

smartstat

Data science for governance, innovation
and research

2014

Founded in: 2014

Based in: Milan – Italy

OUR VISION

The future belongs to companies capable to turn data into knowledge and awareness, into products and services, adapting themselves to an evolving environment.

OUR MISSION

to help companies, organizations and institutions to put their data to work, to improve their processes of data generation, analysis and exploitation, bridging the gap between data and business needs, between ICT and management. Using sense, science and technology.

USER'S NEEDS (questions)

The BI and analytics platform market is in the middle of an accelerated transformation from BI systems used primarily for measurement and reporting to those that also support analysis, prediction, forecasting and optimization.

But "governed data discovery" — the ability to meet the dual demands of enterprise IT and business users — remains a challenge unmet by any one vendor.

(Gartner Magic Quadrant for Business Intelligence
and Analytics Platforms, 2014)

DATA (possibly BIG)

USER'S NEEDS (questions)

Transforming sets of bits into systems of infos matching up with «questions asked by subjects» .

NOT PRIMARILY A TECHNOLOGICAL PROBLEM,
BUT A METHODOLOGICAL ONE.

Which methodologies? Data science, statistics,
socio-economics...

DATA (possibly BIG)

Where may this mix of competencies and skills be found?

ACADEMY

Where are the needs?

MARKET

Linking two wor(l)ds to share value

ACADEMY ↔ MARKET

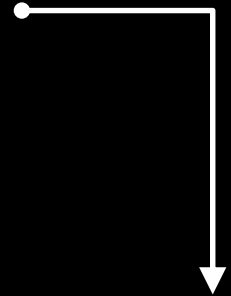
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This is it

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STATISTICS AND DATA SCIENCE
Statistics Dept. Bicocca University – Milan

TECHNOLOGY

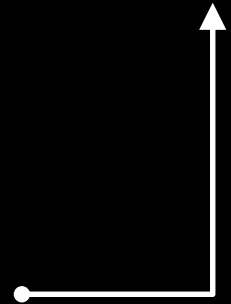


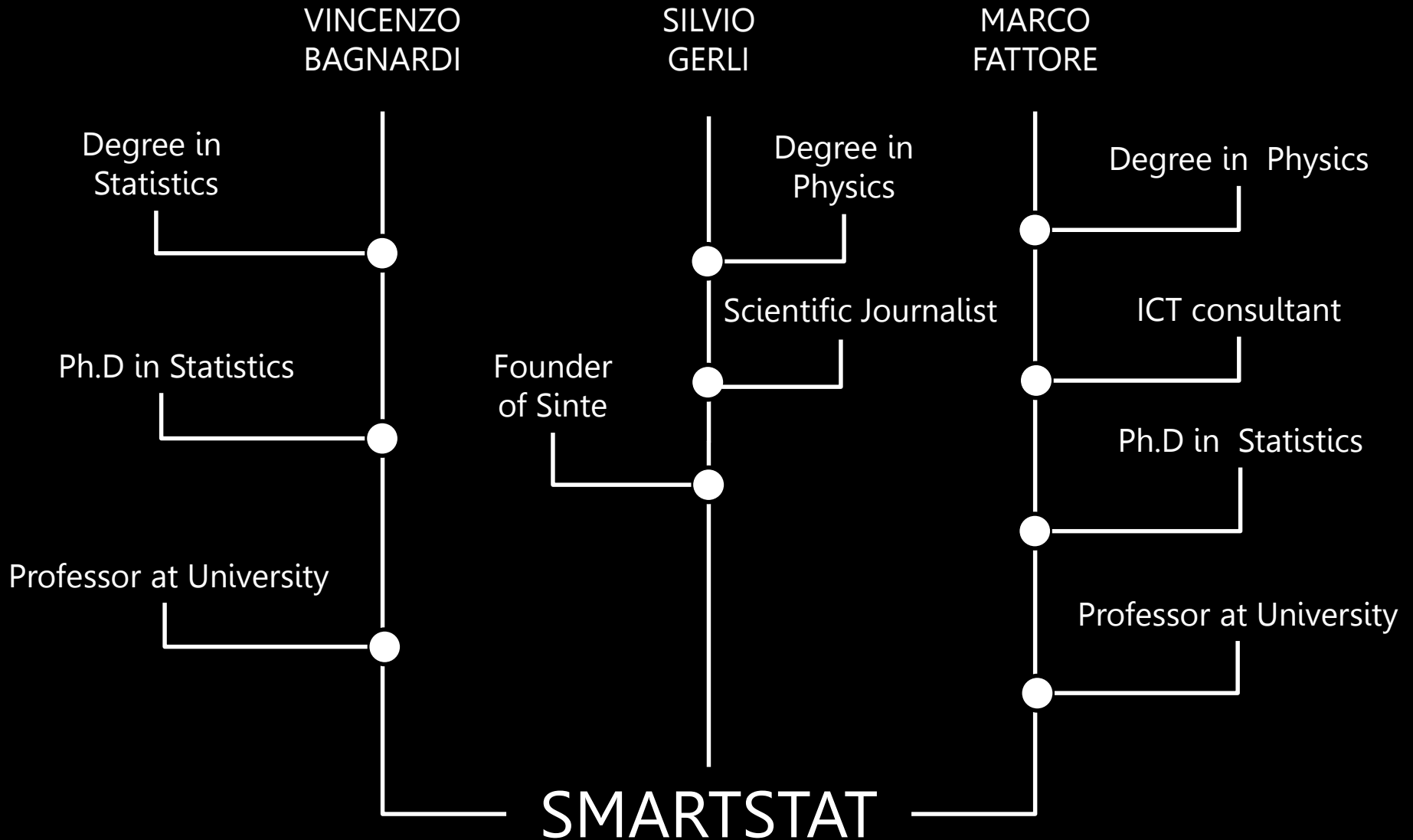
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DATA VISUALIZATION

