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Handelskammer Frankreich-Schweiz

soladis GROUP

Data Insight Value

Petit Déjeuner « Big Data »

Basel
22.11.2017

Ange Michel Lago – Data Scientist
Olivier Schwartz – Managing Director

Soladis, your specialized partner for consultancy and services in data projects

soladis GROUP

Data Insight Value

400+
STUDIES / YEAR

90+
SCIENTIFICS PUBLICATIONS

5
OFFICES IN FRANCE AND SWITZERLAND

62
EMPLOYEES IN 2017

600+
CUSTOMERS

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A GROWING COMPANY

CREATION HQ IN LYON — 2000

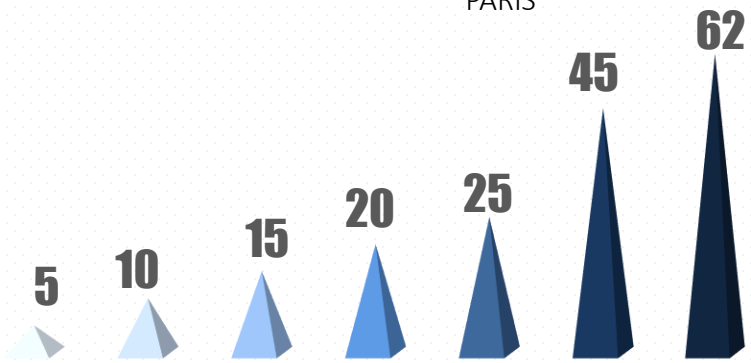
2008 — NEW AGENCY IN PARIS

EXTENSION OF HQ IN LYON — 2012

2013 — NEW AGENCIES IN LILLE AND SOPHIA-ANTIPOLIS

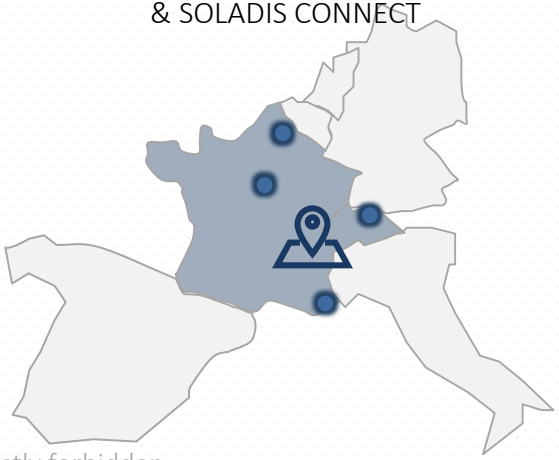
CREATION OF SOLADIS GMBH – BASEL ; TAKEOVER OF ORGAMÉTRIE — 2015

2016 — CREATION OF SOLADIS DIGITAL & SOLADIS CONNECT



COLLABORATORS

May 2017



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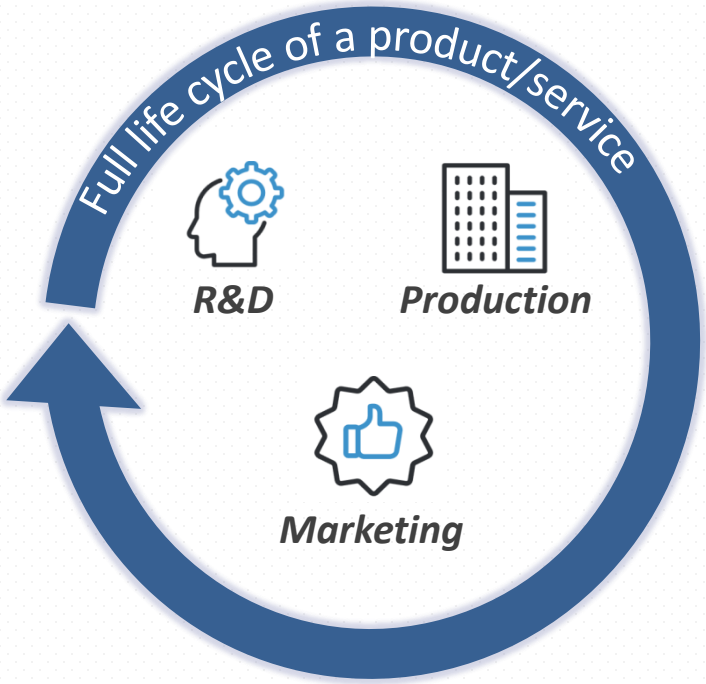
A DATA FOCUSED COMPANY



Primary Sector — *Agriculture, energy, …*

Secondary Sector — *Agrofood, aero/auto, chemicals, cosmetics, pharmaceutical labs, …*

Tertiary Sector — *Transport, communication, bank, …*

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Partner of your projects, Soladis is a service provider specialized in the data field.

