



Data Driven Change

6

HYPER ISLAND

QUANDO:

30 de setembro 2020

Olá

Tripulação de
hoje :)



Cris



Vero

AGENDA

Check-In & Apresentação Cris

(auto facilitado)

13:00 - 13:15

Explorando o tema de dados:

Panorama, paradigmas, paradoxo e polaridade

(Plenária)

13:15 - 13:35

Atividade #1

Caça aos dados

(BO Room + Padlet)

13:35 - 14:10

Atividade #2

Visualizar e ouvir os dados

(BO Room + Tableau Public)

14:10 - 14:45

Wrap-Up e Check out

14:45 - 15:00

Check In

Apresentação

O que te incomoda quando
vc pensa em **dados**? 🤔

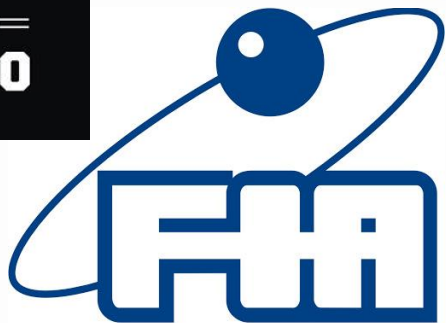


HYPER ISLAND

3 coisas sobre mim



Minha trajetória



FUNDAÇÃO INSTITUTO
DE ADMINISTRAÇÃO



Vamos
explorar!



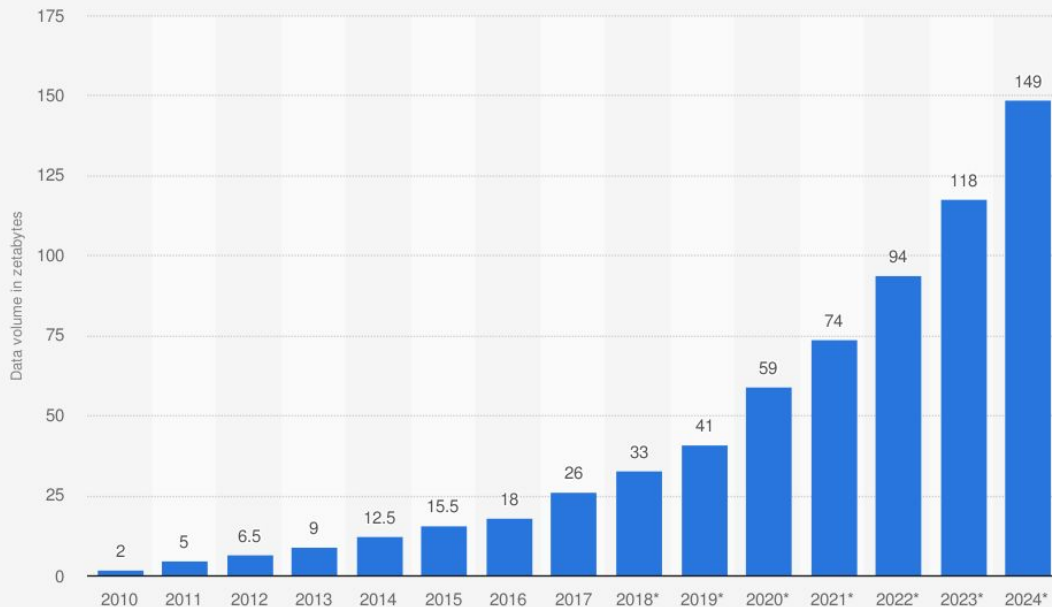
DIGITALIZAÇÃO

A close-up photograph of a man in a dark blue suit, a light blue and white checkered shirt, and a blue and white striped tie. He is giving a thumbs-up gesture with his right hand. The background is blurred, showing a bright light source on the right side, creating a bokeh effect with yellow and orange circles.

DATAFICAÇÃO

Volume de dados/informação criado globalmente

Volume of data/information created worldwide from 2010 to 2024 (in zettabytes)



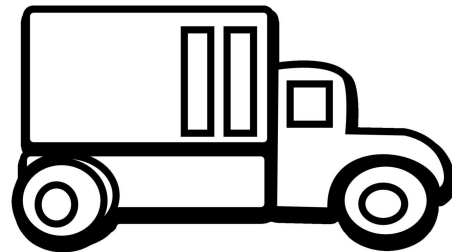
Sources
IDC; Seagate; Statista estimates
© Statista 2020

Additional Information:
Worldwide; 2010 to 2020

1 ZETABYTE...



FILL UP 10 BILLION...



2020 *This Is What Happens In An Internet Minute*



BIG DATA



SO WHAT?



