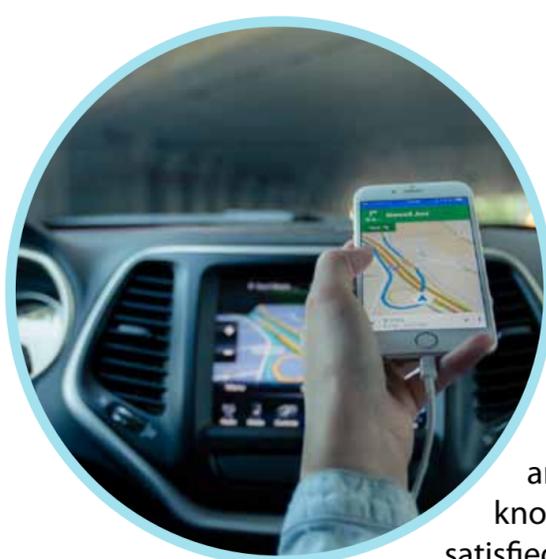




## THIS WEEK'S TOP STORIES ON SOCIAL DATA & ANALYTICS

Keep Updated



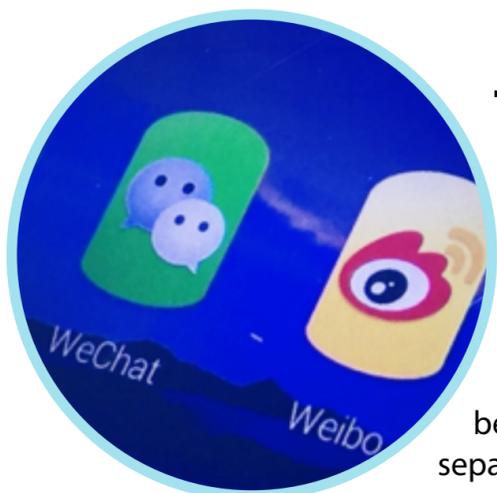
**B**ig data knows a lot about every one of us. For example, Google knows where you travel, especially if you have an Android phone. Police departments in some major cities know you are going to commit a crime before you do it. Your car insurance company knows when and where you drive. HR knows when you are going to quit your job. Facebook knows how intelligent you are, how satisfied you are with your life, whether you are emotionally stable or not, whether your relationship is going to last or not. Apple and Google know what you ask Siri and Cortana. The Internet even knows where your dogs and cats live!

[View More](#)

**D**oes the new world of data signal the end of the reign of statistics? It is a common myth that often comes with the argument that being able to measure all the data negates the need to sample and extrapolate. Actually, the reality is quite the contrary: statistics are a part of the massive big data future. Indeed, statistical methods, including sampling, are the foundation for being able to run the analyses, experiments and algorithms that make big data analytics possible. Statistical knowledge should be encouraged to ensure the future of big data rather than subordinating this discipline.



[View More](#)



**T**here is no doubt that China's maturing digital landscape can now support two major social platforms: Sina Weibo and WeChat. Marketers are therefore advised to tap into both of these social networks' potential and fully integrate both of them into their strategies rather than adopting a 'WeChat vs Weibo' mentality, especially because Weibo and WeChat have two separate niches to perform. For example, when consumers research and share information on a topic, like tourism, Weibo provides access to a wider set of experts, and when tourists update during their trips, WeChat provides the desired inter-peer intimacy and interactivity. [View More](#)

### Insights:

10 Ways Big Data, Analytics And Sensors Are Helping Behind The Scenes



CHECK IT OUT !!!



## BLOG

How to More Effectively Market to Millennials

[Learn More](#)

### Sources:

- <http://www.forbes.com/sites/bernardmarr/2016/03/08/21-scary-things-big-data-knows-about-you/#16e79e3b66a7>
- <http://www.wsj.com/articles/statistics-are-a-part-of-the-massive-big-data-future-1457470423>
- <http://www.campaignasia.com/Article/406229,The+kingdom+of+Wei+WeChat+and+Weibos+coexistence+in+China.aspx>
- <http://www.techrepublic.com/blog/10-things/10-ways-big-data-analytics-and-sensors-are-helping-behind-the-scenes/>