

A hand holds a black smartphone. Above the screen, a large, colorful, abstract shape composed of many small, various icons (like a globe, a plane, a dollar sign, a lightbulb, etc.) floats, resembling a cloud or a burst of data. The screen of the phone is white and displays the title text.

Big Data dans Mon Portable?!

Bram Adams
Génie Informatique et Génie Logiciel





Israel J.
Mojica



Mei
Nagappan



Hammad
Khalid



Ahmed E.
Hassan

en collaboration avec



Emad
Shihab



Steffen
Dienst



Thorsten
Berger

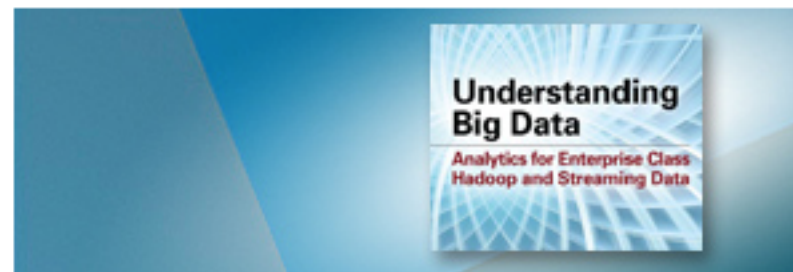


Big Data at the Speed of Business

[What is big data](#)[Big data use cases](#)[Big data platform](#)[Big data in action](#)[Partners](#)[Overview](#)[Conversations](#)[Resource Library](#)[Events](#)

What is big data?

Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. This data is **big data**.



Gain insight into IBM's unique in-motion and at-rest big data analytics platform.

[→ Get the ebook](#)

Big data spans four dimensions: Volume, Velocity, Variety, and Veracity.

Volume: Enterprises are awash with ever-growing data of all types, easily amassing terabytes—even petabytes—of information.

- Turn 12 terabytes of Tweets created each day into improved product sentiment analysis
- Convert 350 billion annual meter readings to better predict power consumption



Big Data at the Speed of Business

Register now for a one hour online broadcast where IBM discusses a new generation of data solutions.

[Register](#)

NEW big data ebook

Harness the Power of Big Data: The IBM Big Data Platform

[Get the eBook](#)

The Forrester Wave™: Enterprise Hadoop Solutions

This Wave report evaluates 13 hadoop vendors against 15 criteria with IBM being placed in the leadership category.



VOLUME



FLUX



VARIÉTÉ



VÉRACITÉ

Big Quoi?



iPhone

Features Design Built-in Apps From the App Store iOS iCloud Tech Specs [Buy](#)

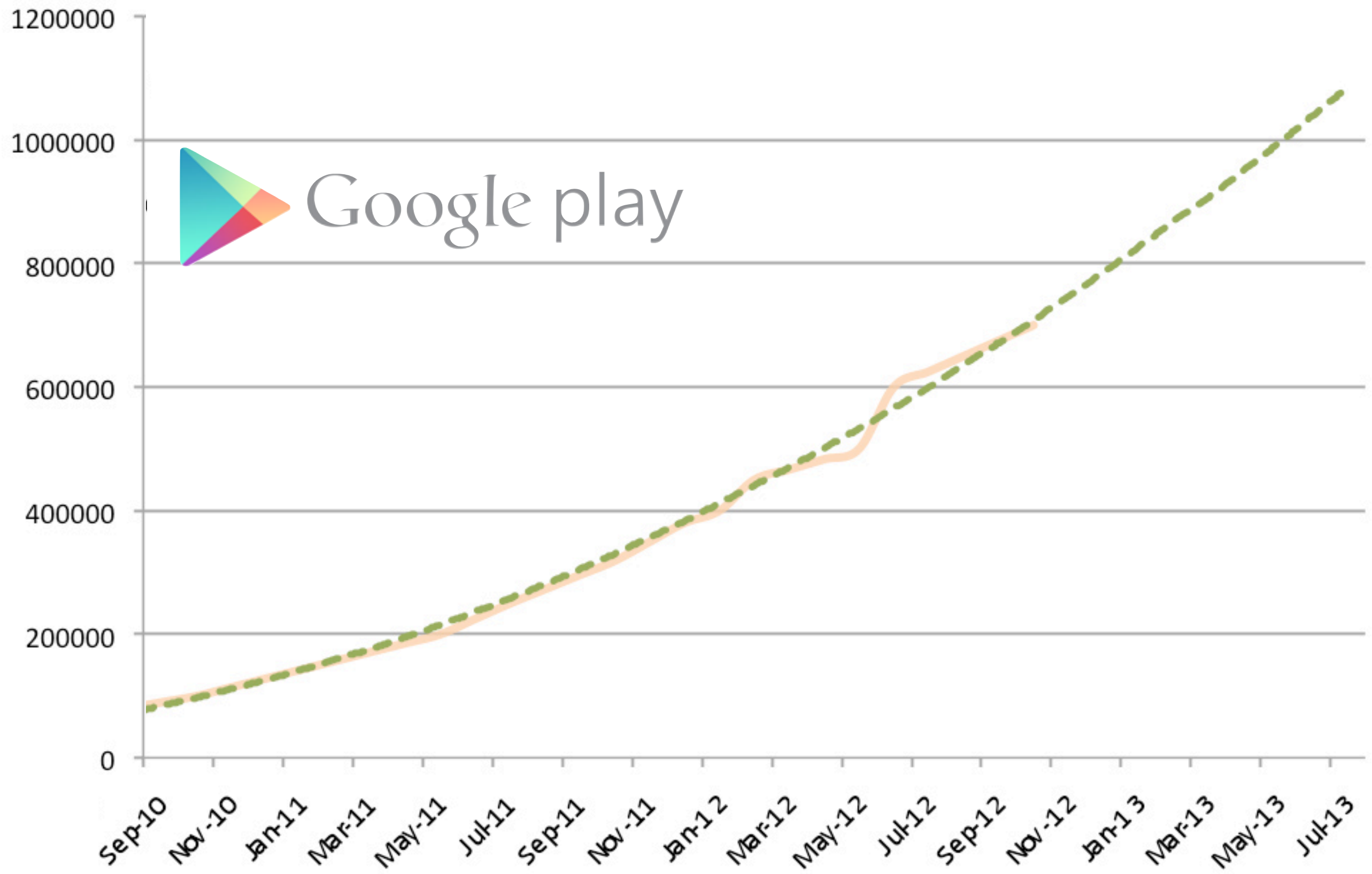


Applications Mobiles!

