

# Market Research and Big Data: A difficult relationship

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# The Three Phases of A Narcissistic Relationship

- Over-Evaluation
- Devaluation
- Discard





SEWELL & SONS

REGAL

LIVE WITH HEART  
MUSIC THEATRE & JAZZ COFFEE

BLINDING LIGHT  
MUSIC THEATRE & JAZZ COFFEE

THE GREAT ESCAPE

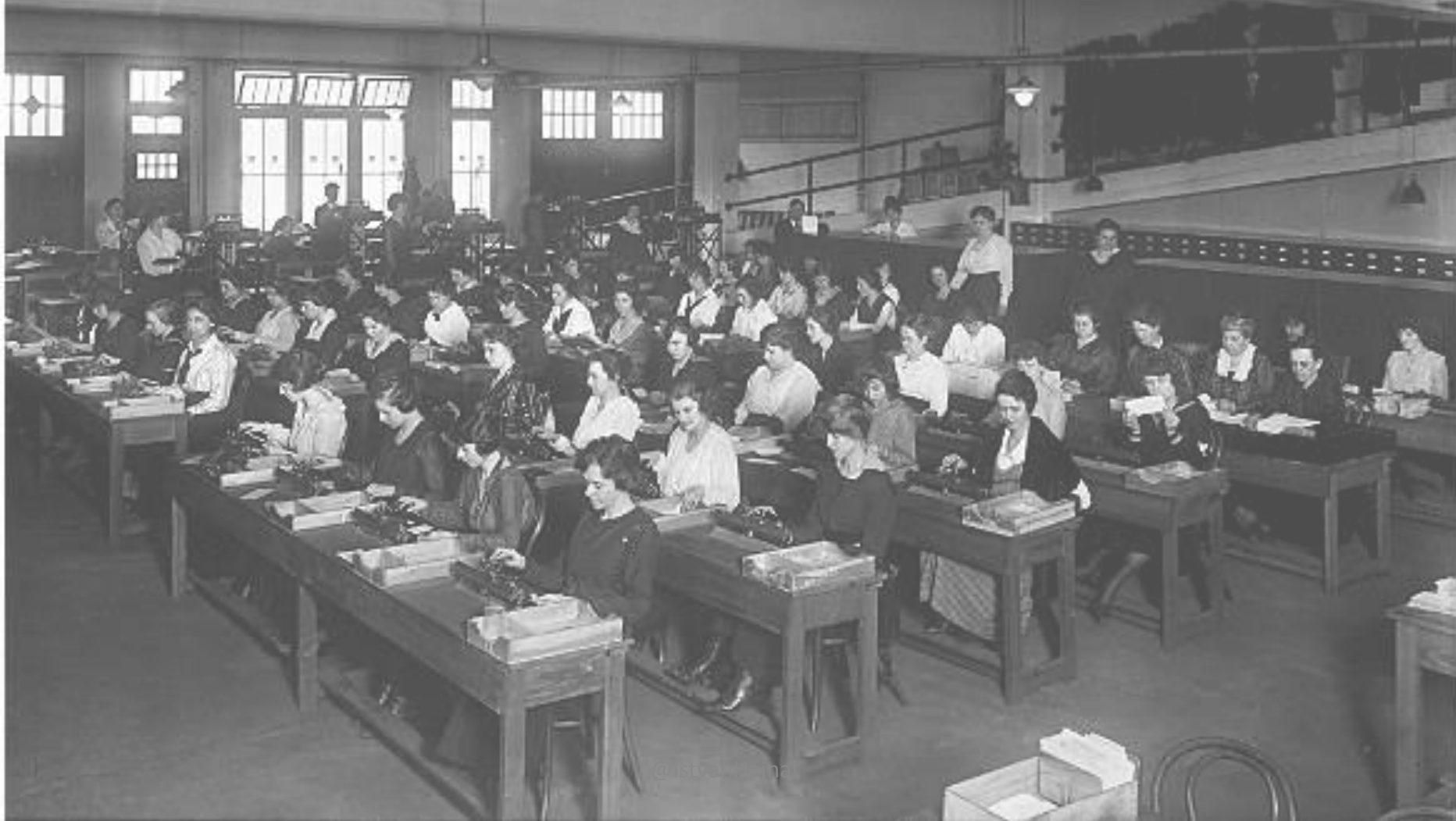
THE GREAT ESCAPE

THE GREAT ESCAPE

THE GREAT ESCAPE

- **High Volume**
- **High Velocity**

- **OK on Variety**
- **OK on Veracity**



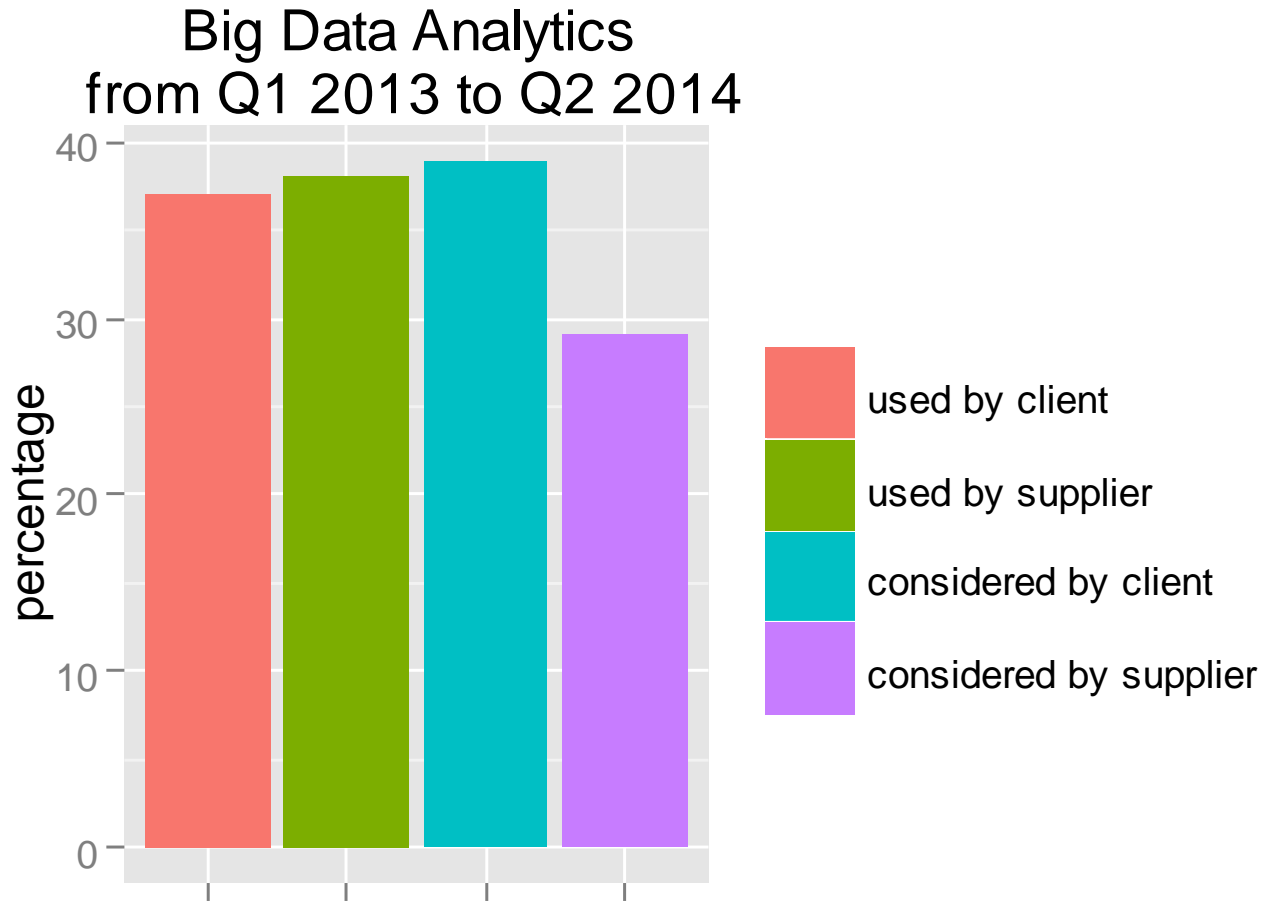
# Not many people know that



**The first  
private company to  
ever order a computer**