N=TUDO

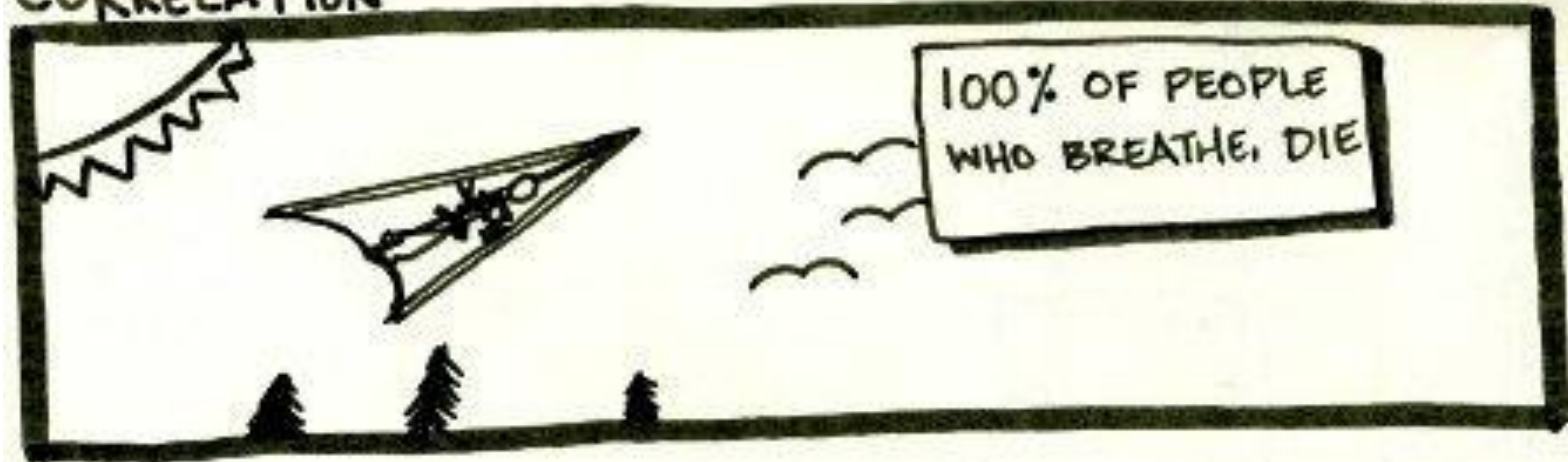




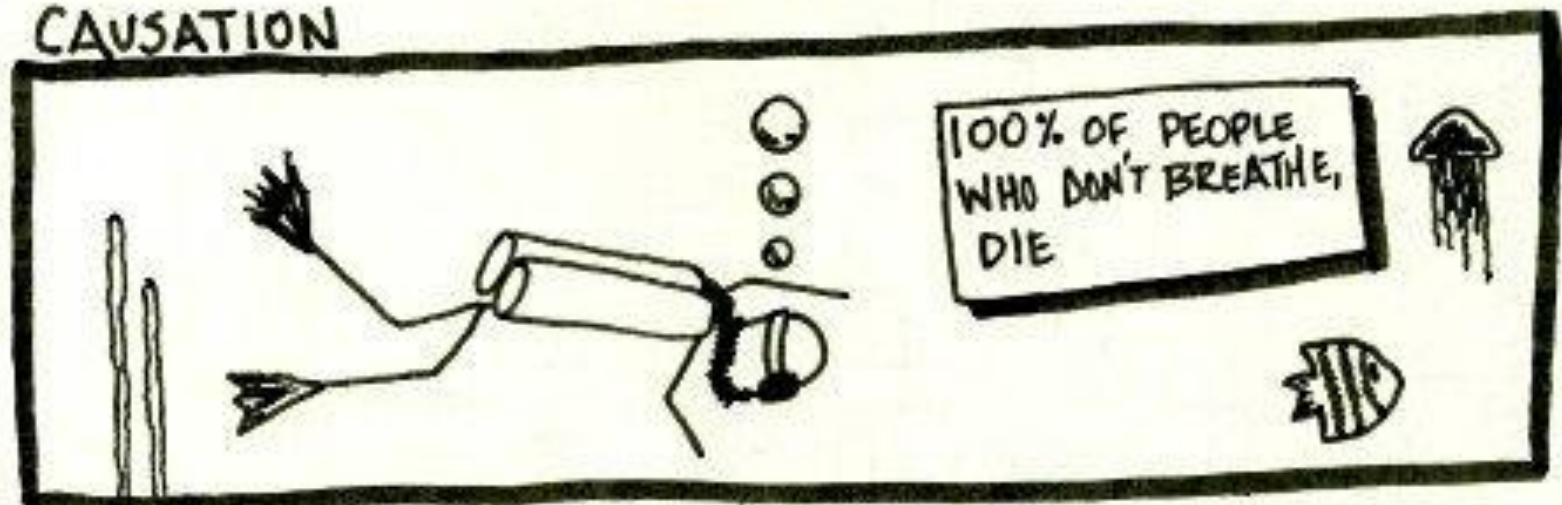
A large, chaotic pile of discarded papers, books, and documents, representing clutter and waste. The pile is composed of numerous sheets of paper, some with text, some with images, and some that are blank. The colors of the papers range from white to yellowed, and some have blue or red markings. The pile is dense and fills the entire frame, with the text 'LIMPO para SUJO' overlaid in the center.