DensityDesign Lab, Design Dept. PoliMi



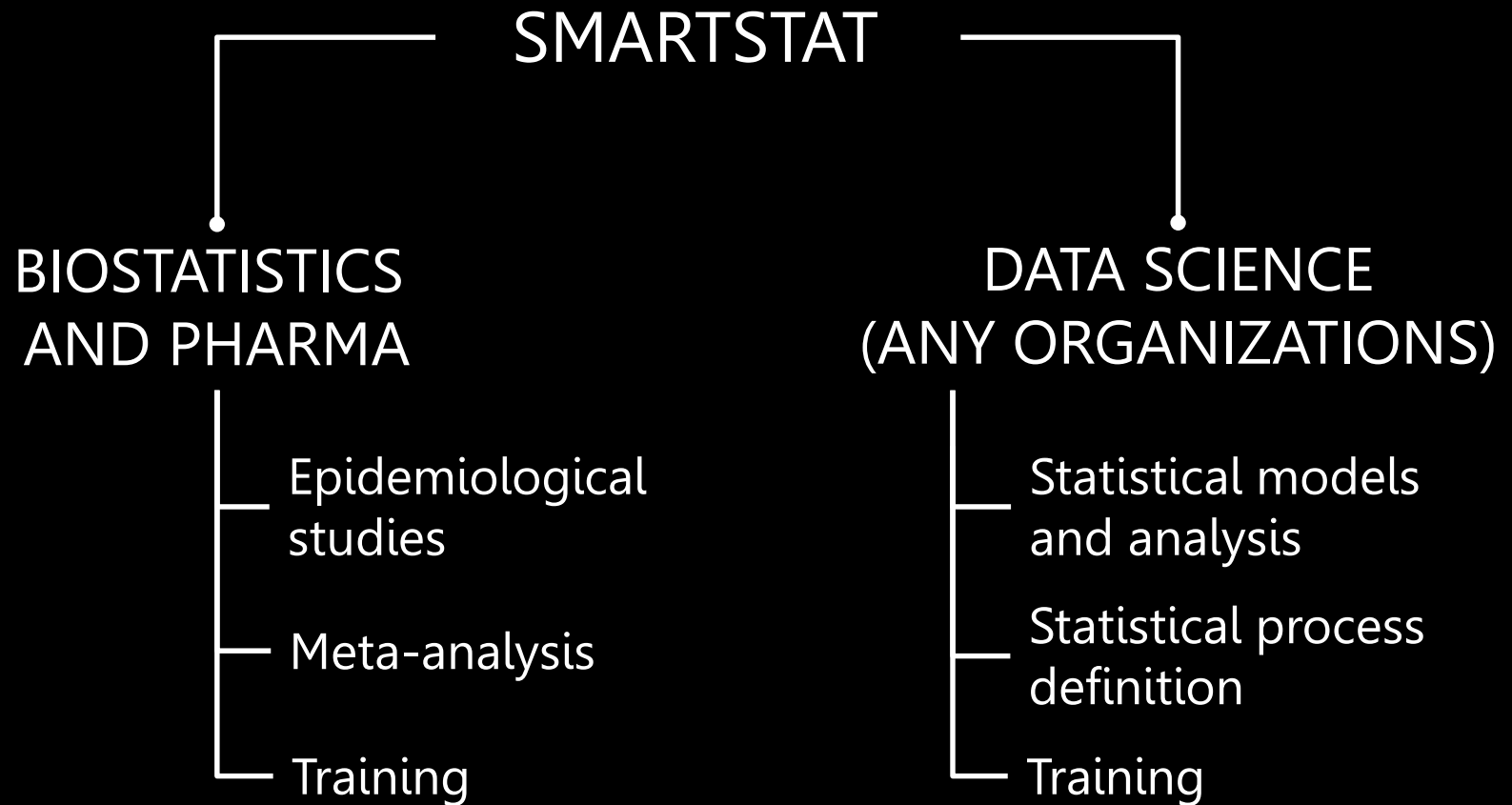


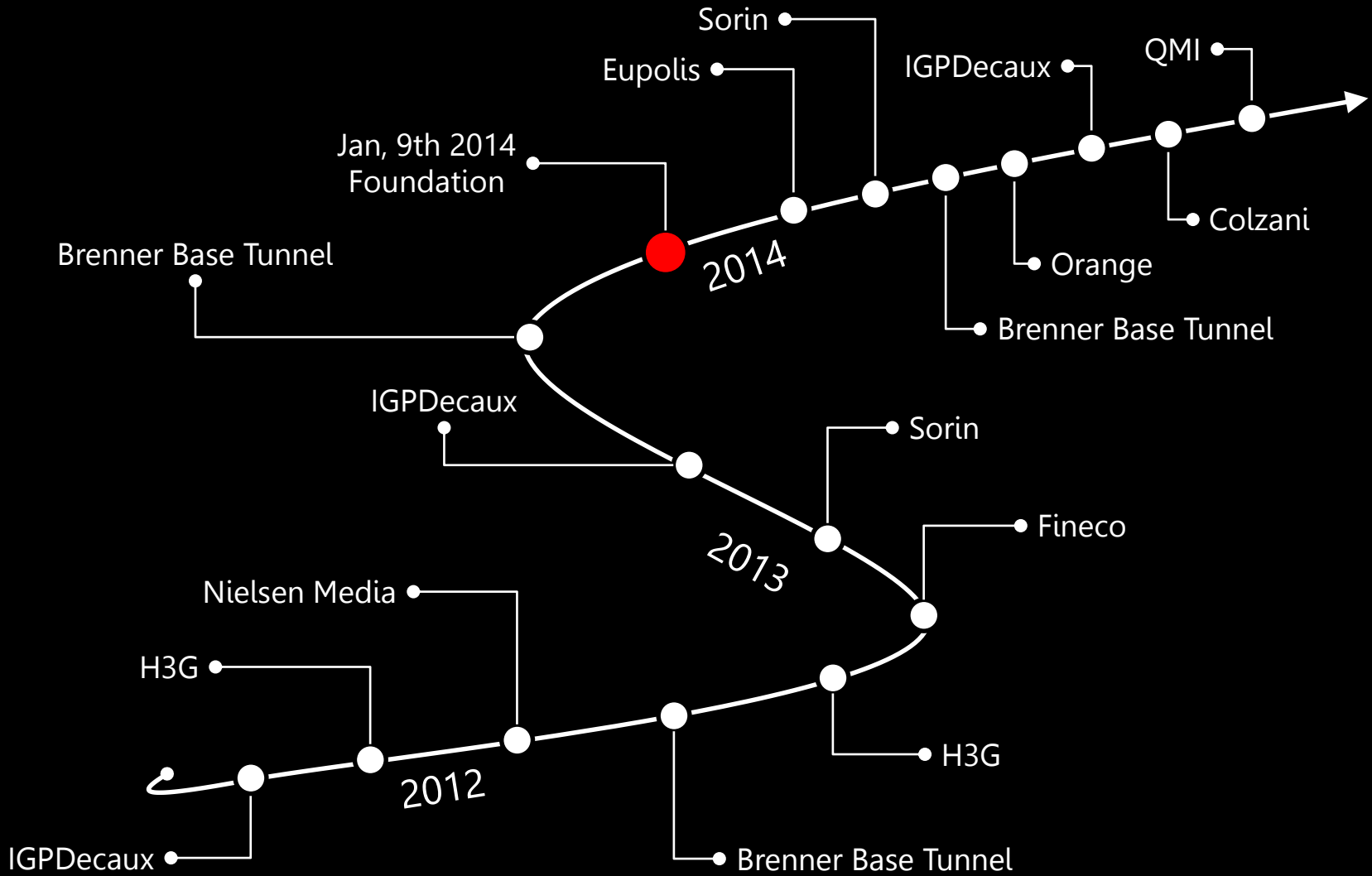
«Classical» data analysis •—————▶ Higher statistics for your needs