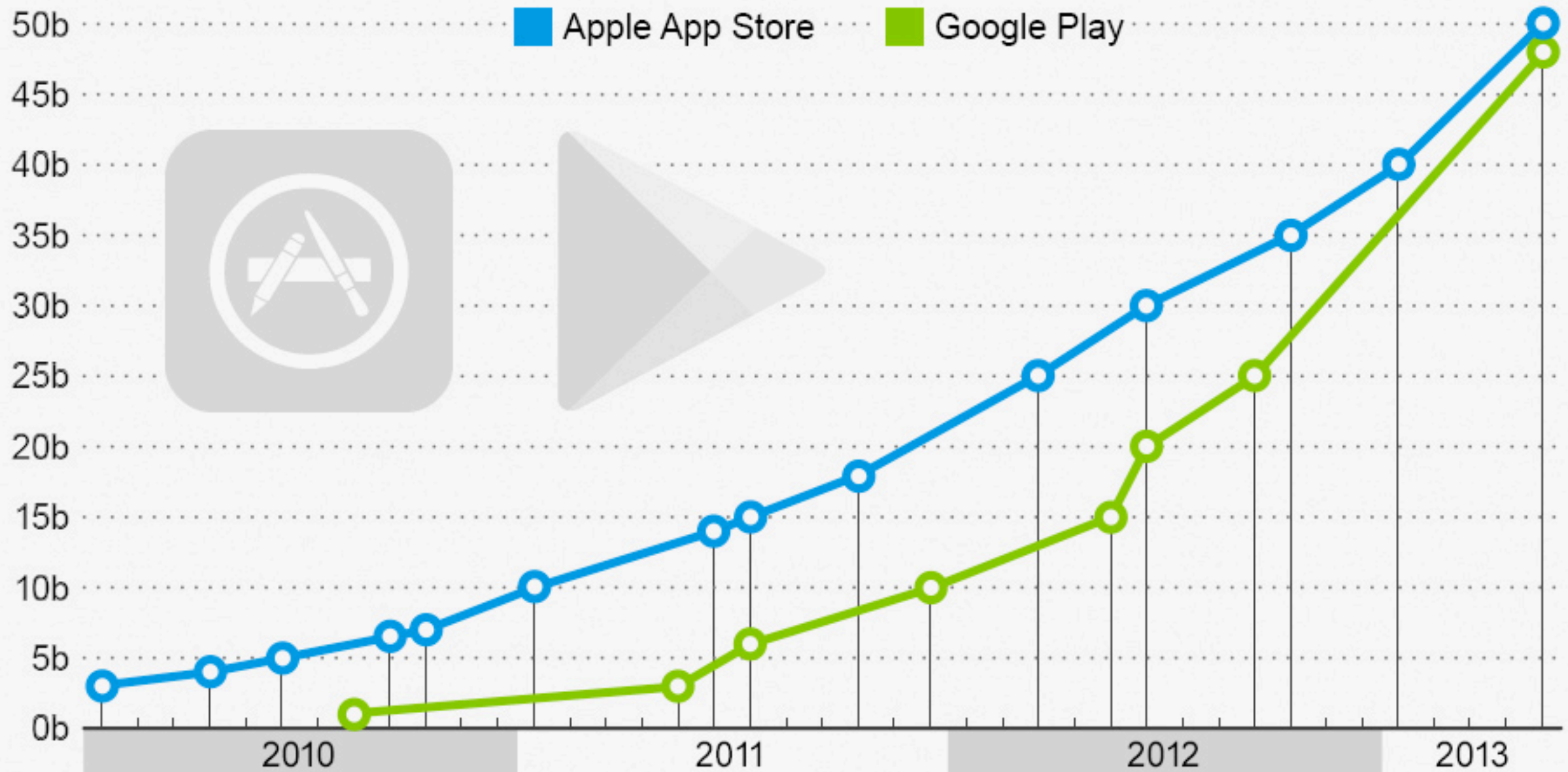
Hundreds
of thousands
of endless
possibilities.

Built-in apps are just the beginning. Browse the App Store to find even more amazing apps designed specifically for iPhone — by Apple and by third-party developers. The more apps you download, the more you'll realize there's almost no limit to what iPhone can do.

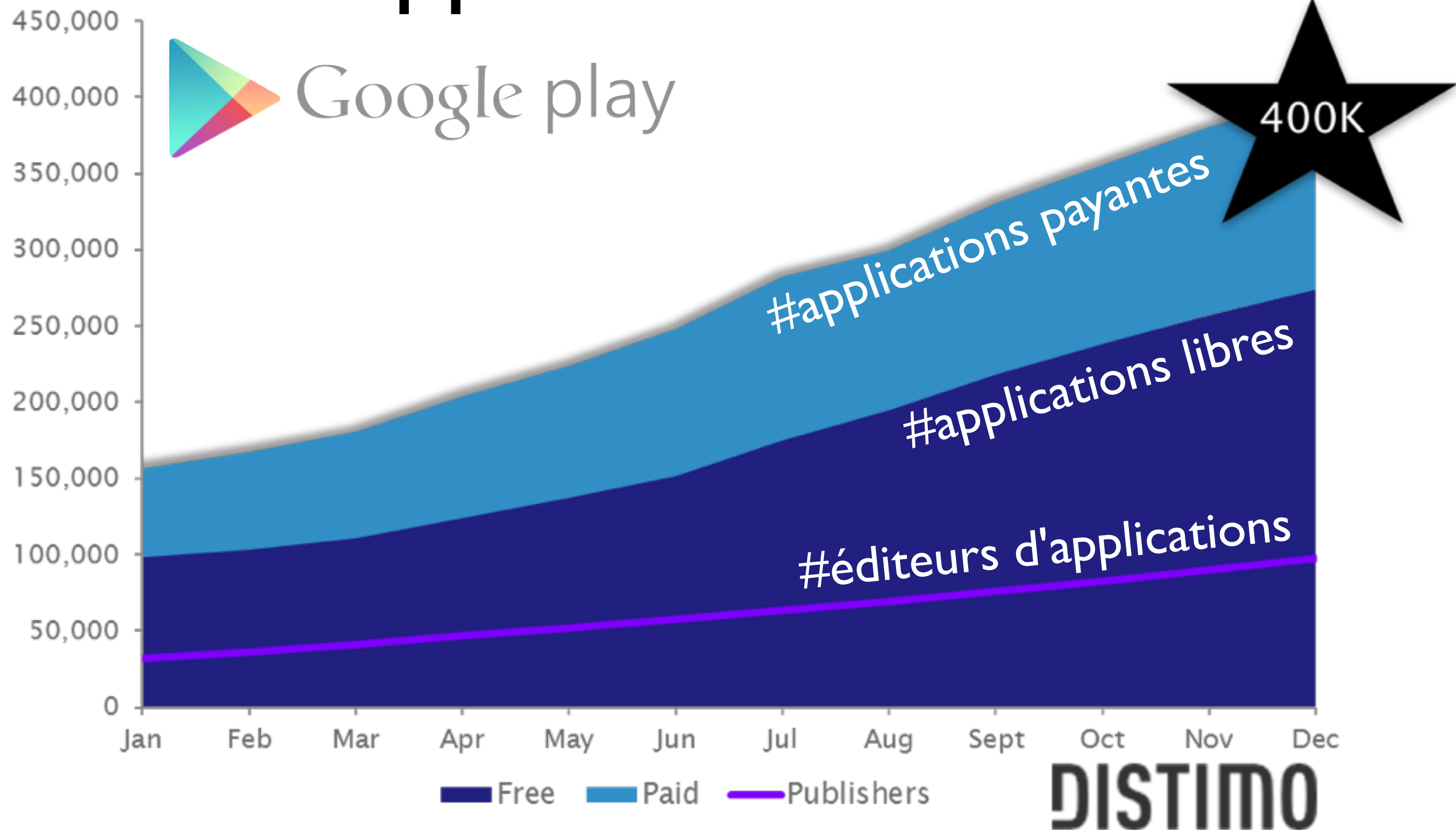
Bientôt > IM applications



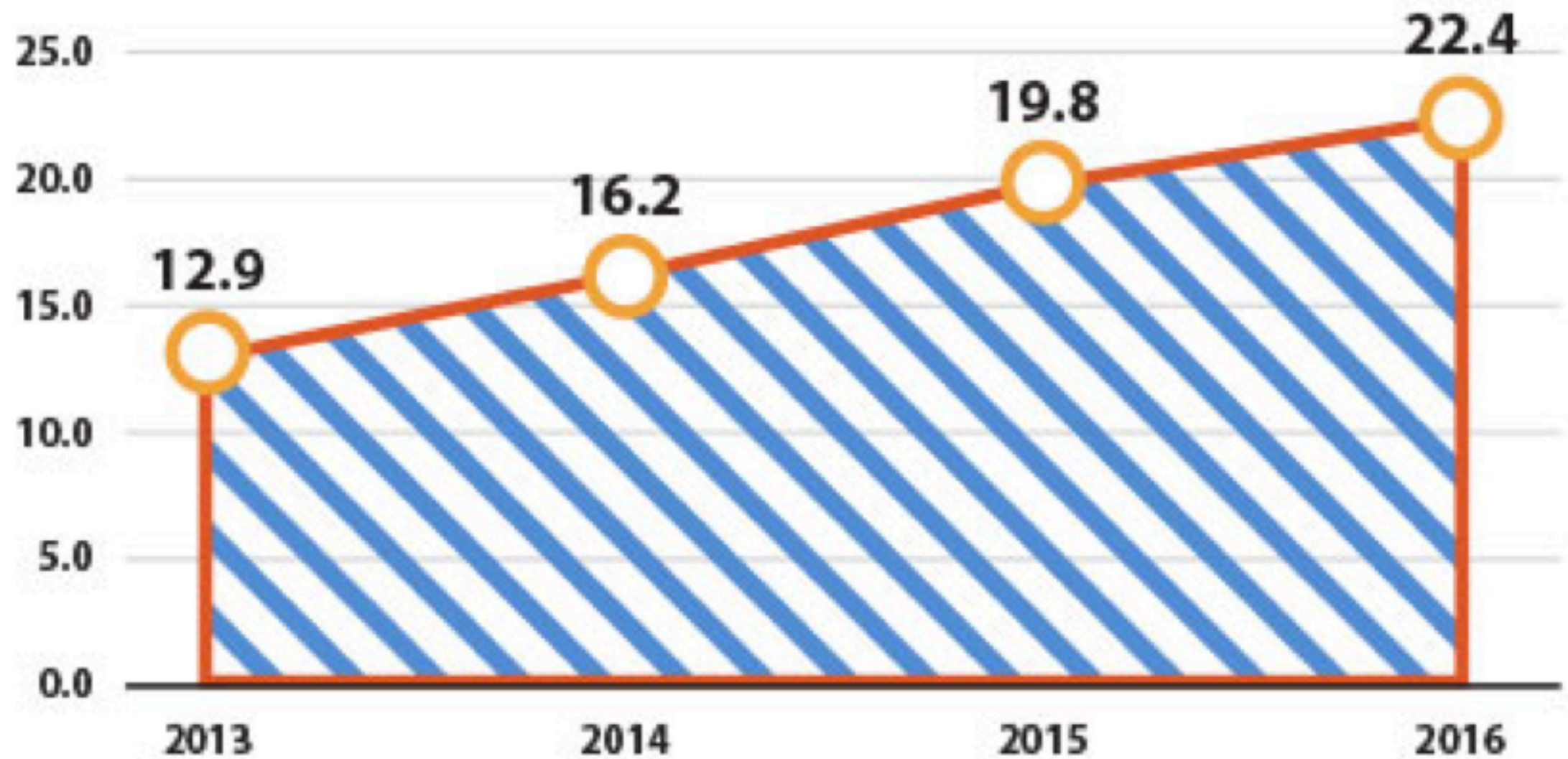
100 milliards de téléchargements!



