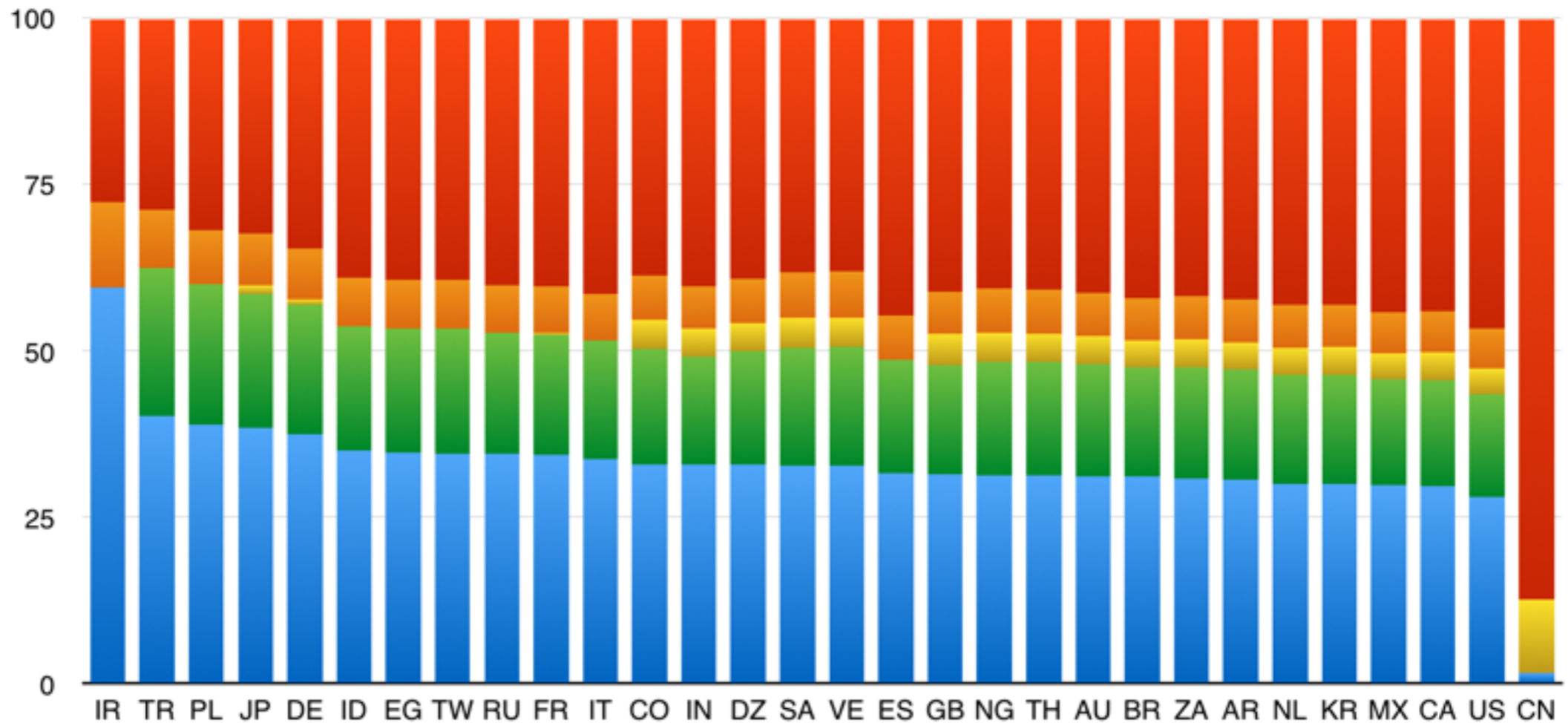
■ National Share ■ US Share ■ Third Country