Via its expertise in statistics, biostatistics, data science, digitalization, clinical trials, Soladis is the guarantee of a good management & treatment of your data-related projects.

soladis GROUP

Data Insight Value

soladis STATISTICS

Data Management – Statistics – Data Science

soladis CLINICAL STUDIES

Clinical Studies – Medical Expertise – Medical Writing

soladis DIGITAL

Big Data Studies – AdHoc Studies – Marketing Studies

soladis CONNECT

Prototyping – tech. expertise – Instruments – Connected devices

soladis INSTITUTE

Inter – Continuous – Intra

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soladis DIGITAL

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1 SOLADIS Customer Web Insight®

Customer Web Insight® enables customers to exploit data (opinions, reaction to events) on internet on various topics and to transform them into opportunities for a company willing to know its influence and image, or the one of its brands, products… On internet taking into account the competition.

2 SOLADIS Survey Insight®

Management and realization of studies online, face to face or by phone. Detailed definition of expectations of the study and of the theme to be treated, definition of the target, choice of the recruitment mode, management of the auditors, writing of the questionnary, online setup and follow-up, analysis and medialization of results, reporting

3 Marketing: CRM & Segmentation

Customer relationship management is an approach to managing a company's interaction with current and potential future customers that tries to analyze data about customers' history with a company and to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

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4 Small or BigData? DataWareHousing?

Organization, storing and treatment of all kinds of data, effective management of data in order to guarantee exact data, aligned on expectations of analysis and client

5 SAS Architecture Design

The implementation of SAS® Solutions may sometimes appear difficult, as it requires a high knowledge of the SAS® architecture. Our expertise in SAS® solutions allows us to offer you experts to support you during all phases of your projects

6 SOP and IT process Scoping

Scoping's activity aims to "clarify" an environment from a technical and regulatory point of view, as well as on computer, software, statistical or business aspects. We intervene today via this type of offer when our partners enter a process of regularization and validation of their process around their data

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Get audience Insights From Social Media Network

CONTENT

1 SAVE LIVES, CLEAN YOUR HANDS
Worldwide health events

2 GENEVA UNIVERSITY'S TOPIC
how to retrieve and exploit data from social media networks

3 HOW SOLADIS CAN HELP ?
Data science methodology to get audience Insights From Social Media Network

4 SUCCESSES AND OPPORTUNITIES
Some projects and opportunities

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Get audience Insights from Social Media Networks

SAVE LIVES, CLEAN YOUR HANDS

- **Topic:** *Focus on the fight against antibiotic resistance in the context of hand hygiene and infection prevention and control (IPC) programs.*
- **Date: 5th May 2017**

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

- **Topic:** *Forum for the exchange of knowledge and experience in the prevention of healthcare-associated infection and control of antimicrobial resistance around the world*
- **Date: 20-23 June 2017**

ICPIC

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GENEVA UNIVERSITY TOPIC

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

Medi@LAB GENÈVE

- Research laboratory in the University of Geneve's Institute for Media and Communications Management
- The CLIP-H research group (Communication Language Internet in Health)
- Get insigths from a social media monitoring tool

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Get audience Insights from Social Media Networks

GENEVA UNIVERSITY TOPIC

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

Medi@LAB GENÈVE

- 3 social media networks: Facebook, Twitter, Youtube
- 3 accounts and 10 hashtags
- Save the date: 25th April to 1st July

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Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

SOLADIS – Data science methodology to get audience Insights From Social Media Network