Pas seulement des applications libres!



Revenue projetée de \$22 milliards



Yankee Group's Global Mobile Forecast, December 2012





Tant de **compétition**, quoi faire?



stress reliever



SHOP

MY BOOKS

MY MOVIES

MY ANDROID APPS

All results

Android Apps

More apps results >



Stress Check by A...

AZUMIO INC.

★★★★★ (863)

INSTALL



Relax Lite: Stress ...

SAAGARA

★★★★★ (295)

INSTALL



Take a Break from ...

MEDITATION OASIS

★★★★★ (72)

INSTALL



Kick the Boss

GAME HIVE CORPORATI...

★★★★★ (100,725)

INSTALL



Road Stress Reliev...

PHILLIPS 66 COMPANY

★★★★★ (62)

INSTALL



Relax: Stress & An...

SAAGARA

★★★★★ (65)

CAS3.50 BUY

Books

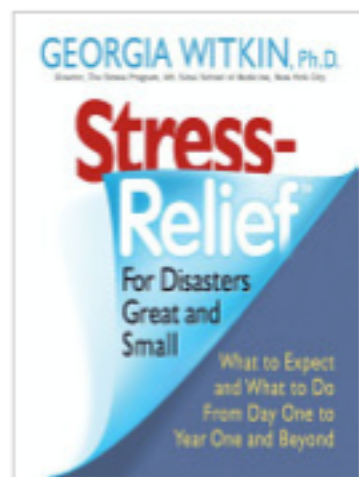
More book results >



Stress Relief for Te...

CLAIRE HAYES

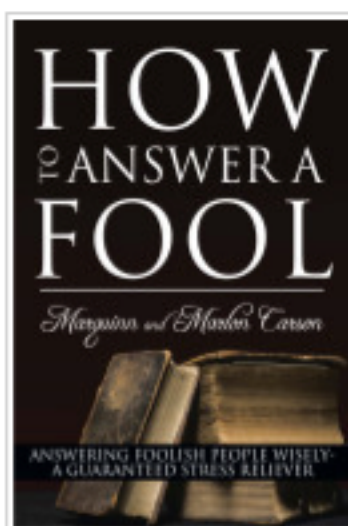
CAS31.45 BUY



Stress Relief for Di...

GEORGIA WITKIN

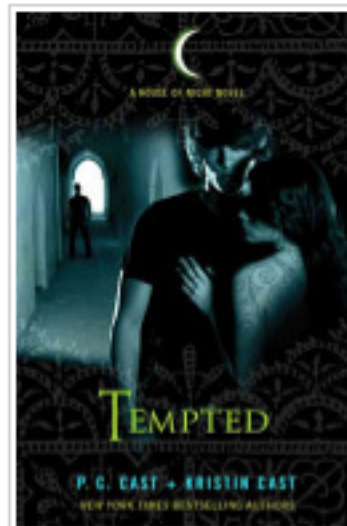
CAS8.99 BUY



How to Answer a F...

MARQUINN CARSON, MARC

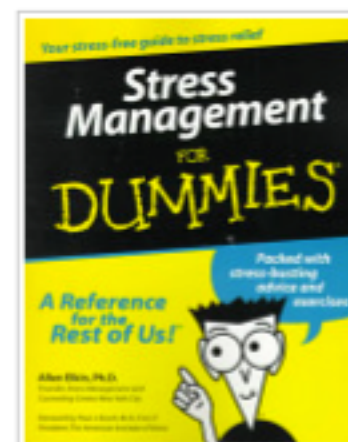
CAS8.41 BUY



Tempted

P. C. CAST, KRISTIN CAST

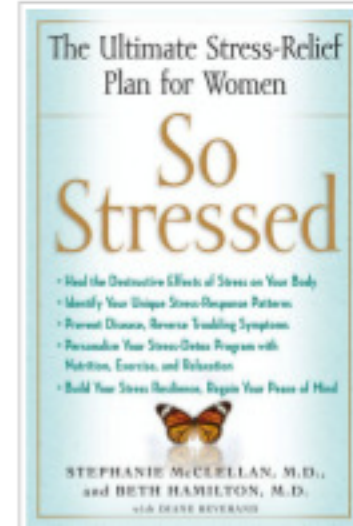
CAS10.99 BUY



Stress Managemen...

ALLEN ELKIN

CAS15.99 BUY



So Stressed: The U...

STEPHANIE MCCLELLAN, B

CAS16.99 BUY

des centaines d'applications

Description

The ultimate motivational tool.

The Whip: This app turns your Android-powered phone into the ultimate motivational tool. Useful whether asking your employees to work the weekend, or remarking on a friend's relationship status...

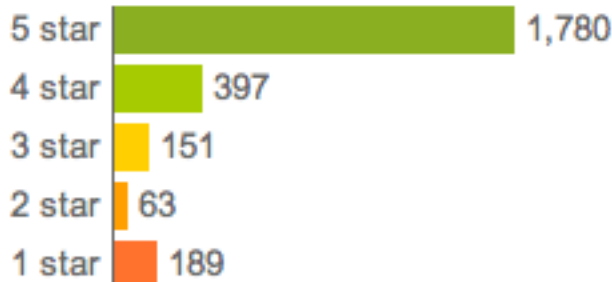
1.1 - Fix a bug, add an easter egg.

[Visit Developer's Website >](#)

[Email Developer >](#)

User Reviews

[Write a Review >](#)



Average rating:

4.4



2,580

Marcelangelo - March 9, 2012 - Version 1.1 [↔](#)

★★★★★ **The Whip!**

The Big Bang Theory made me download this...I'm going to put this to great use. I tried out Pocket Whip...doesn't work very smoothly.