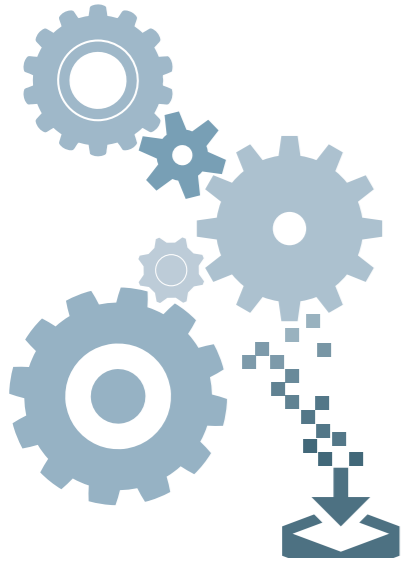




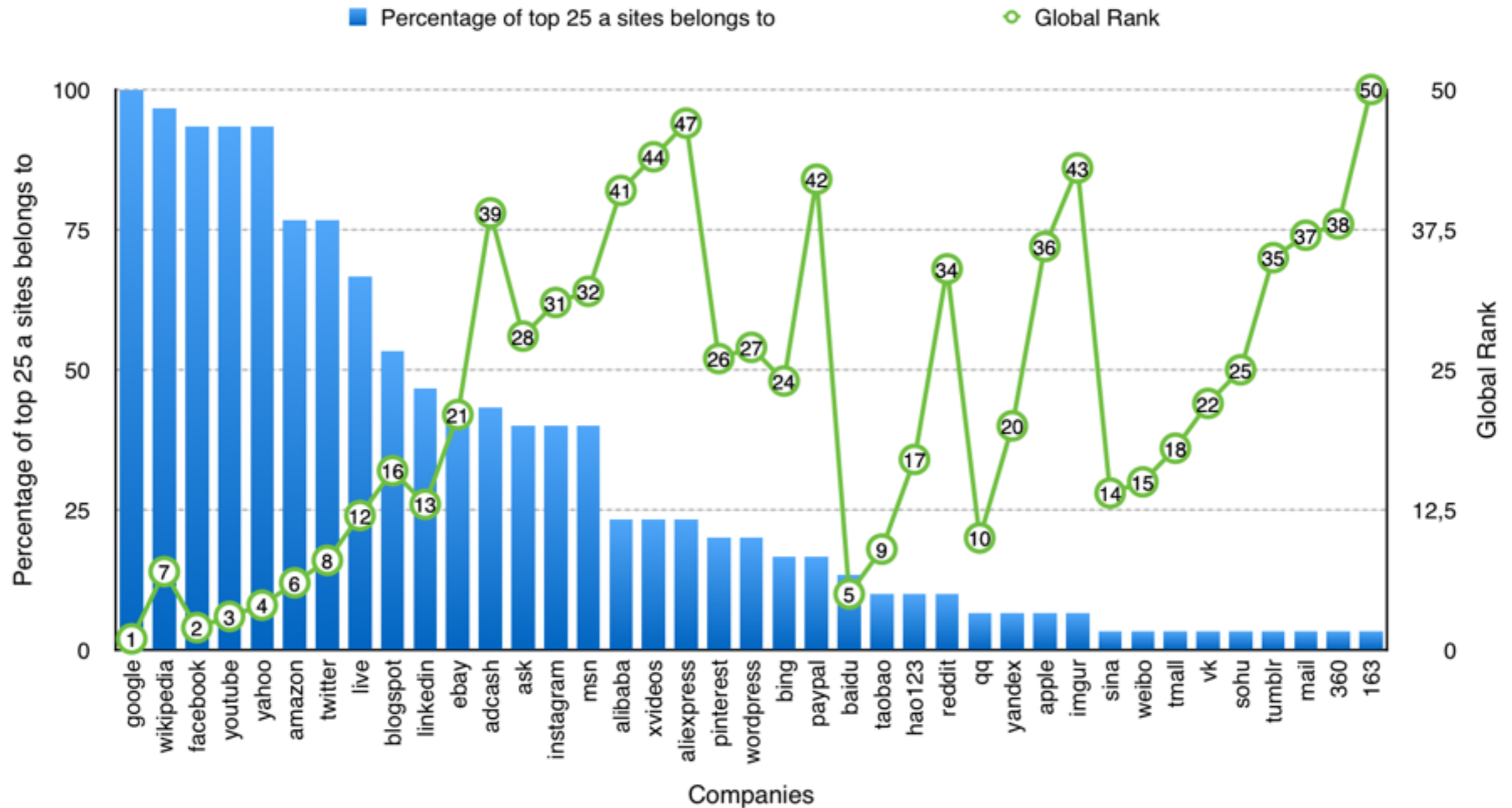
US superpower

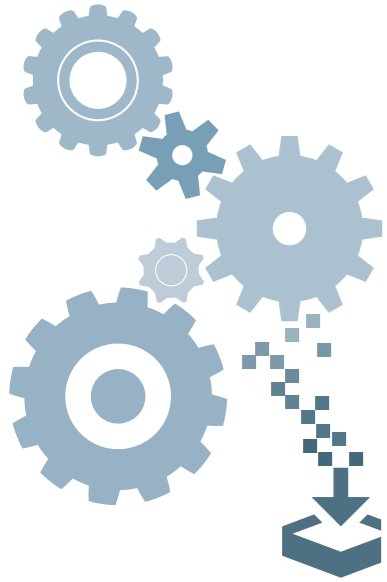
- Percentage of visits to Google
- Percentage of visits to Amazon
- Percentage of visits to other websites
- Percentage of visits to Facebook
- Percentage of visits to Wikipedia