LIMPO para SUJO

CORRELATION



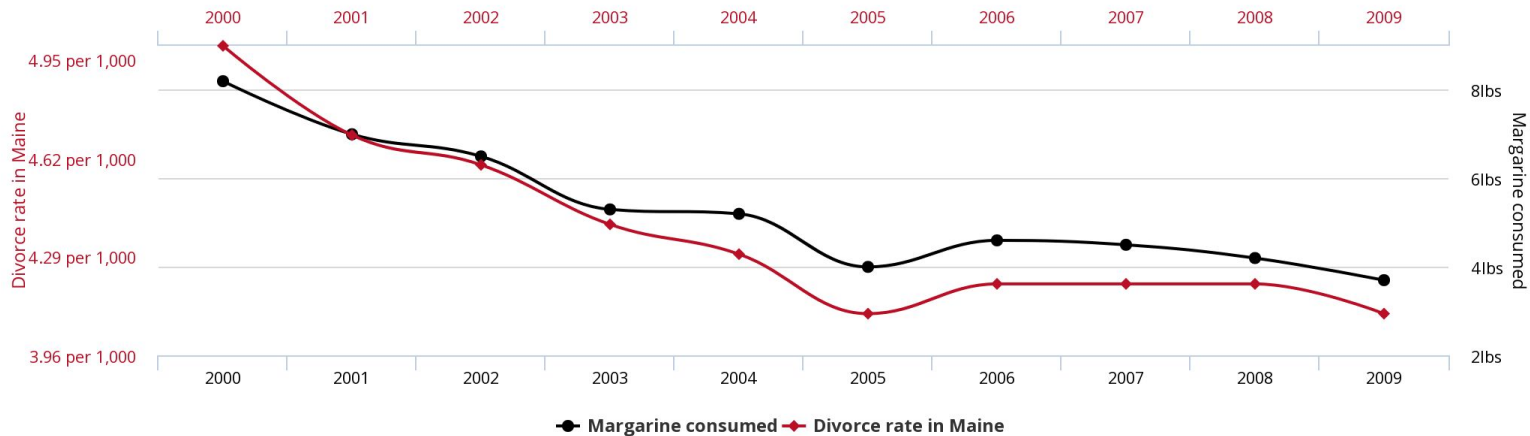
CAUSATION

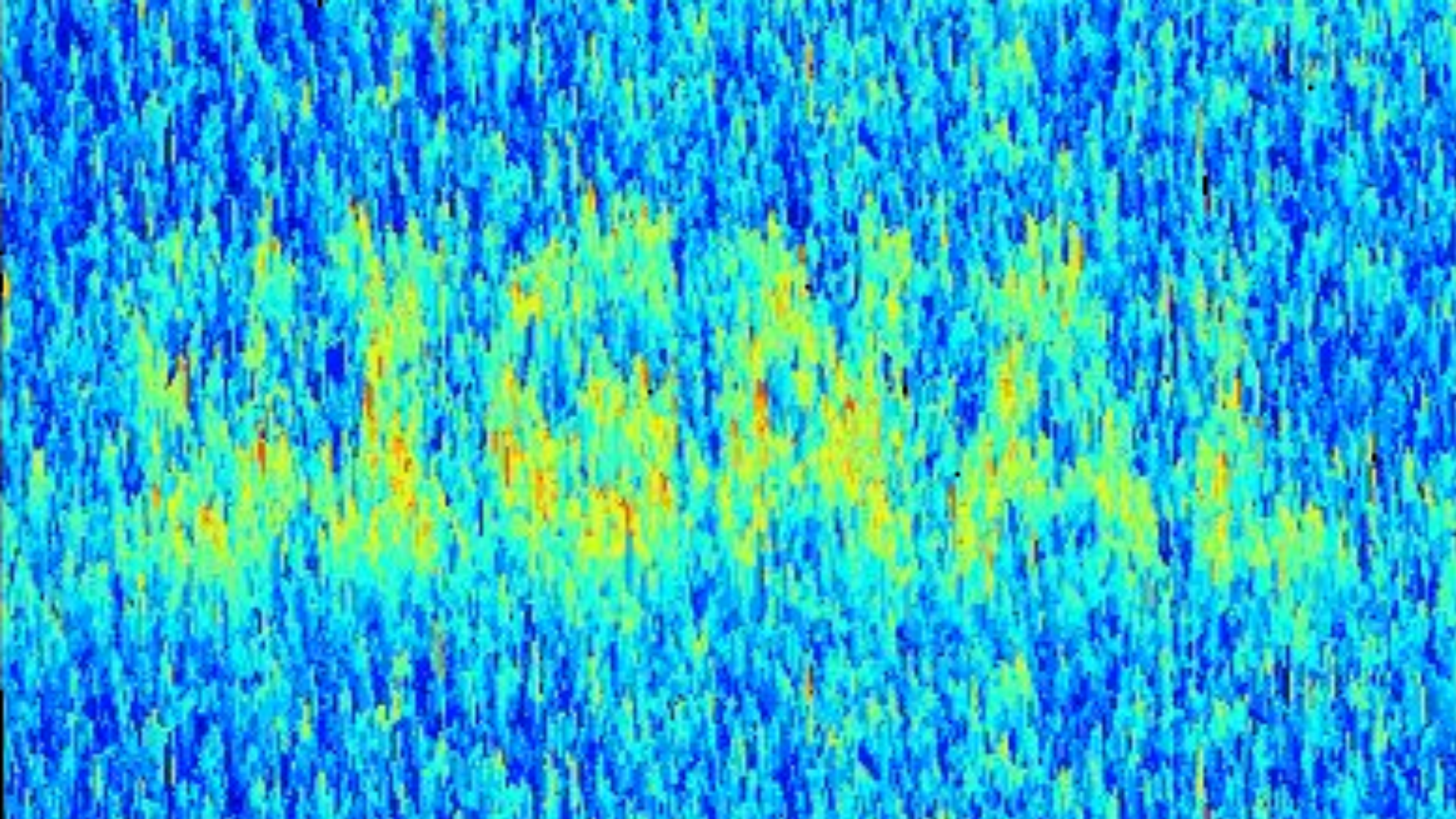


spurious correlations

tylervigen.com

Divorce rate in Maine correlates with Per capita consumption of margarine





De alguns para **tudo**

De limpo para **sujo**

De causa para **correlação**

Paradoxo

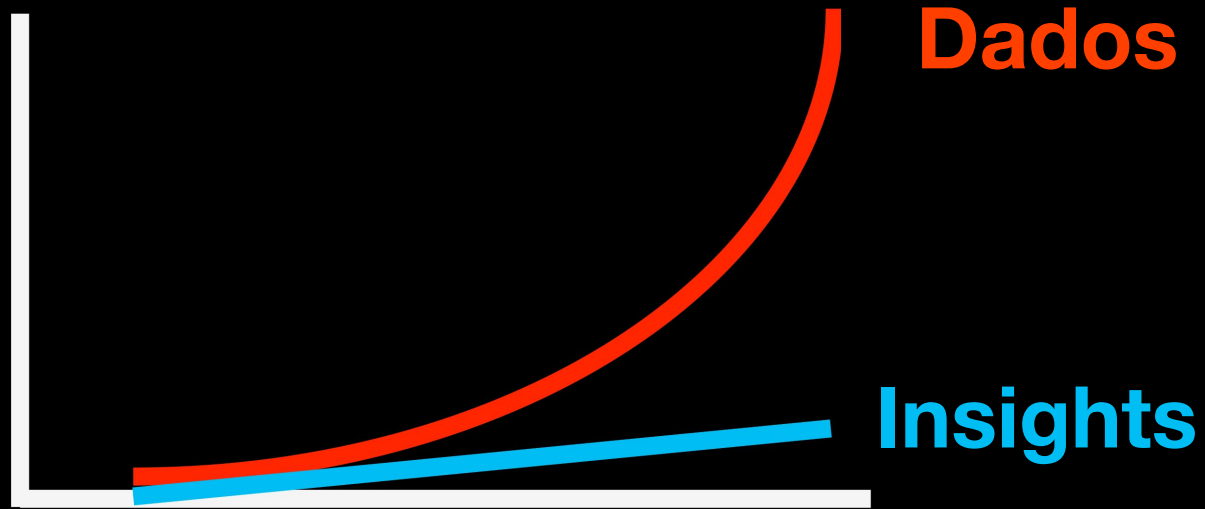
Mais dados foram criados nos últimos dois anos do que em toda a história da raça humana ...

Paradoxo

Mais dados foram criados nos últimos dois anos do que em toda a história da raça humana ...

mas, neste momento, **menos de 0,5%** dos dados são analisados e usados

Crescimento exponencial



Quanto **Dado**

você está **gerando?**

armazenando?

processando?

transformando em insights?

“Os dados eram vistos como apenas o primeiro passo em uma longa cadeia de atividade intelectual. Os humanos deveriam destilar dados em informação, informação em conhecimento e conhecimento em sabedoria.”

Sabedoria

Conhecimento

Informação

Dados

“No entanto, os humanos não conseguem mais lidar com os imensos fluxos de dados ... O trabalho de processar os dados deve, portanto, ser confiado a algoritmos eletrônicos, cuja capacidade excede em muito a do cérebro humano.”