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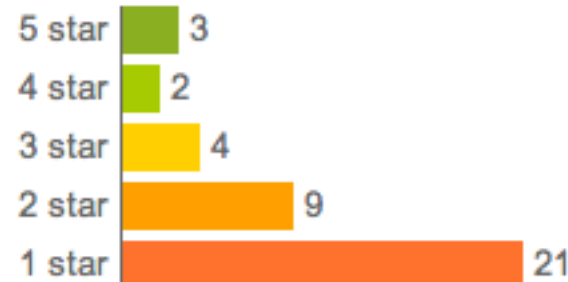
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Évaluations

=

\$\$\$



Évaluations

=

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VOLUME



FLUX



VARIÉTÉ



VÉRACITÉ

2 Questions de Recherche

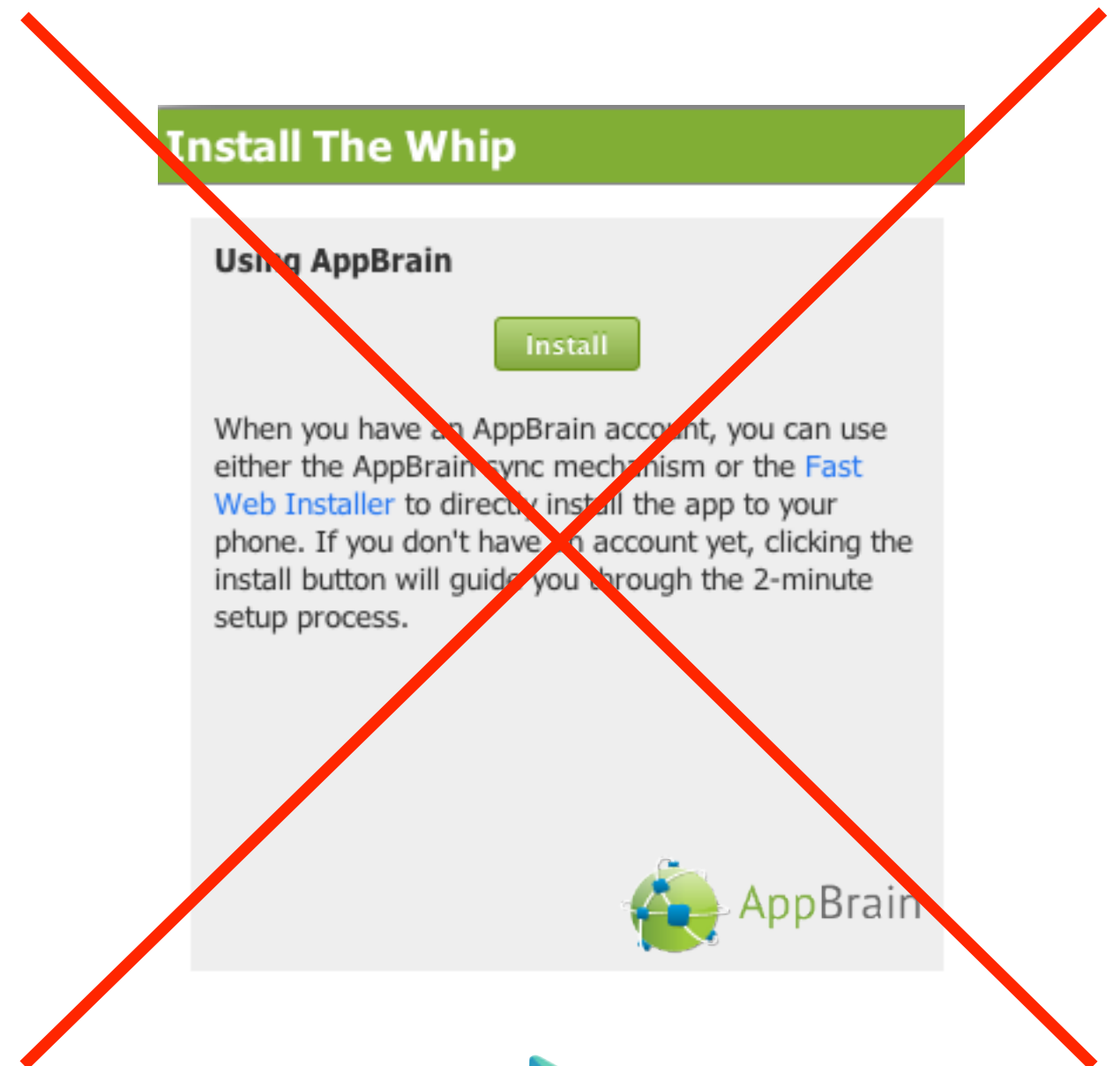


Caractéristiques
des évaluations?



Prédiction des
évaluations?

Comment obtenir toutes les versions de toutes les applications?



**Je veux toute l'app
store, maintenant!**



Alors, espionnons l'app store!



v1.5 released



Alors, espionnons l'app store!

v1.5 released



Alors, espionnons l'app store!

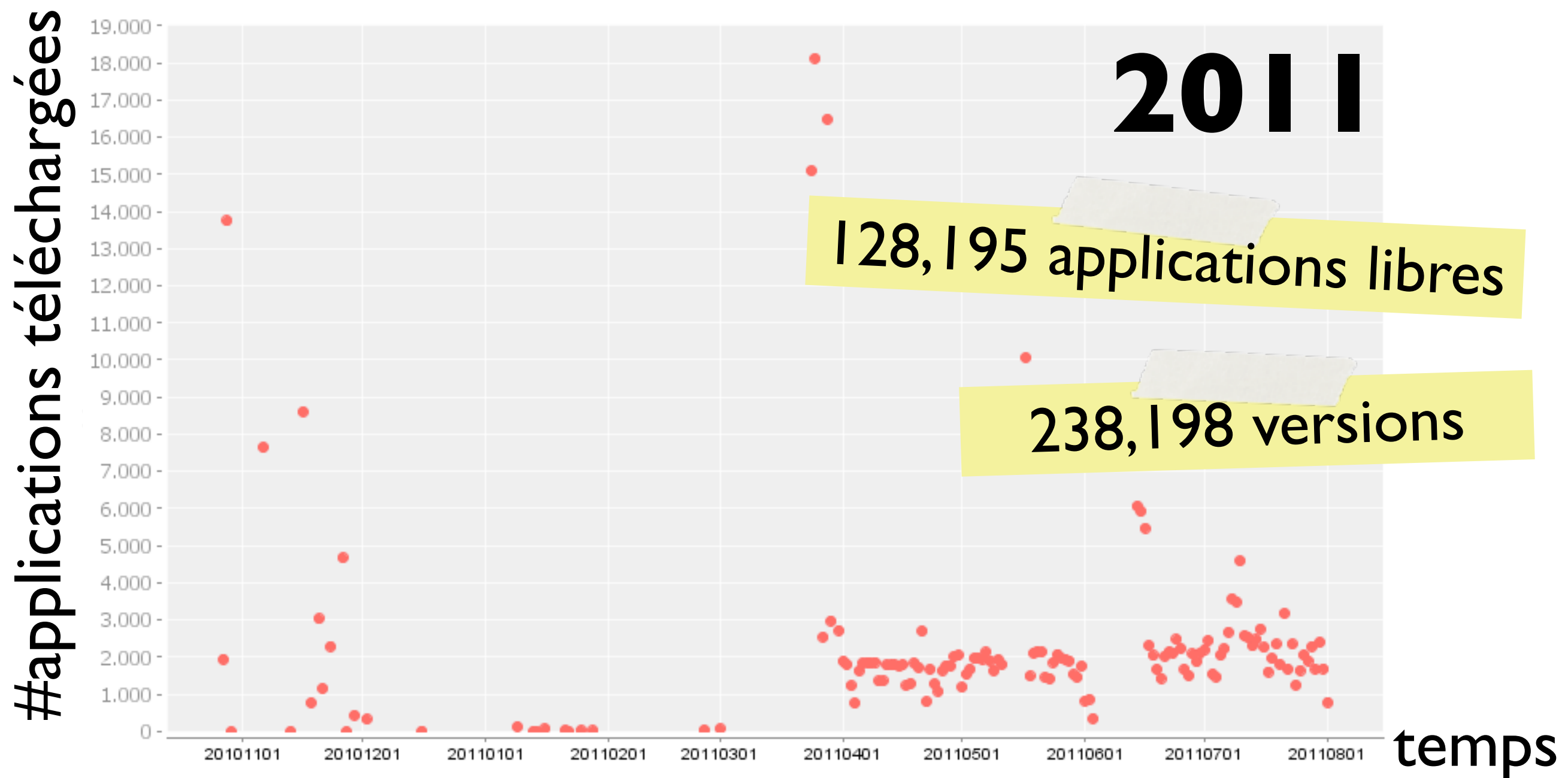
v1.1 released

Mais comment?