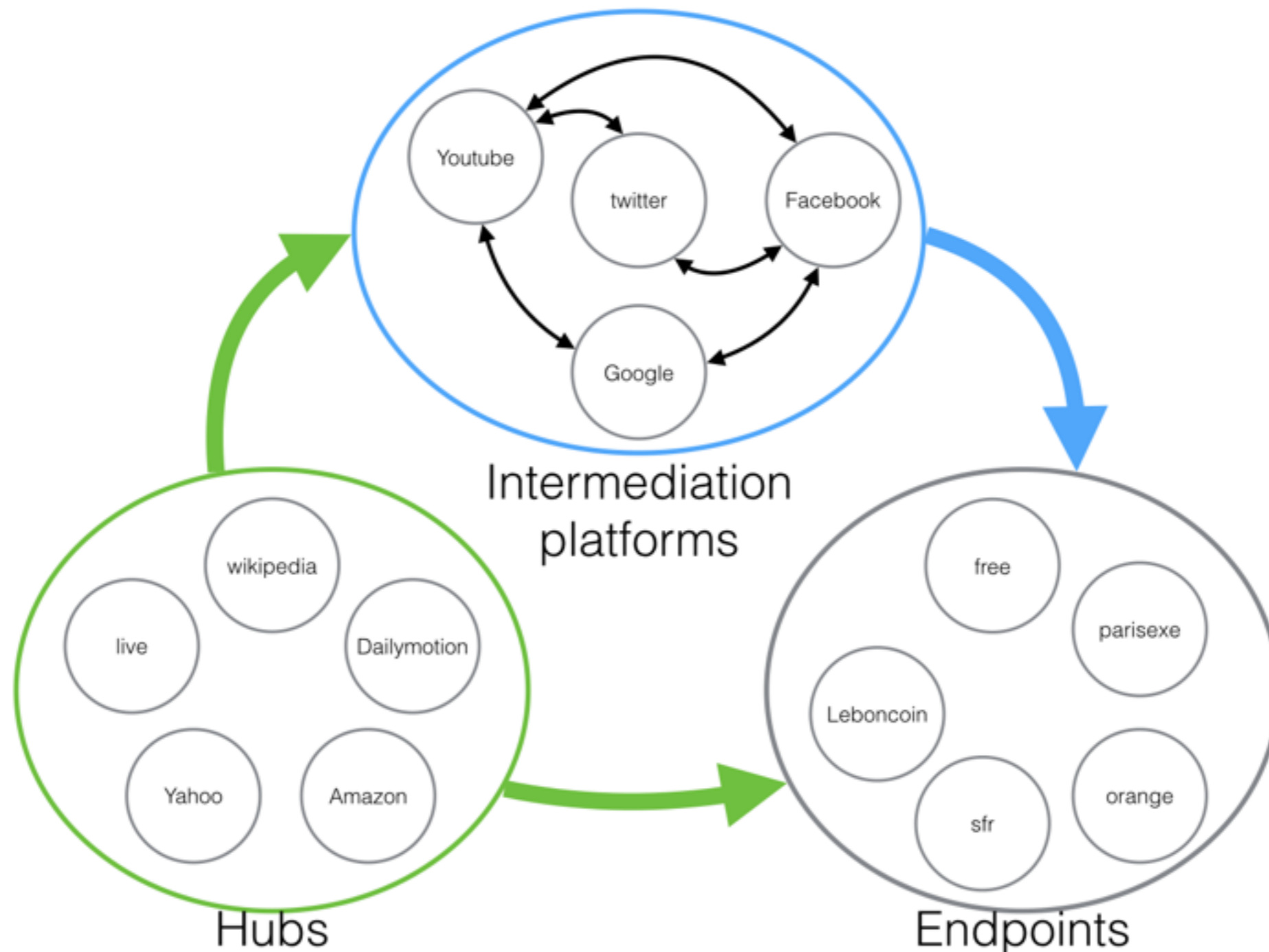


Global ranking