Yuval Harari, Homo Deus

Sabedoria

Conhecimento

Informação

Dados

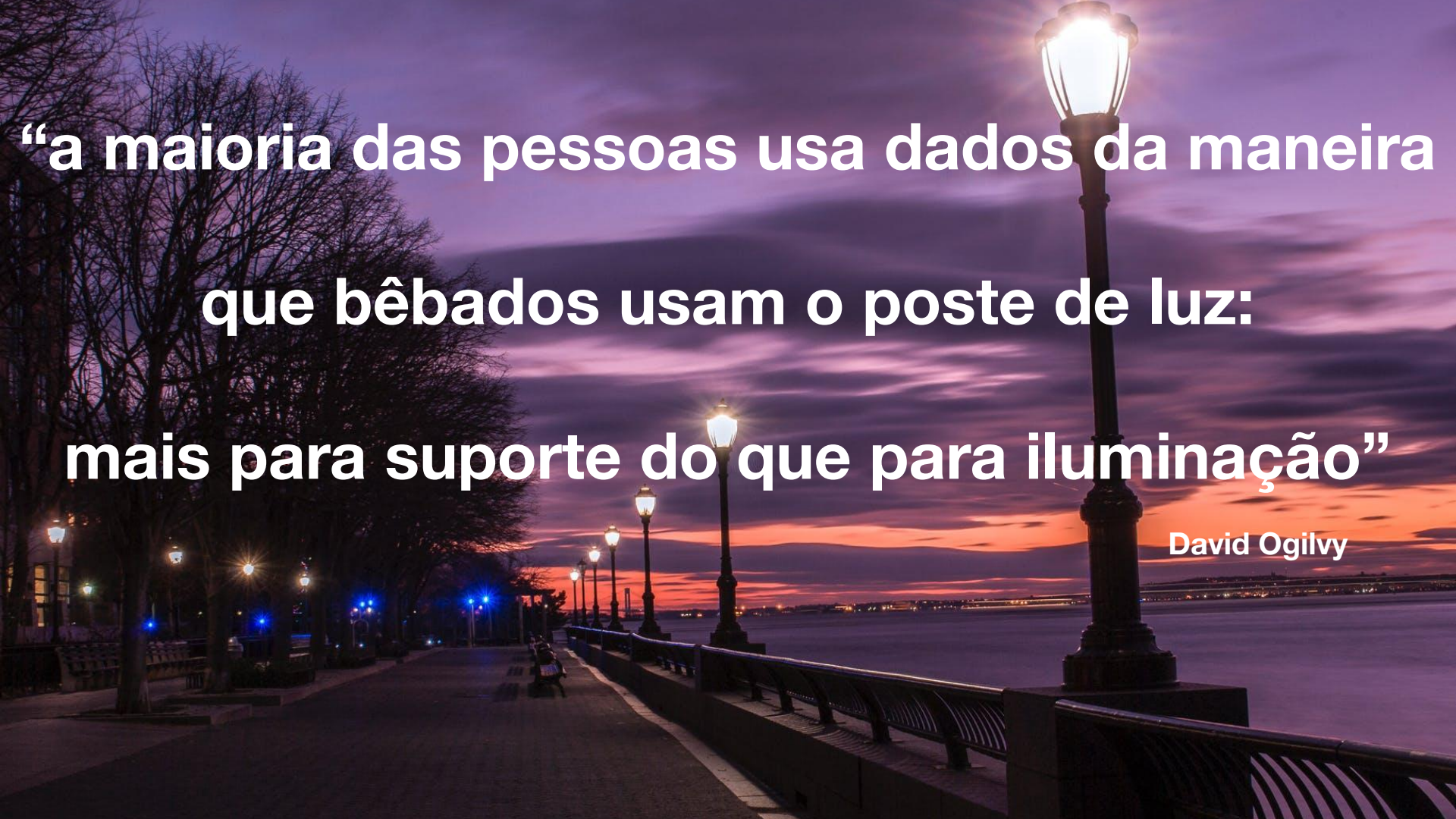
PERGUNTAR | OUVIR

Data analytics fornece informações e insights sobre questões que

**sabemos que sabemos ou
sabemos que não sabemos.**

Data science busca fornecer informações e insights estratégicos para o que

não sabemos que não sabemos.



**“a maioria das pessoas usa dados da maneira
que bêbados usam o poste de luz:
mais para suporte do que para iluminação”**