Avec persévérance et automatisation :-)



2 Questions de Recherche

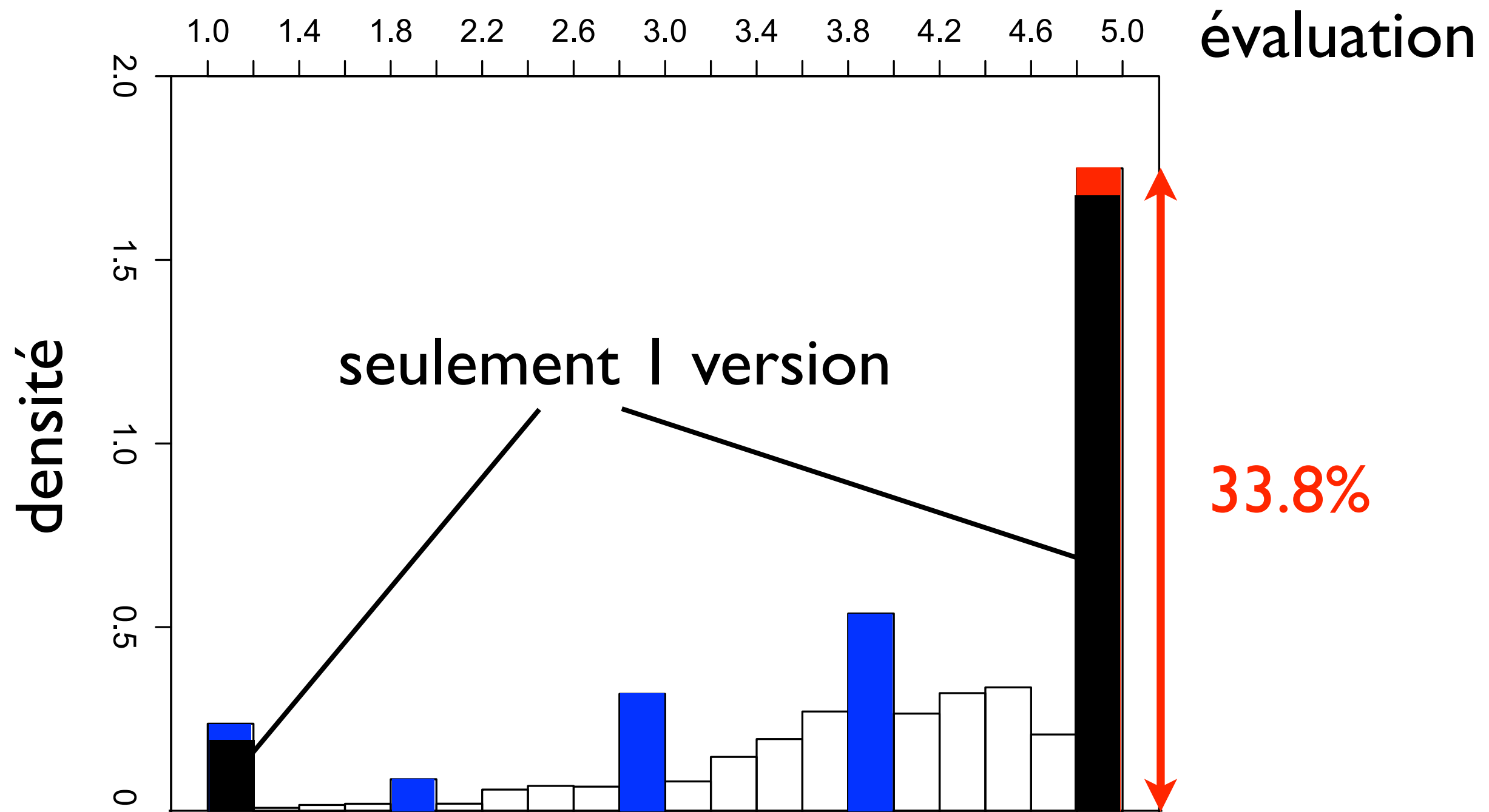


Caractéristiques
des évaluations?

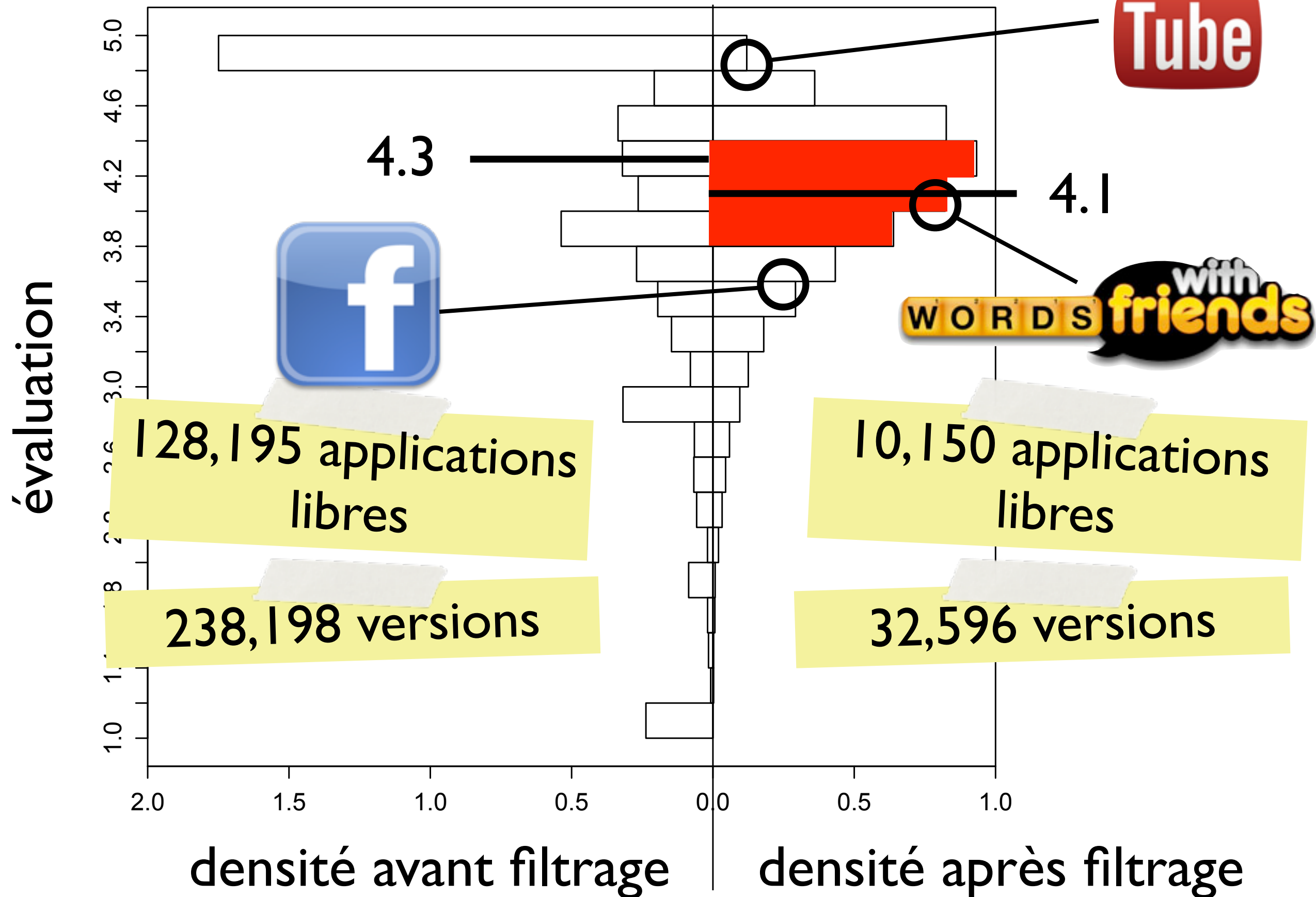


Prédiction des
évaluations?

Il y a du biais dans les évaluations!