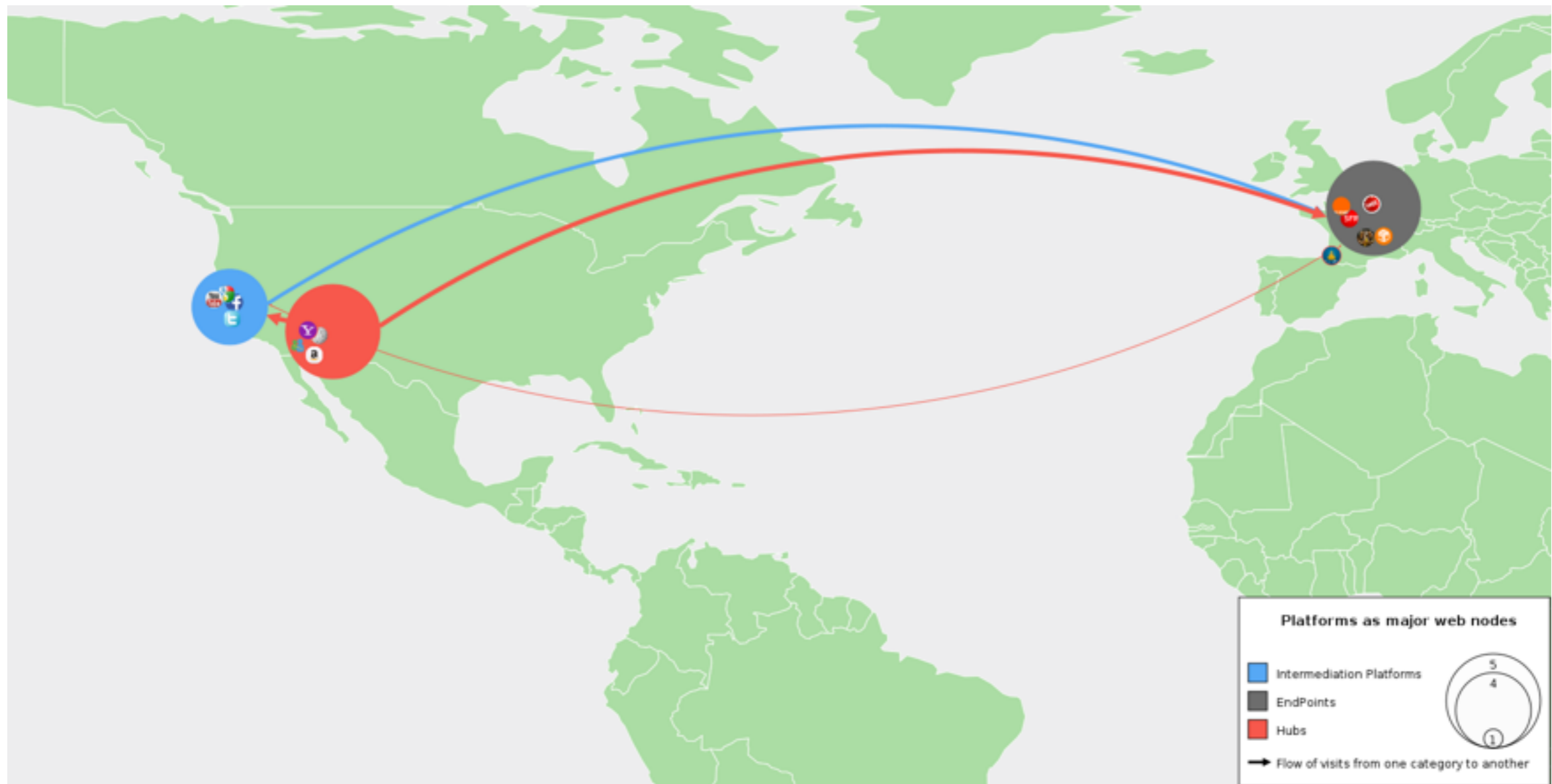
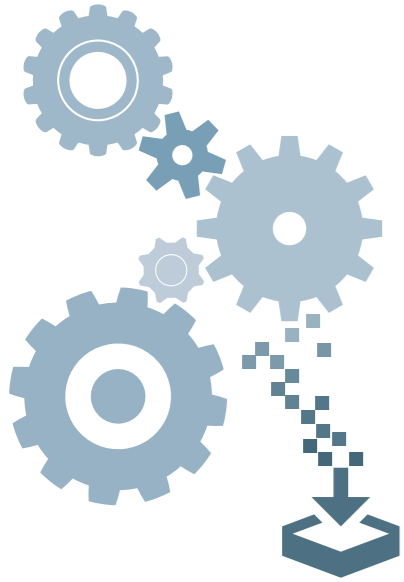