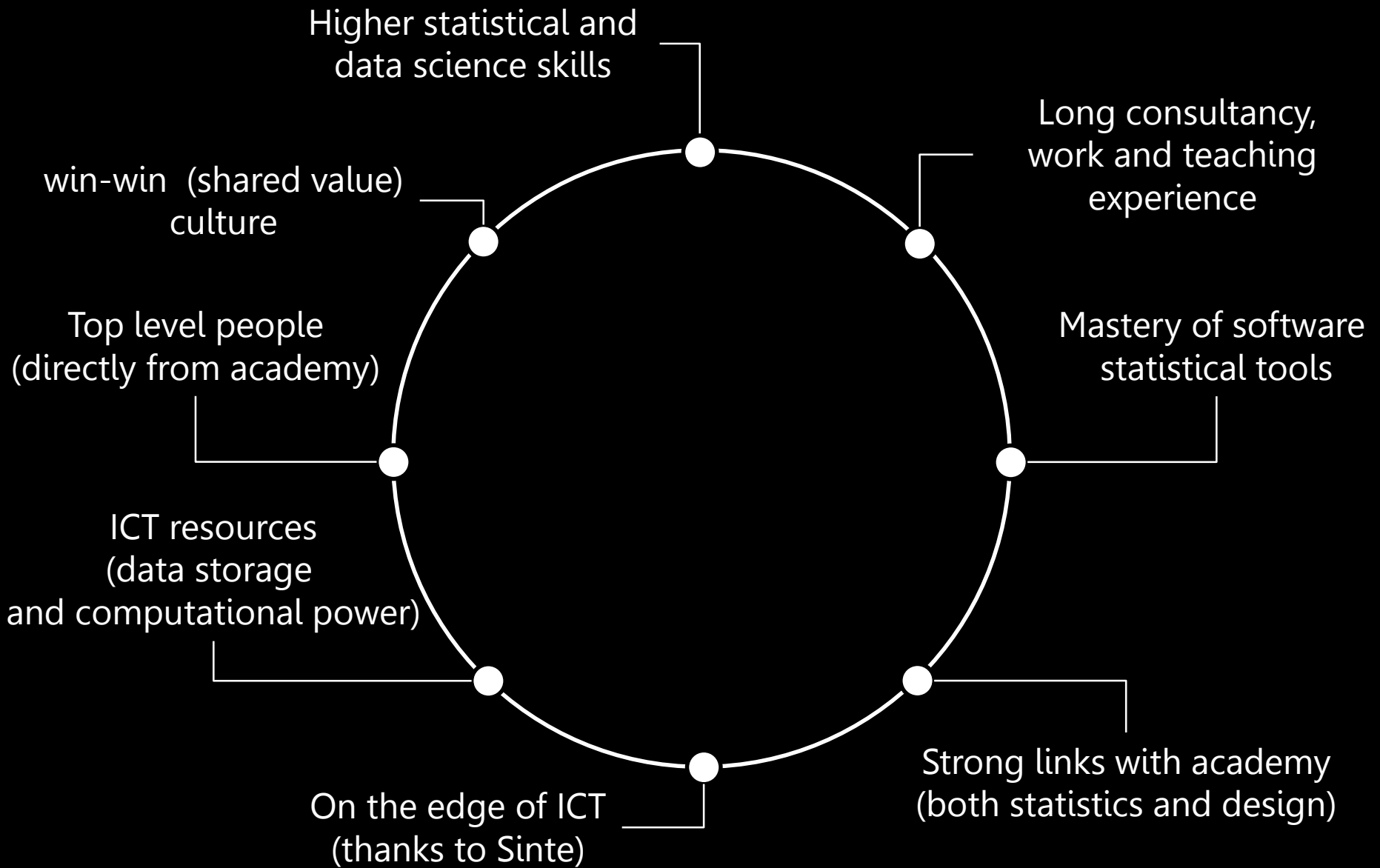
Big data analysis •—————▶ Interconnecting your data and exploiting their power, for you and your customers