Filtrage du biais





VOLUME



FLUX



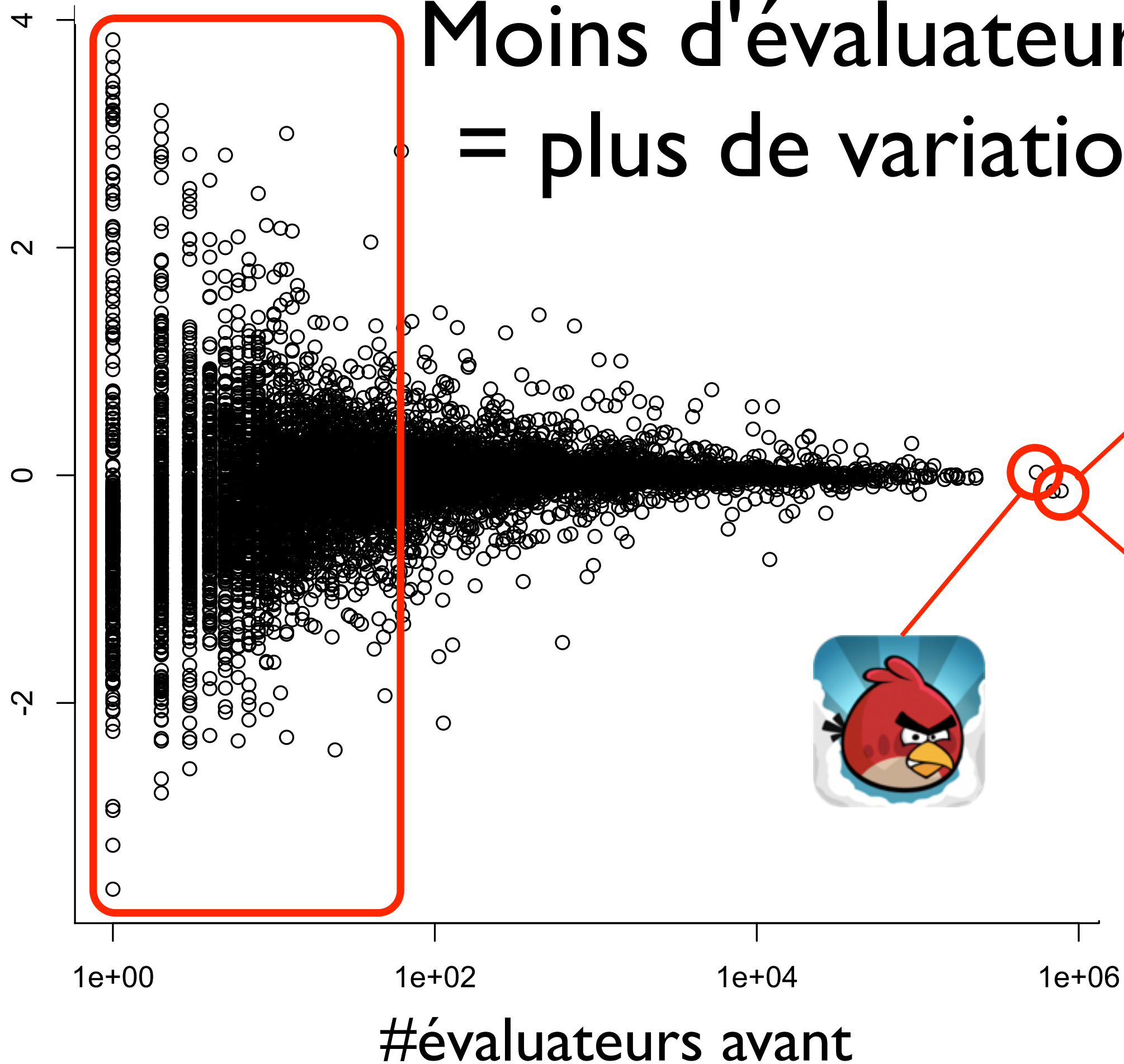
VARIÉTÉ



VÉRACITÉ

variation après dans les évaluations

Moins d'évaluateurs avant
= plus de variation après

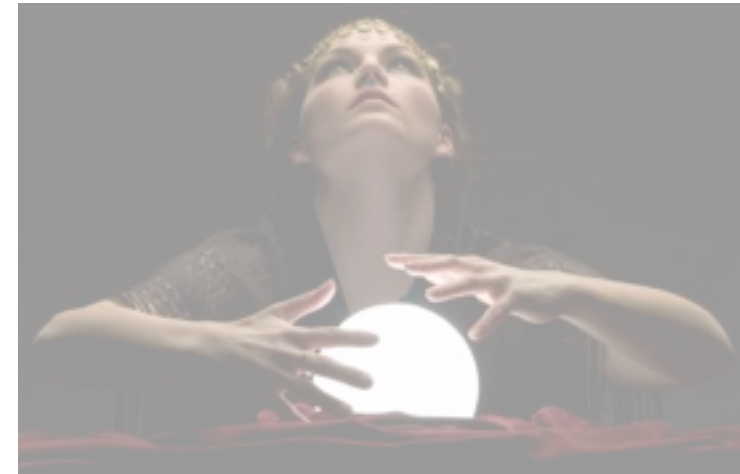




Caractéristiques
des évaluations?

biais dans les
évaluations

variations dans
les évaluations



Prédiction des
évaluations?



Caractéristiques
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évaluations

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les évaluations



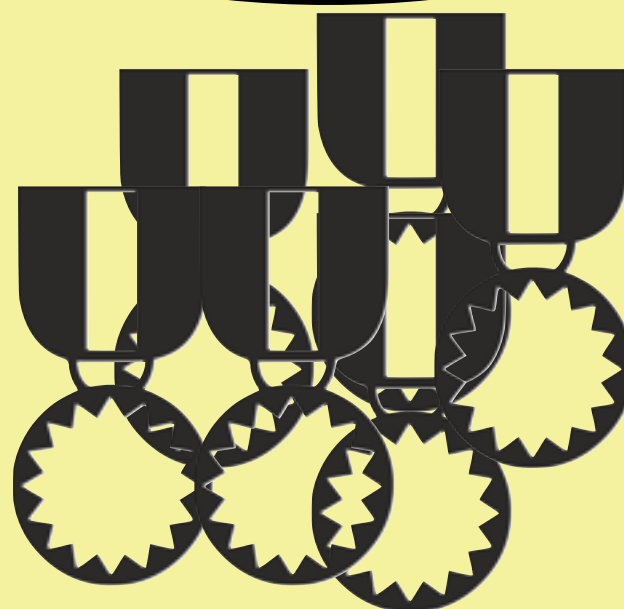
Prédiction des
évaluations?