Business Understanding

Data Understanding

Data Preparation

Data Modeling

Deployment

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

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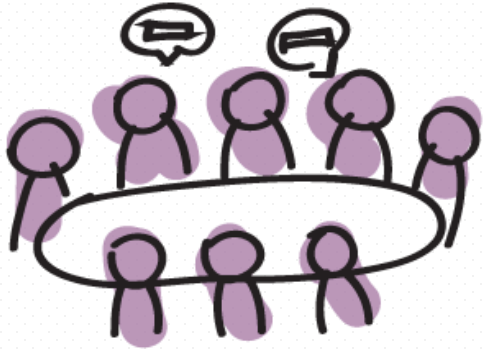
Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

Business Understanding

- Context Description
- Main objectives, Success criteria
- Resource Inventory



SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

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Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

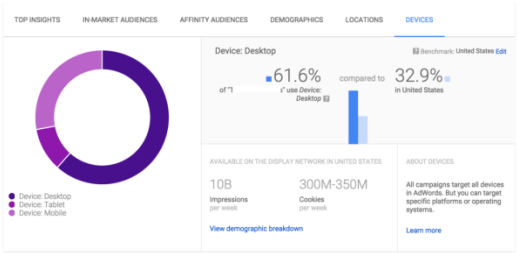
HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

Business Understanding

- Context Description
  - Web marketing campaign
- Main objectives
  - Get audience insights from social media network
- Success criteria
  - ✓ Raw data
  - ✓ True reach
  - ✓ Influencers
  - ✓ Popular Hashtags
  - ✓ Sentiment
  - ✓ …
- Resource Inventory
  - Human
  - Technical

Audience insight



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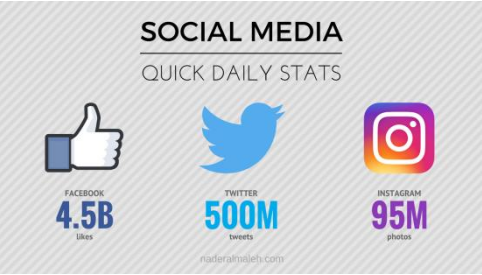
Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

Data Understanding
- Data Collection
- Description and Exploration
- Data Quality Control

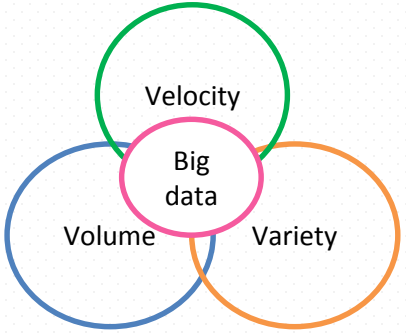
SAVE LIVES, CLEAN YOUR HANDS
GENEVA UNIVERSITY TOPIC
HOW SOLADIS CAN HELP ?
SUCCESSES AND OPPORTUNITIES

Huge amount of data



Multiple devices

New challenges



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Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

Data Understanding
- Data Collection
- Description and Exploration
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SAVE LIVES, CLEAN YOUR HANDS
GENEVA UNIVERSITY TOPIC
HOW SOLADIS CAN HELP ?
SUCCESSES AND OPPORTUNITIES

What you see

What you see

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HOW SOLADIS CAN HELP ?

Data Preparation

- Necessary Data
- Data Cleansing
- Data management, consolidation

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

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HOW SOLADIS CAN HELP ?

Data Modeling

- Define and Analyze data requirements regarding business needs
- Statistics Models dev and tests
    - descriptive analysis
    - Comparison model
    - Machine learning (classification, text-mining)
- Model Evaluation and Selection

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

Statistical analysis & Benchmark

Machine learning

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Get audience Insights from Social Media Network

HOW SOLADIS CAN HELP ?

Deployment
- Deployment Rules and Security
- Study report, Results analysis

SAVE LIVES, CLEAN YOUR HANDS

GENEVA UNIVERSITY TOPIC

HOW SOLADIS CAN HELP ?

