A simple example of a big data process

- **Problem**: The sale of lollipops is going down!
- **Acquisition**:
  - Sales by customer, region and time
  - Surveys of users
  - Social networks
- **Extraction**:
  - Data loading from receipts
  - Automatic reading of questionnaires
  - Data extraction from twitter
- **Integration**:
  - On the basis of user types
- **Analysis**:
  - lollipops bought by people older than 25
  - lollipops preferred by people younger than 10
- **Interpretation**:
  - Moms believe: lollipops = bad teeth
  - Boys and girls believe that lollipops are for babies
- **Decision**:
  - We make lollipops without sugar
  - We ask dentists to advertise our lollipops
  - We make commercials targeted to boys and girls