taille

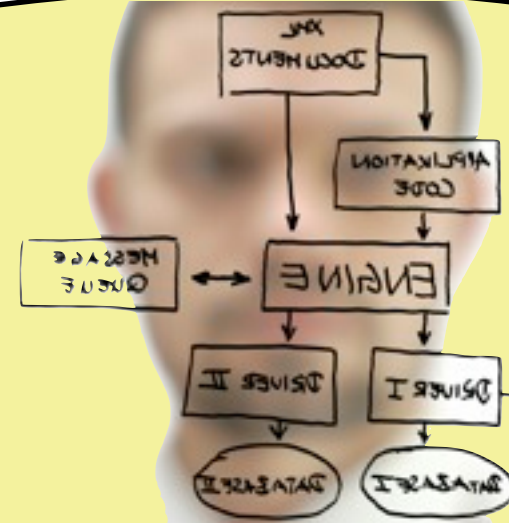


réputation de
l'application



réputation de l'entreprise

Dimensions d'applications



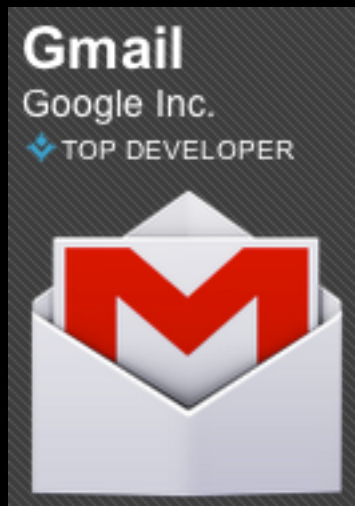
conception



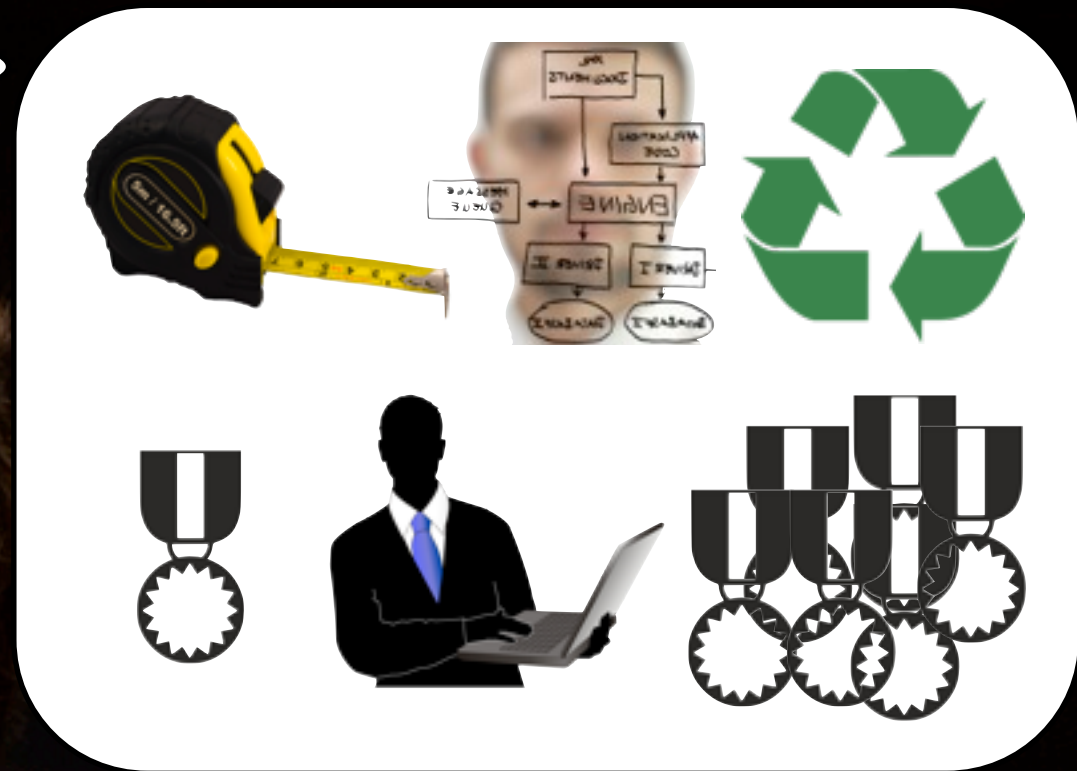
réutilisation de
code



marketing



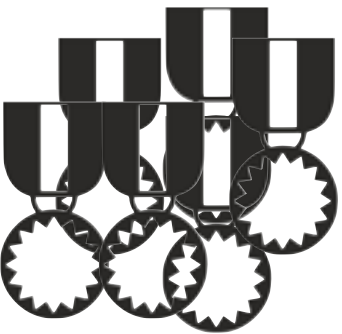
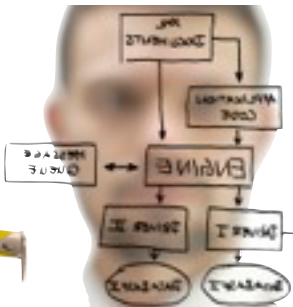
v5.2



Kick the Boss
Game Hive Corporation



v1.1

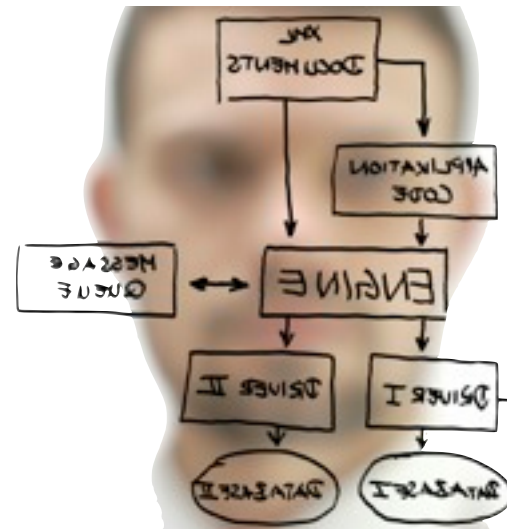


64% précision





taille



conception



réutilisation de code

**application
large**

**être réutilisé
plus**

réutilisant plus

**fonctionnalités
ajoutées**

**plus large
interface public**



Caractéristiques
des évaluations?

biais dans les
évaluations

variations dans
les évaluations



Prédiction des
évaluations?

exposez
seulement du
code bien testé

réutilisez du code!