Info-architecture and process design •—————▶ To build your data exploiting process network

Teaching and training •—————▶ To extend your capability and awareness

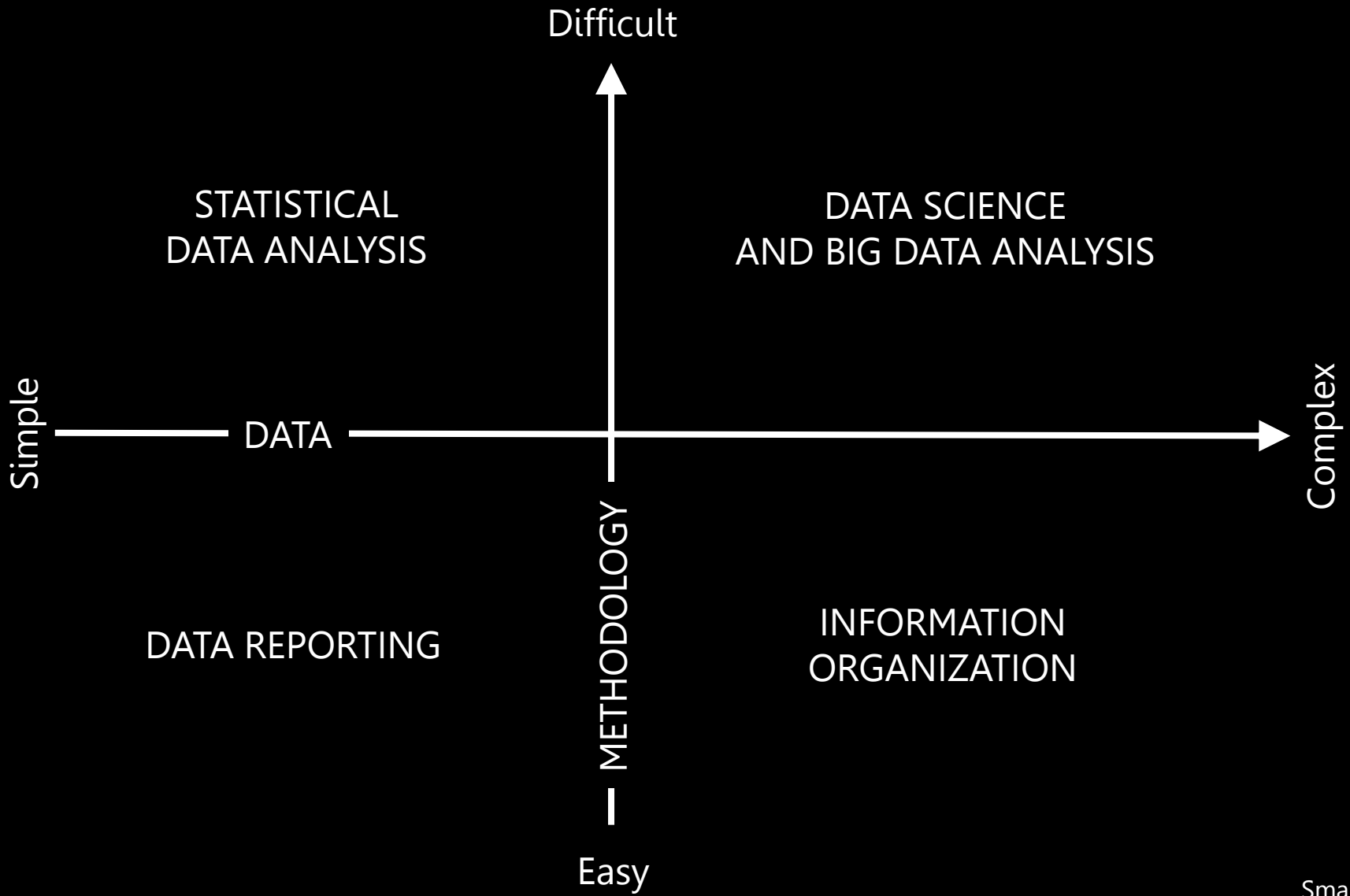




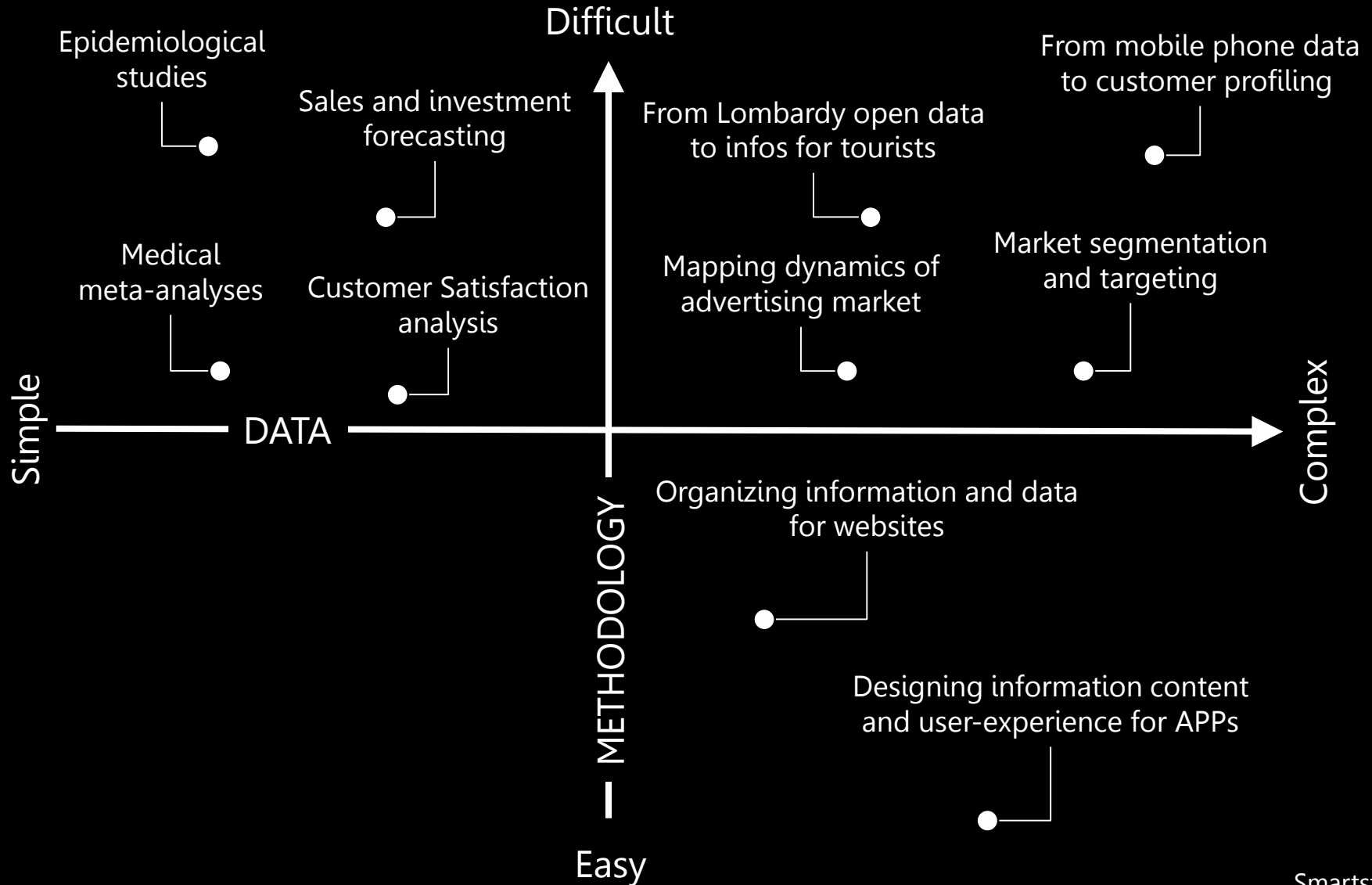


Classical and Big Data analysis

(methodology prior than technology...)