David Ogilvy

**COMECE COM UMA
QUESTÃO DE NEGÓCIO**

**COMO EU
AUMENTO/REDUZO X?**

**COMECE COM UMA
SUSPEITA OU HIPÓTESE**



OU

**COMECE COM OS DADOS
DISPONÍVEIS**

**VISUALIZE OS DADOS E
BUSQUE PADRÕES**

**TENHA UMA SUSPEITA OU
IDEIA PARA TESTAR**

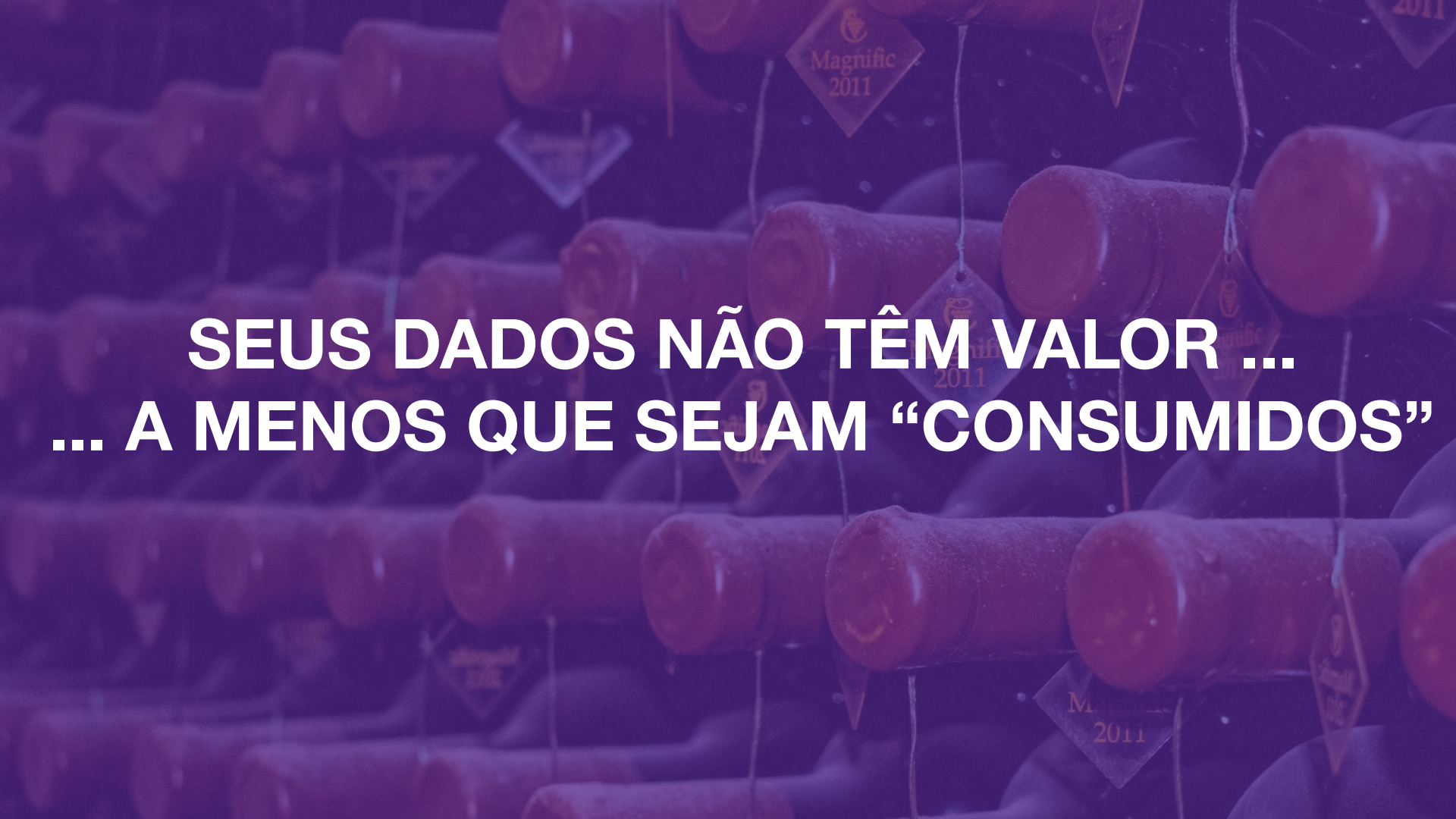


**DESENHE UM
EXPERIMENTO**

COLETE DADOS
EXTRAÇÃO/APIs/PESQUISAS ETC

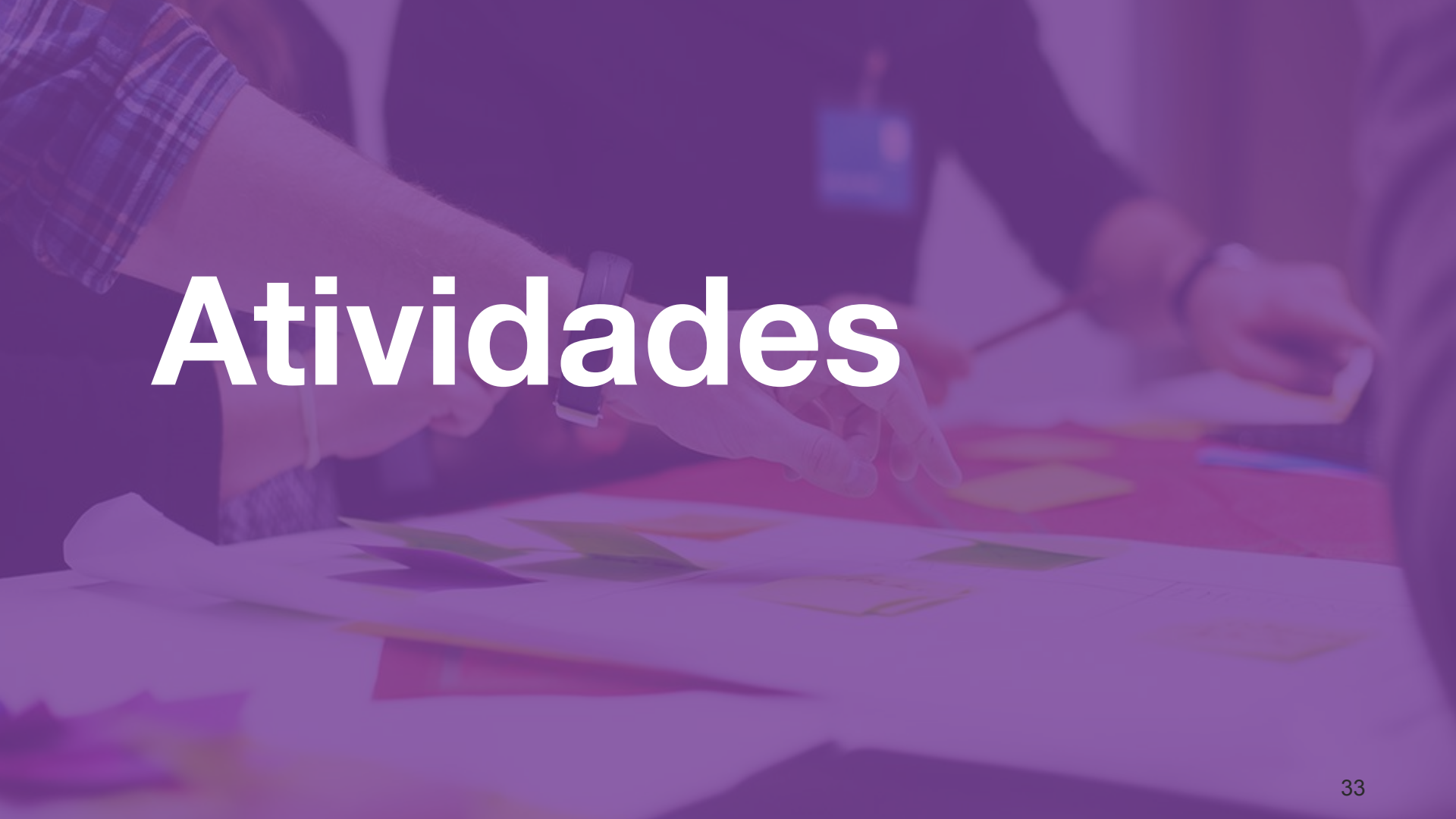