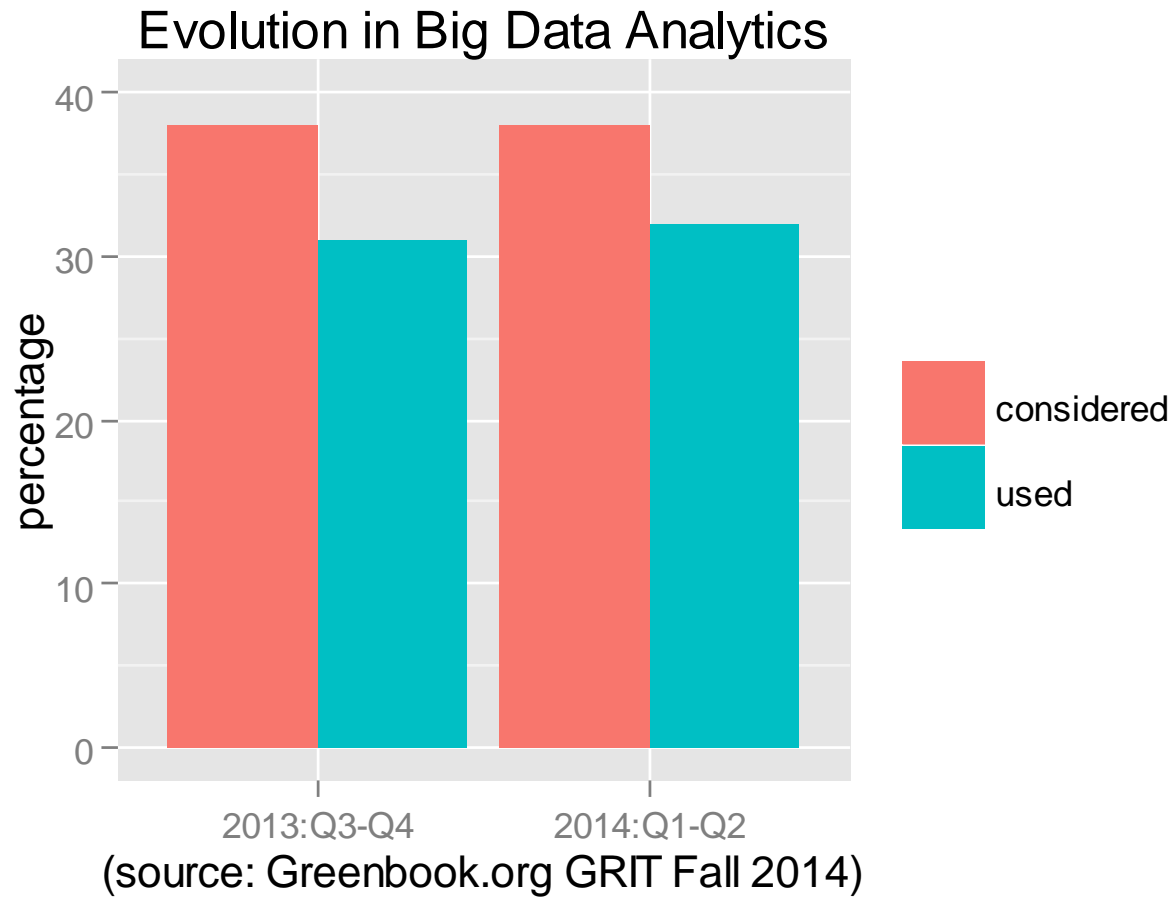
**was a market research company**

# Big Data: today



(source: Greenbook.org GRIT Fall 2014)

# Big Data: evolution



# Big Data fatigue?

- *“The Promise and Peril of Big Data”*
- *“Why Big Data Will Never Replace Market Research”*
- *“Navigating The Big Data Hype”*

(source: Greenbook)