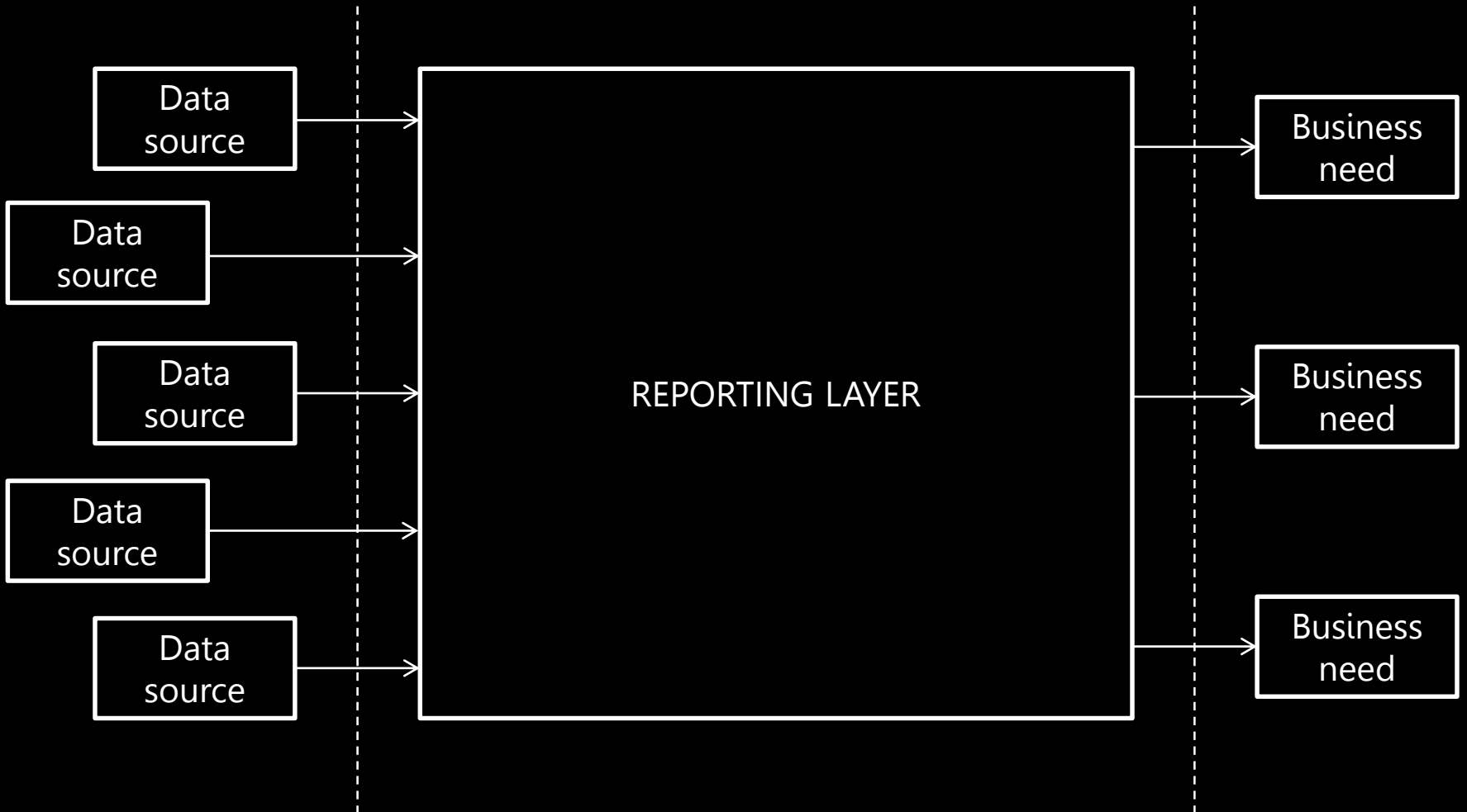


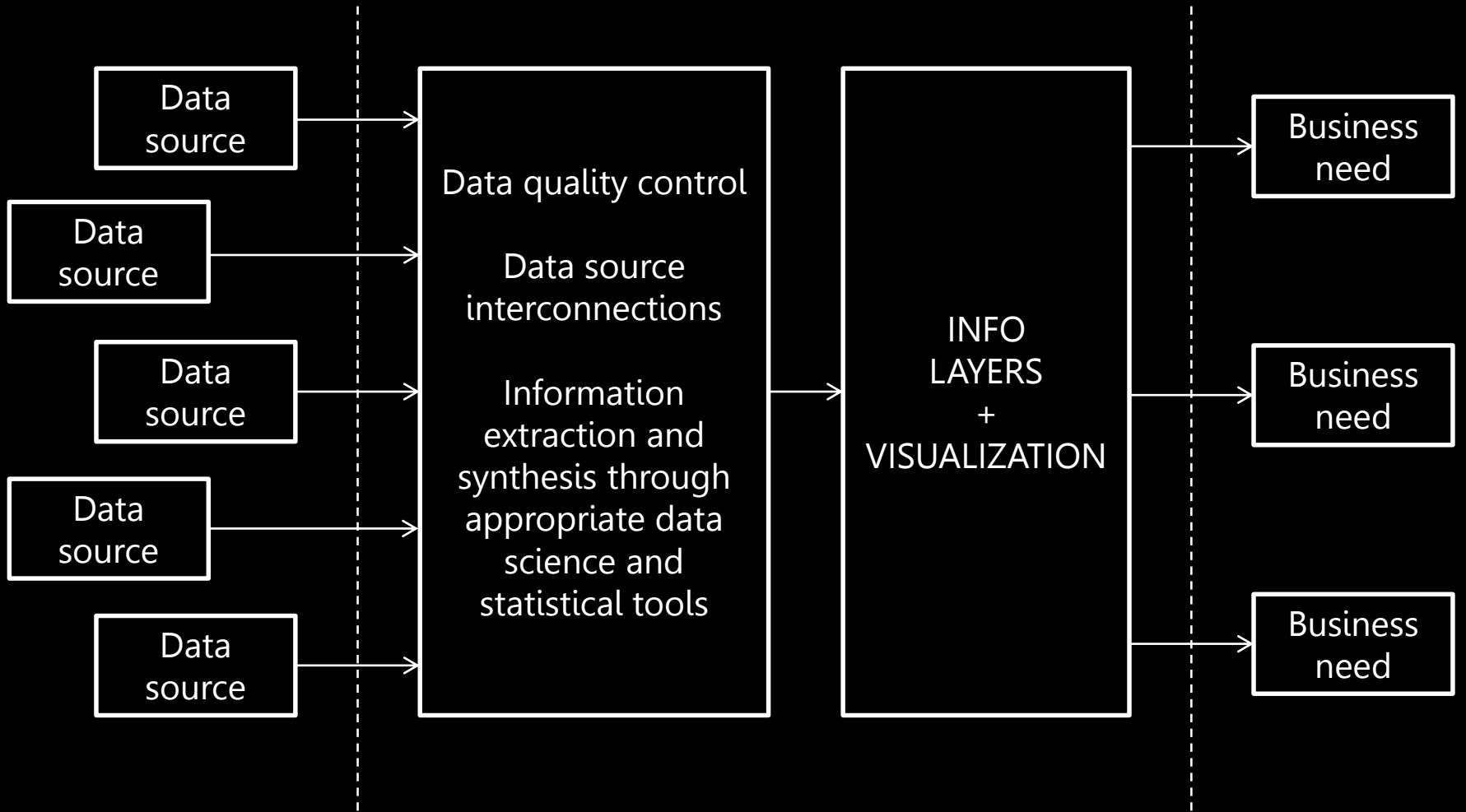
smartstat Some of our projects and themes