ANALISE DADOS
LIMPEZA/COMBINAÇÃO/VISUALIZAÇÃO

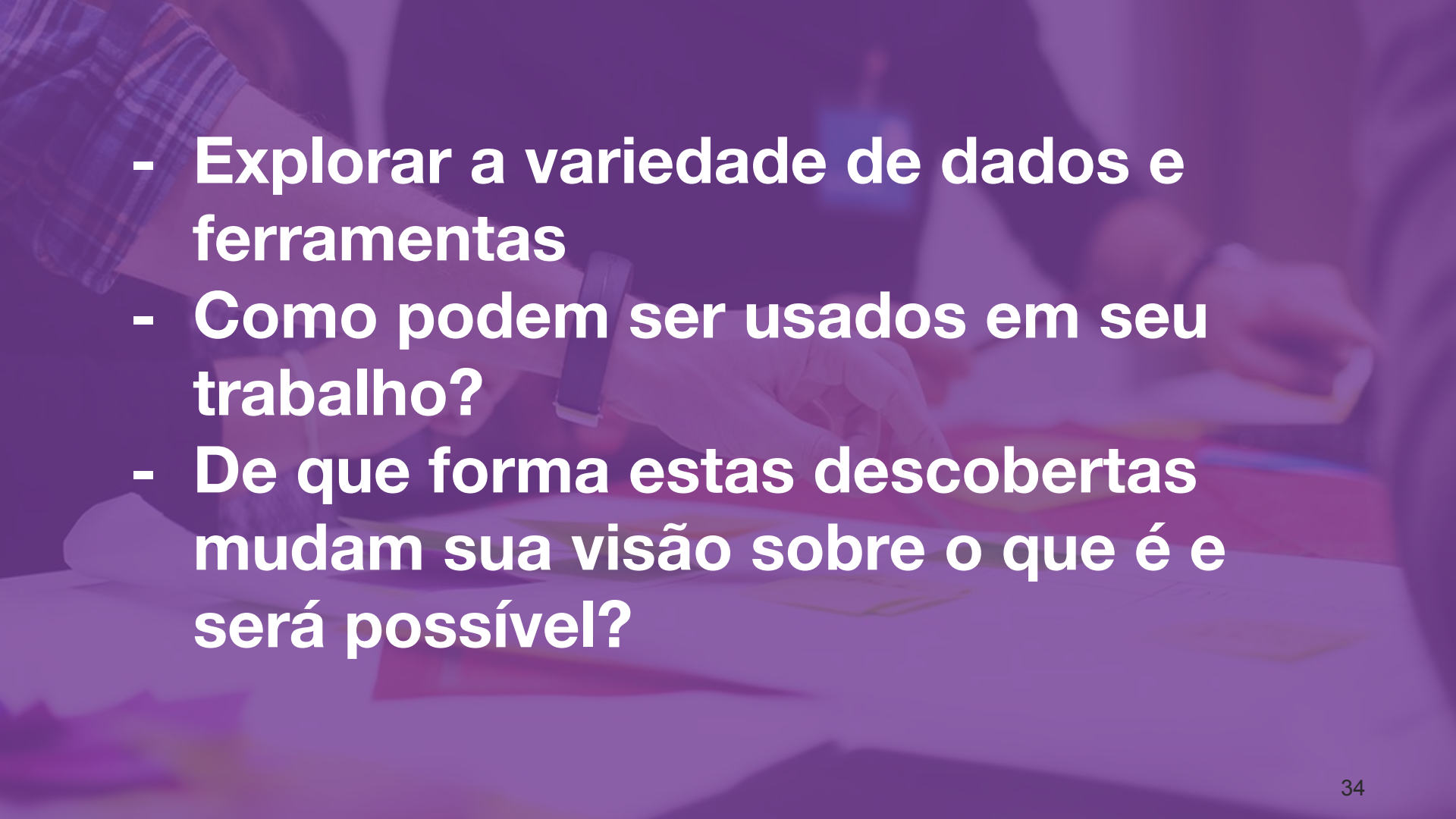
**TOME UMA DECISÃO DE
NEGÓCIO**
APRENDA & REPITA

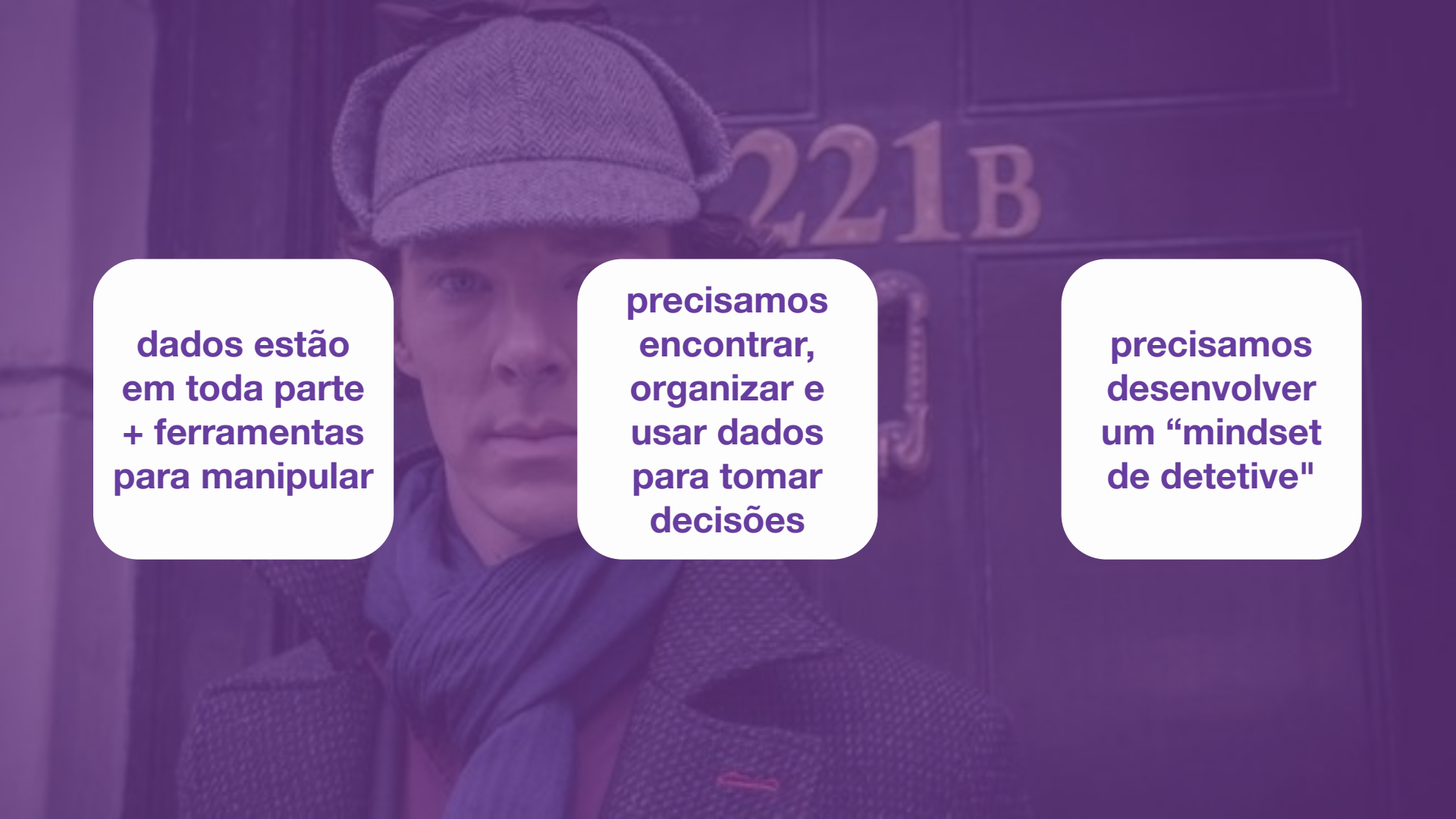


**SEUS DADOS NÃO TÊM VALOR ...
... A MENOS QUE SEJAM “CONSUMIDOS”**

Atividades

The background of the slide shows a group of people in a collaborative work environment. They are gathered around a table, looking at and interacting