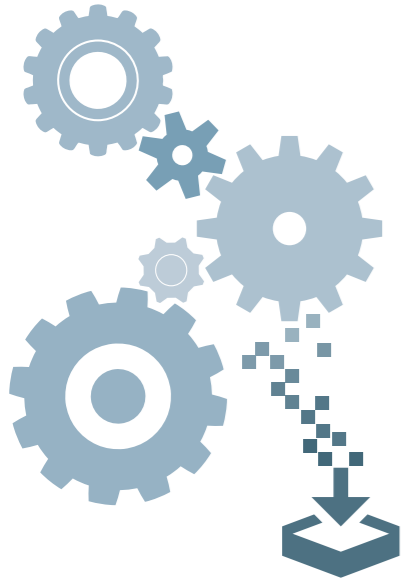


The graph of the web

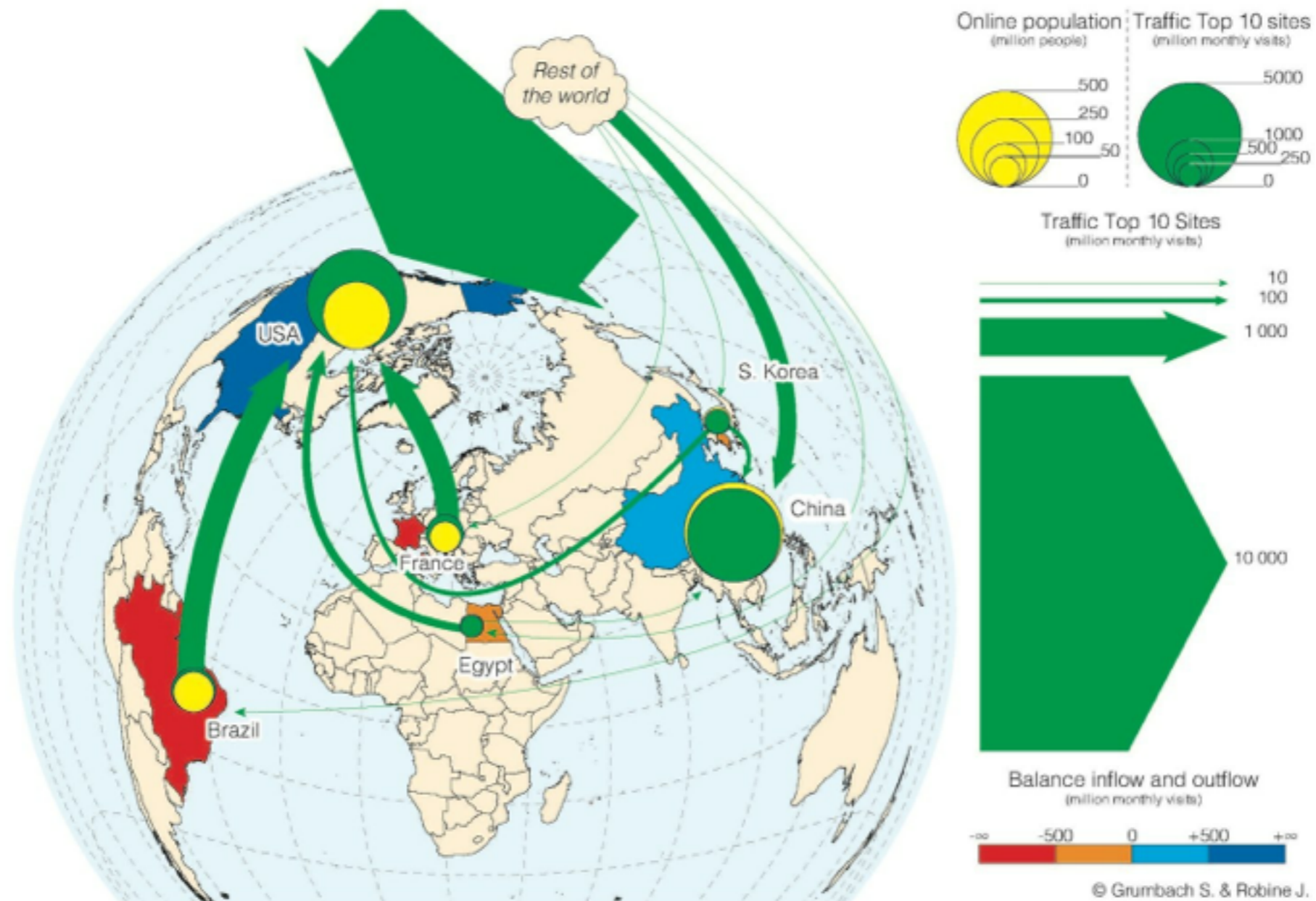


France, lost in the cyber?





Global data flows



Thanks to A. Faravelon, S. Frénot