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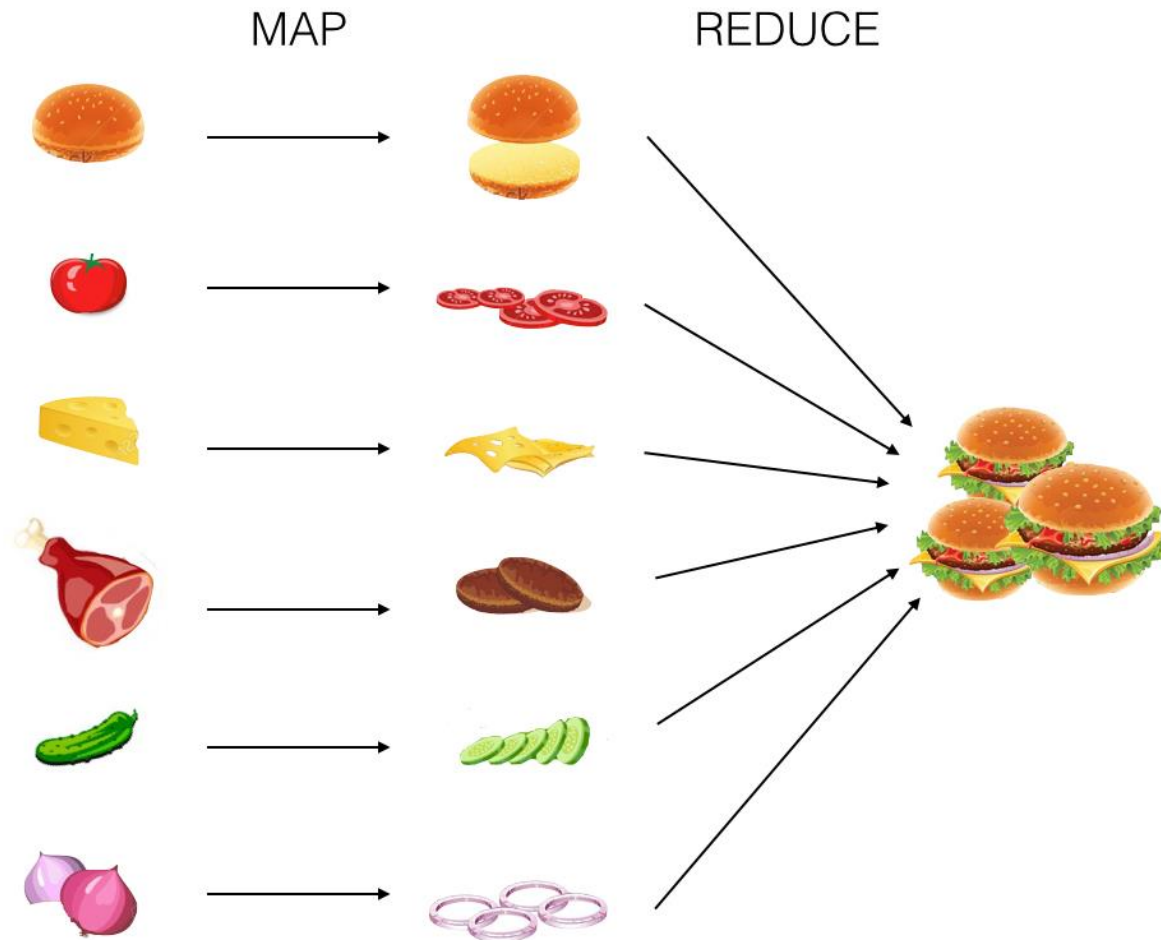
- Conclusion: MRX seems to be bipolar when it comes to Big Data
- My advice to suppliers of Market Research:
  - Don't look at Big Data as just a fad or hype
  - Don't look at Big Data as a threat to Market Research
  - But embrace it as a new (business) reality
  - Learn how to process large amounts of data

# How do you process large amounts of data?

- With distributed storage and distributed processing on clusters of commodity hardware
- The software is (often) free and open source
- Hadoop:
  - Storage part : HDFS
  - Processing Part: Map Reduce



# Map reduce (source Karim Douïeb)



# Hadoop

- Pure Map-reduce requires some programming skills, but:
  - Data easily accessible with SQL (Impala, Hive)
  - Works relatively well with R
  - Spark

**This makes it within reach of market researchers!**



# Other trends in Big Data and Data Science relevant for MRX

- **Visualization**
- **Natural Language Processing**
- **Deep Learning**