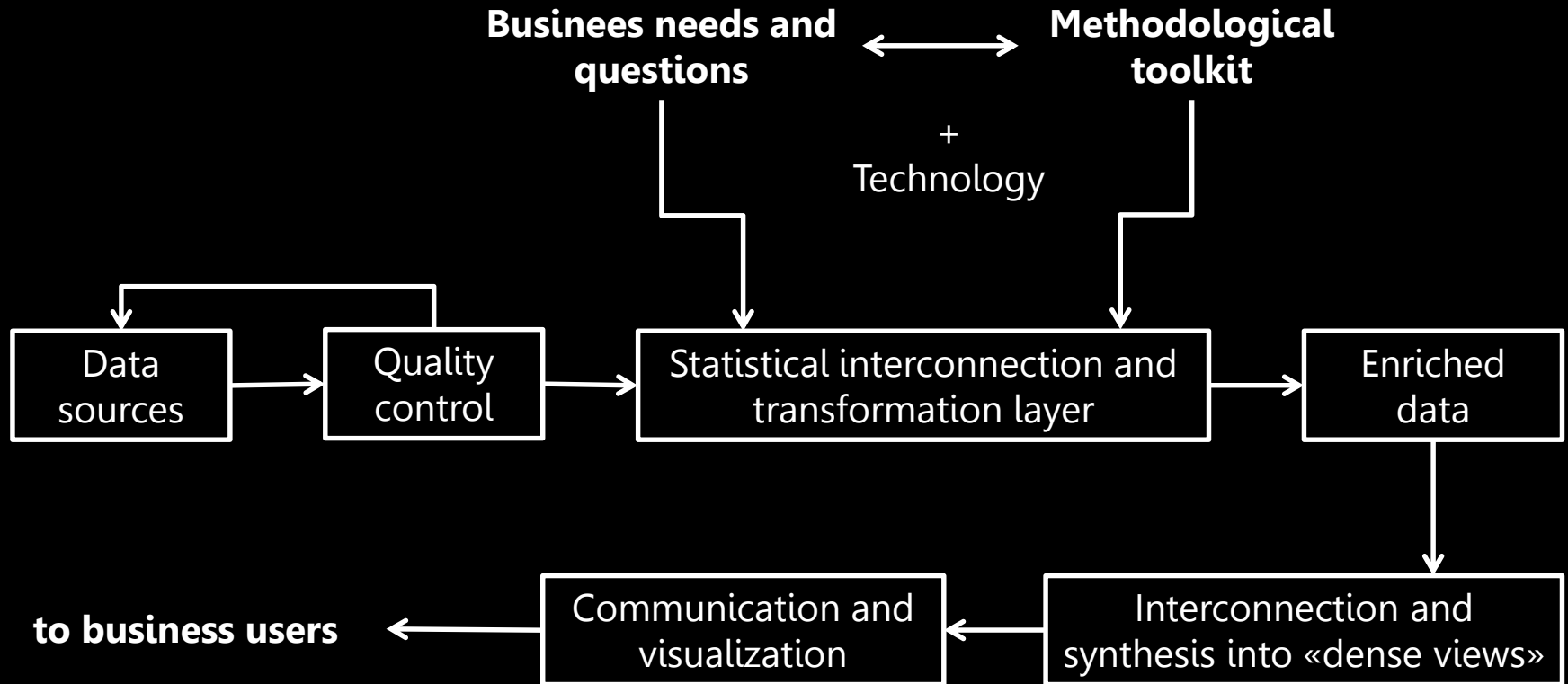


Info-architecture and process design

(to build with you the «nervouse system» of
your company)