SUCCESSES AND OPPORTUNITIES

Deployment

Dashboard

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Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

Solution features

- Context and Aim
  - Get audience Insights from a social media networks campaign for 2 worldwide health events
- Prerequisites:
  - Operational
    - KPI through easy operation
    - Dynamic and responsive use
  - Technical
    - Volume, Velocity, Variety
    - Scraping social media network
    - ensure reliability, durability and robustness
    - ensure the integrity and security of the data

SAVE LIVES, CLEAN YOUR HANDS
GENEVA UNIVERSITY TOPIC
HOW SOLADIS CAN HELP ?
SUCCESSES AND OPPORTUNITIES

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Get audience Insights from Social Media Networks

HOW SOLADIS CAN HELP ?

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SUCCESSES AND OPPORTUNITIES

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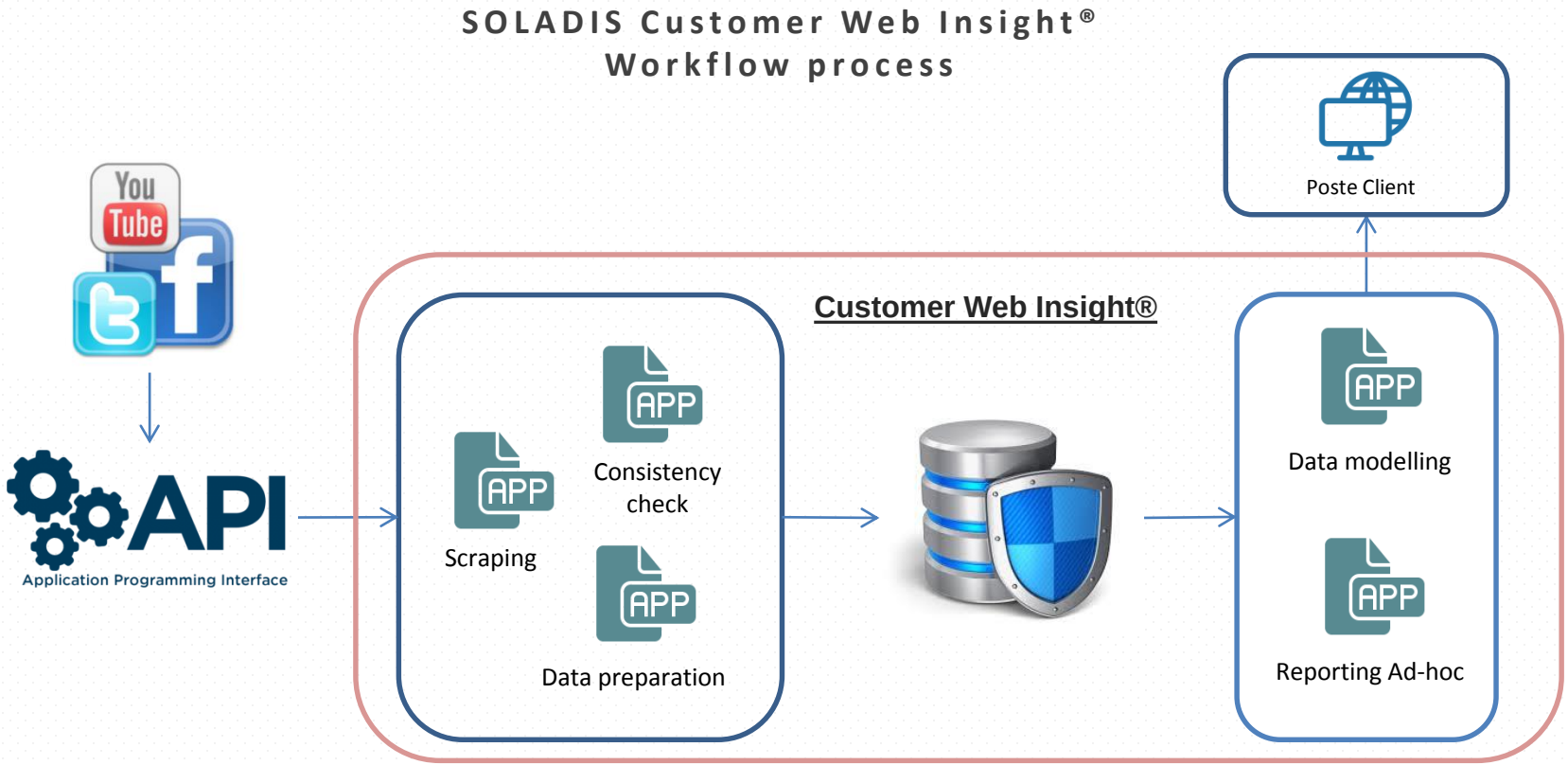