VOLUME



FLUX



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VÉRACITÉ

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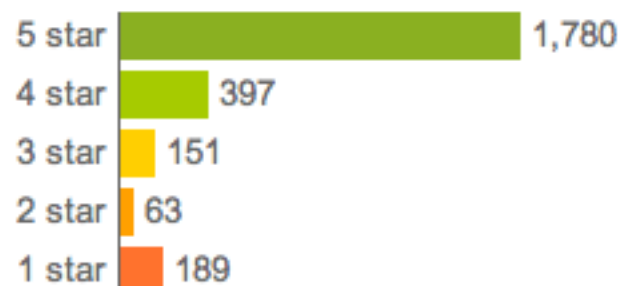
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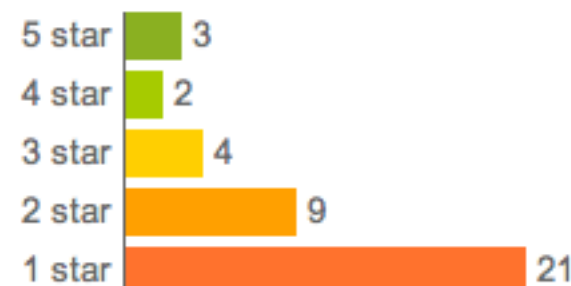
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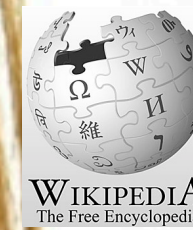
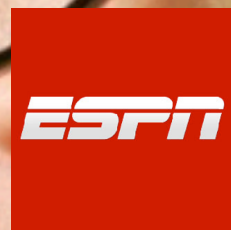
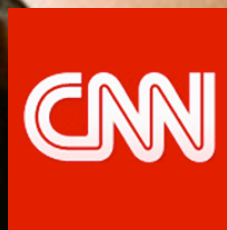
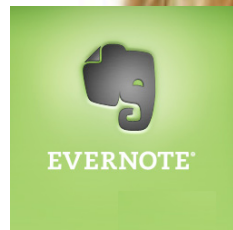
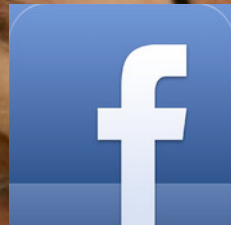
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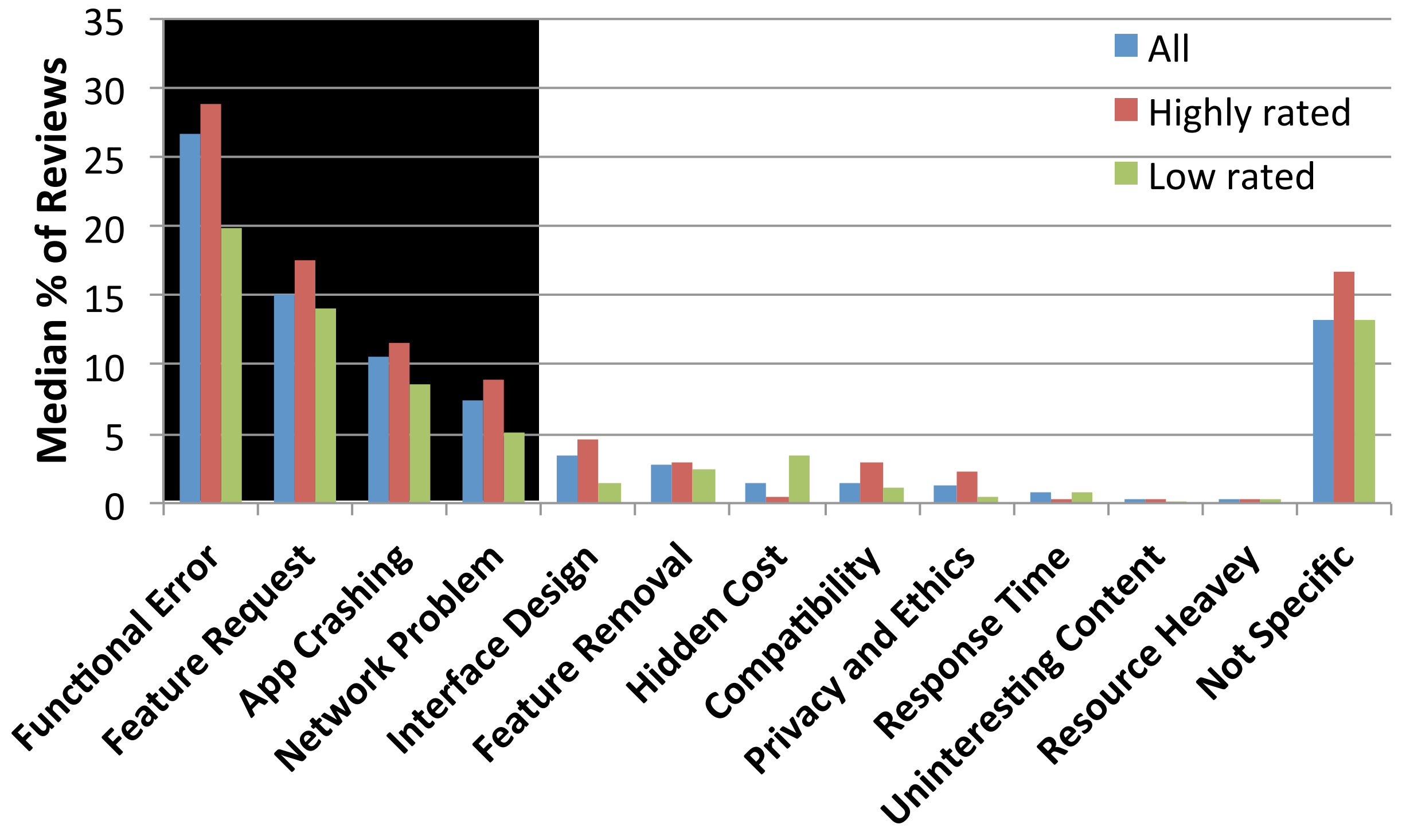
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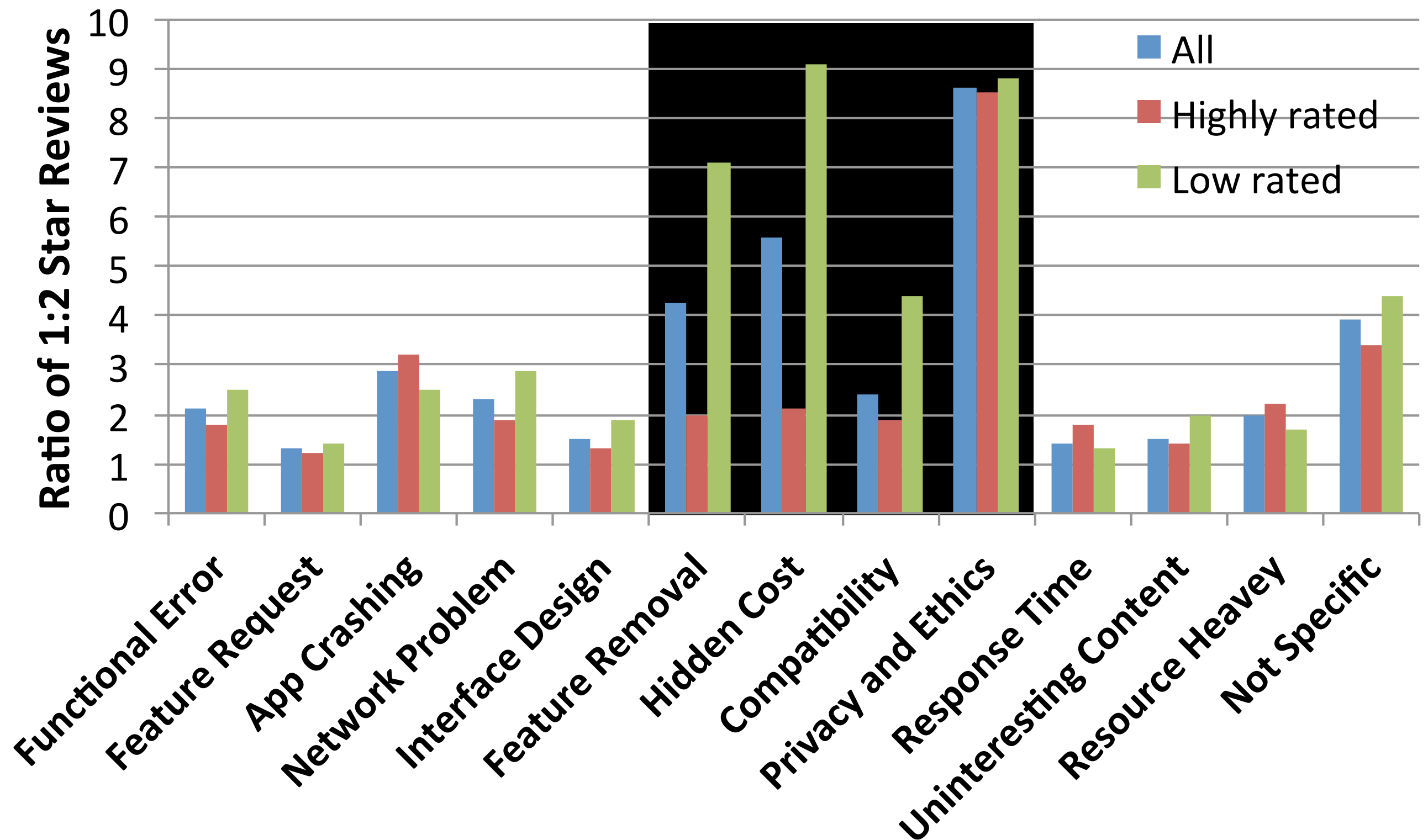
Analyse manuelle de plus de 6,300 commentaires



Erreurs et nouvelles fonctionnalités discutés le plus



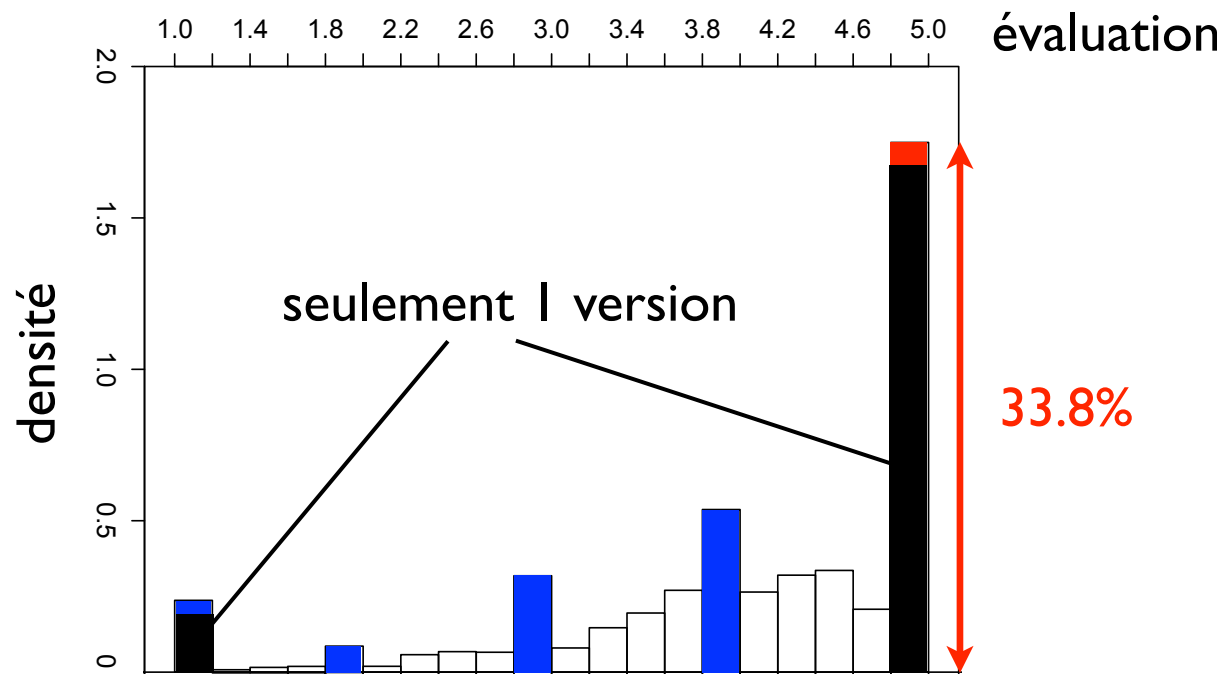
... mais impactent les évaluations le **moins**



Évaluations
=
\$\$\$



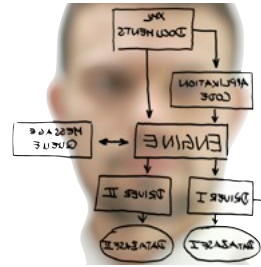
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... mais impactent les
évaluations **moins**



taille



conception



réutilisation de code

plus grande
application

être réutilisé
plus

réutilisant plus

fonctionnalités
ajoutées

plus grande
interface public