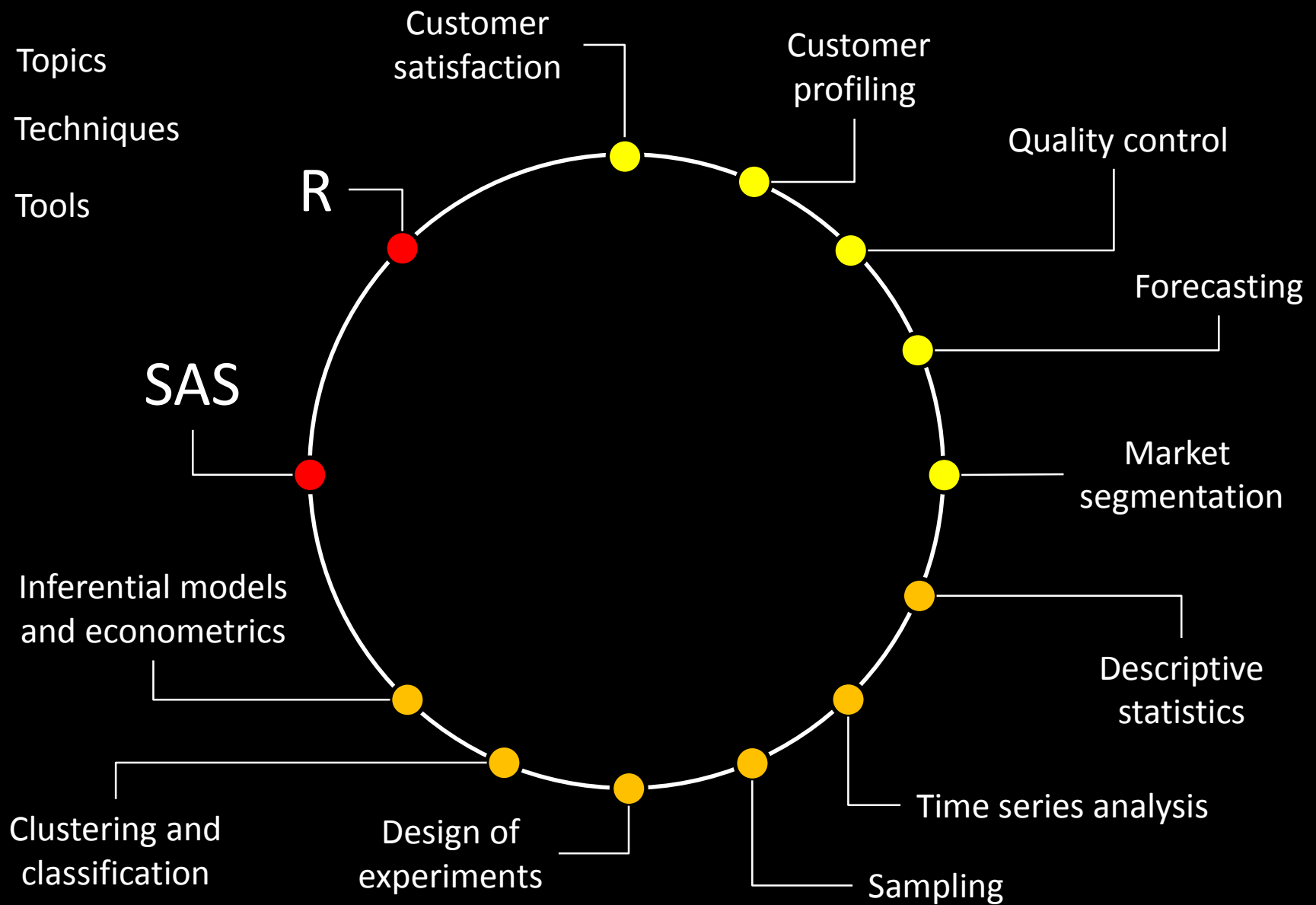
Teaching and training

(increasing your data exploitation capability
and culture)

● Topics

● Techniques

● Tools





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Project portfolio

(just a few words)

MARKET	KIND	TOPIC
Advertising	«Classical» data analysis	Statistical model for the assessment of promotional campaigns
Advertising	Statistical analysis	Forecasting models for advertising investments on different media
Advertising	Training	Statistical tools for market segmentation
Advertising	«Classical» data analysis	Multidimensional model for the analysis and visual representation of advertising market and its dynamics

MARKET	KIND	TOPIC
Telco	Big Data Analysis	Profiling customers' behavior and social features from mobile data
Telco	Info-architecture and data analysis	Improving statistical processes pertaining to Customer Satisfaction and Customer invoicing
Telco	Training	Introduction to statistical thinking and basic tools
Retail	Big Data Analysis	Turning sales data into sales governance tools
Public Institution	Big Data Analysis	Using Lombardy open data to develop touristic information layers (in view of Expo 2015)

MARKET	KIND	TOPIC
Transportation	«Classical» data analysis	Computing inflation indexes for Brenner Base Tunnel
Banking	Information organization	Supporting the design of end-user app for savings and personal economy management
Public Institution	«Classical» data analysis	Sensitivity analysis and tool for the Regional Competitiveness Index
Private Institution	Conceptual study	The role of data and information in subsidiarity and democratic processes

MARKET	KIND	TOPIC
Pharma	Bio-statistical analysis	Meta-analysys of literature on structural damages of biological aortic valves.
Pharma	Bio-statistical analysis	Estimation of structural damage incidence of biological aortic valves.
Pharma	Bio-statistical analysis	Hospital cost analysis of implementation of aortic valves without suture stitches and traditional valves.
Pharma	Bio-statistical analysis	Data consistency check, statistical analisys and reporting pertaining to DSMB (Data Safety Monitoring Board) within a multicentric, randomized, double.blind trial.

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With whom?

SORIN

POLIMI

FINECO

EUPOLIS

H3G

LOMBARDIA

ORANGE

QMI

IGPDECAUX

FONDAZIONE PER
LA SUSSIDIARIETA'

BBT

NIELSEN
MEDIA

COLZANI