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Get audience Insights from Social Media Network

SUCCESSES AND OPPORTUNITIES

MEDIALAB

HUAWEI R&D SUPPORT

Plus2Sens

SAVE LIVES, CLEAN YOUR HANDS

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SUCCESSES AND OPPORTUNITIES

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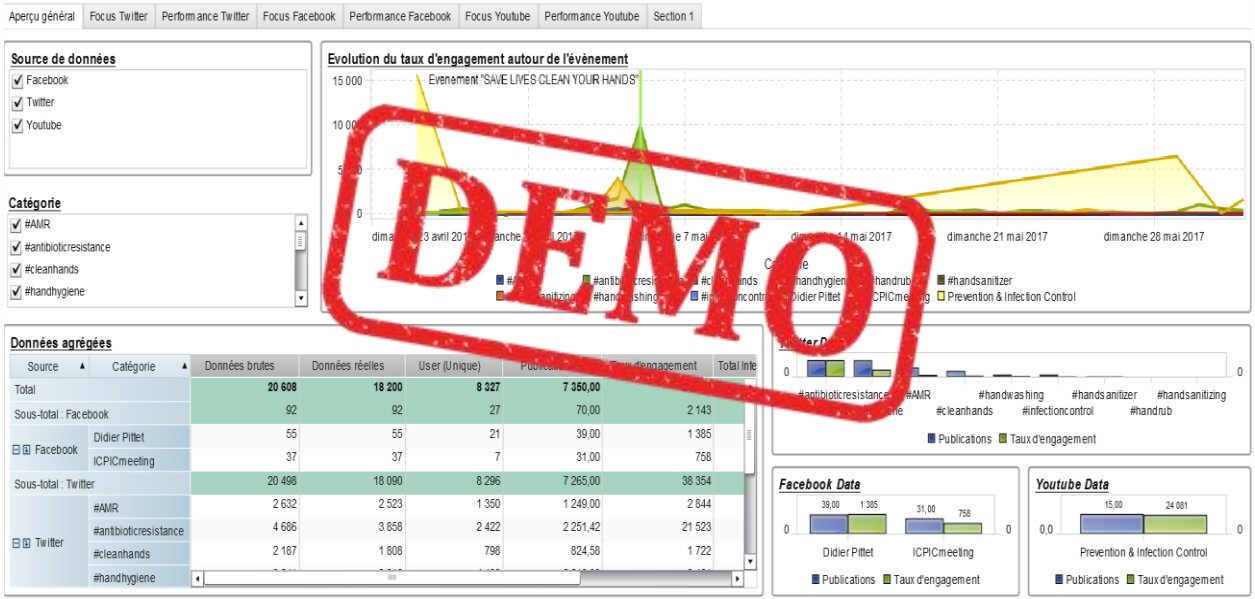
MEDIALAB

we scrapp some of the most famous social media network to collect data to visualize and predict the reaction of the community around a global health event.

SOLADIS CUSTOMER
WEB INSIGHT® Project
R Statistical



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MEDIALAB - CONCLUSION

Facebook:

- ✓ Second communication channel for publishing
- ✓ Best interaction between Didier Pittet and his followers
- ✓ Positive link between the engagement rate, user unique and posts
- ✗ Negative link between the engagement rate, time
- ❖ Recommandation:
  - Publish photos help to maximise the engagement rate
  - Invite people of the community to share their experiences
  - Develop exploratory model to predict engagement rate

Twitter:

- ✓ Best communication channel for publishing
- ✓ Best interaction between publishers and followers
- ✓ Positive link between the engagement rate, user unique and posts
- ✗ Negative link between the engagement rate, time
- ❖ Recommandation:
  - Combine popular hashtags and name popular user in tweets to maximise the engagement rate
  - Develop exploratory model to predict engagement rate

Youtube:

- ✓ Easiest channel to measure the engagement rate
- ✗ Big potential but this channel is not well known and exploited
- ✗ Not enough data to realise significant exploraty analysis
- ❖ Recommandation:
  - Generate data by publishing videos and invite
  - Invite people of the community to share their experiences

