

ESPM International Program

Consumer Behavior - Big Data

France, Luxembourg and United Kingdom

January 2 - 12, 2018

Apresentação do curso:

Fundamentos, Tendências e Estado-da-arte das técnicas e conceitos de *Big Data Analytics* aplicado ao Comportamento do Consumidor e Processos de Relacionamento no contexto do Marketing. Curso intensivo com *lectures* de professores da ESPM e de Universidades Internacionais parceiras e visitas técnicas a centros de estudo e empresas.

Professor: EDUARDO DE REZENDE FRANCISCO

Sócio-fundador e Chief Knowledge Officer da Meia Bandeirada desde 2011, startup de mobilidade urbana corporativa e compartilhamento de veículos, e sócio-fundador e responsável por Business Analytics e Estatística Espacial do GisBI, grupo de estudos e fomento da integração entre Big Data e GIS, desde 2012. Consultor em Geomarketing, Estatística Espacial e modelos de crédito e risco. Colunista das revistas GV Executivo e MundoGEO. Membro do conselho consultivo do Congresso MundoGEO#Connect. Ph.D. e mestre em Administração pela FGV-EAESP e Bacharel em Ciência da Computação pelo IME-USP, atua com análise preditiva em Big Data, Geoinformação e Pesquisas de Mercado e Satisfação de Clientes.



Classes:

- ESPM faculty, Dr Eduardo de Rezende Francisco, ESPM, classes at the European Study Center Strasbourg - Château de Pourtalès, Strasbourg, France.
 - Conceitos e Perspectivas do Big Data Analytics
 - Discussão de papers do journal “Big Data & Society” e das visitas técnicas

Guest Lectures:

- «Ethnography and massive data analysis» by Dr Etienne Ollion, Associate Researcher at CNRS Université de Strasbourg, at Campus France, Paris, France (1 hour 30 minutes)

- «Government Data and Building capacity of Civil Society» by Katelyn Rogers, Open Knowledge Foundation, London, United Kingdom (2 hours)

Visits & Lectures:

- Laboratoire ICUBE - Engineering science, computer science and imaging laboratory - Bioinformatique théorique, Fouille de données et Optimisation stochastique, Lecture by Dr Pierre Gançarski, Strasbourg, France (3 hours)
- Centre d'Information sur les Institutions Européennes - presentation on Europe and the European Institutions, Strasbourg, France (1 hour 30 minutes)
- European Commission - DG Connect , presentation by Robert Bojdak on Data Policy and Innovation, Luxembourg (1 hour 30 minutes)
- Eurostat, Presentation on Big Data and official statistics by Big Data Task Force Directory, Luxembourg (2 hours)
- OECD, meeting and lecture with specialist from OECD Global Relations Secretariat, Paris, France (2 hours)
- EISTI Engineering School, presentation by Prof. Jérôme Morges, Cergy, France (2 hours)
- Télécom ParisTech, Introduction of Télécom ParisTech by Jean-François Naviner and presentation on « Teaching and research activities in Big Data processing, by Dr. Talel Abdessalem, Director of the LTCl Lab, Paris, France (2 hours)
- NEC, presentation on « Facial recognition, smart cities and Big Data » London, United Kingdom (1 hour 30 minutes)
- Experian, presentation by Javier Campos Zabala and Analytical team, Experian UK&I and EMEA Data Labs General Manager (2 hours)
- UCL School of Management, presentation by Professor Soong Kang (2 hours)

Algumas fotografias do curso