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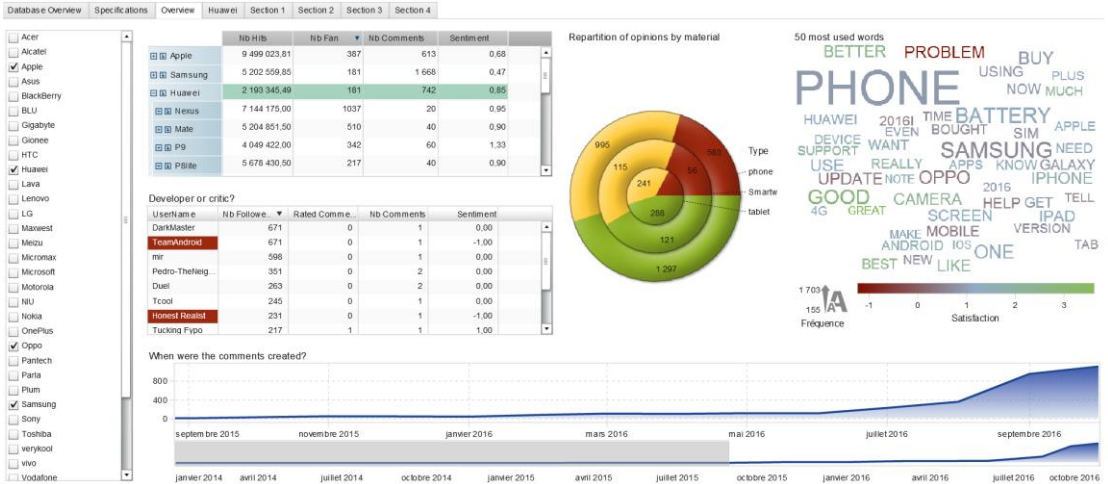
HUAWEI
R&D SUPPORT

We scrapp web data (blogs, forum) in order to analyze and understand where Huawei R&D need to focus their future development



SOLADIS CUSTOMER
WEB INSIGHT® Project
R Statistical

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Plus2Sens

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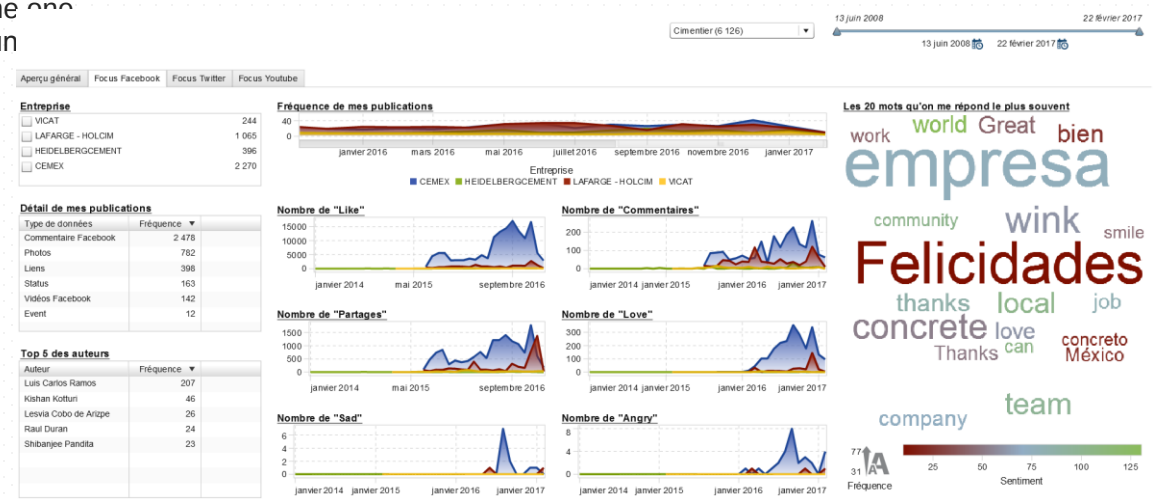
SOLADIS CUSTOMER WEB INSIGHT® Project



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QUESTIONS

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