with various papers and colorful sticky notes. One person in the foreground is pointing at a document. The entire scene is covered with a semi-transparent purple overlay, which makes the white text of the title stand out.

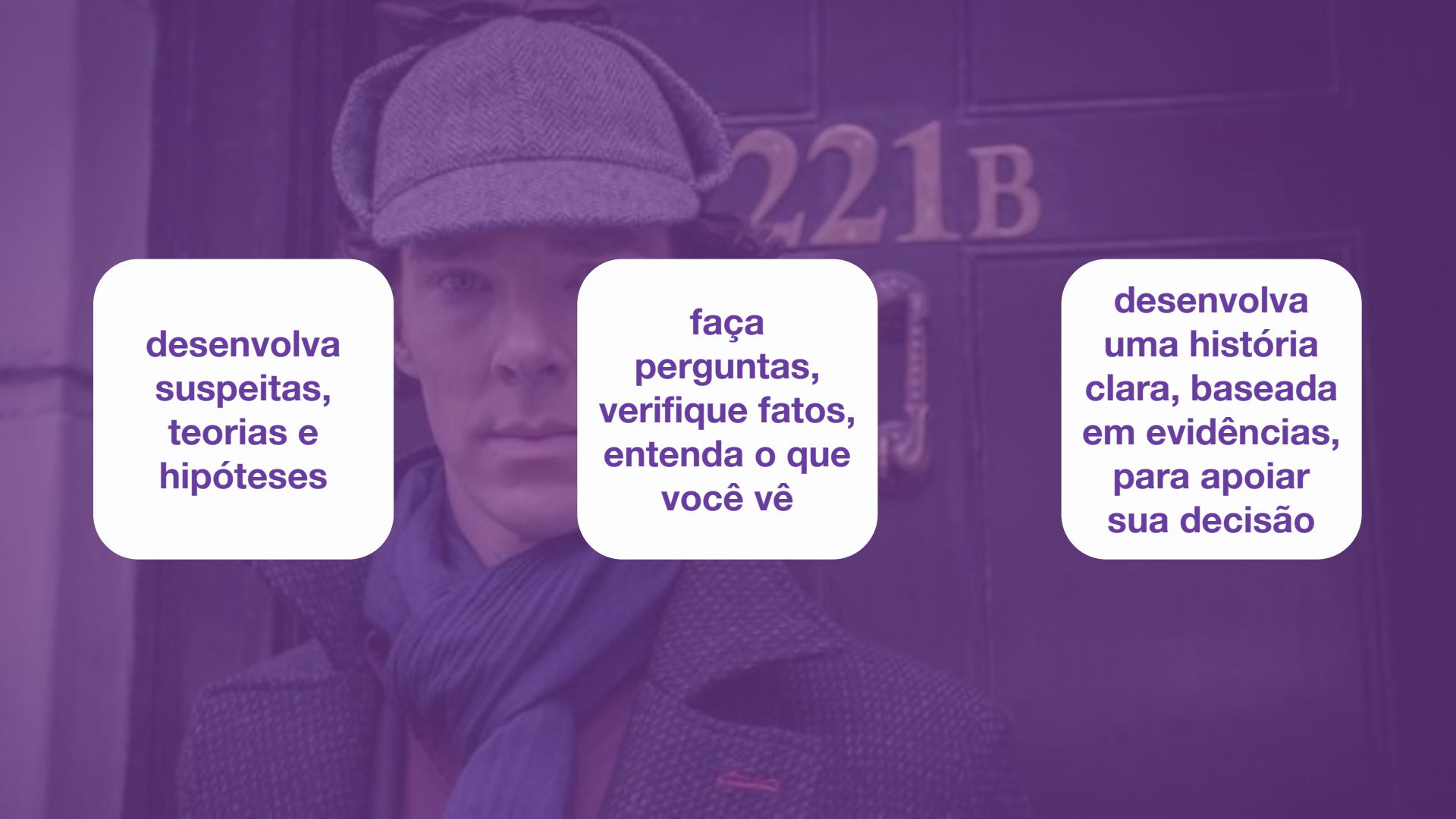
- 
- **Explorar a variedade de dados e ferramentas**
 - **Como podem ser usados em seu trabalho?**
 - **De que forma estas descobertas mudam sua visão sobre o que é e será possível?**

A background image of Sherlock Holmes, played by Benedict Cumberbatch, wearing his iconic deerstalker hat and a blue scarf, standing in front of a dark wooden door with the number '221B' in gold. The entire image has a purple tint.

**dados estão
em toda parte
+ ferramentas
para manipular**

**precisamos
encontrar,
organizar e
usar dados
para tomar
decisões**

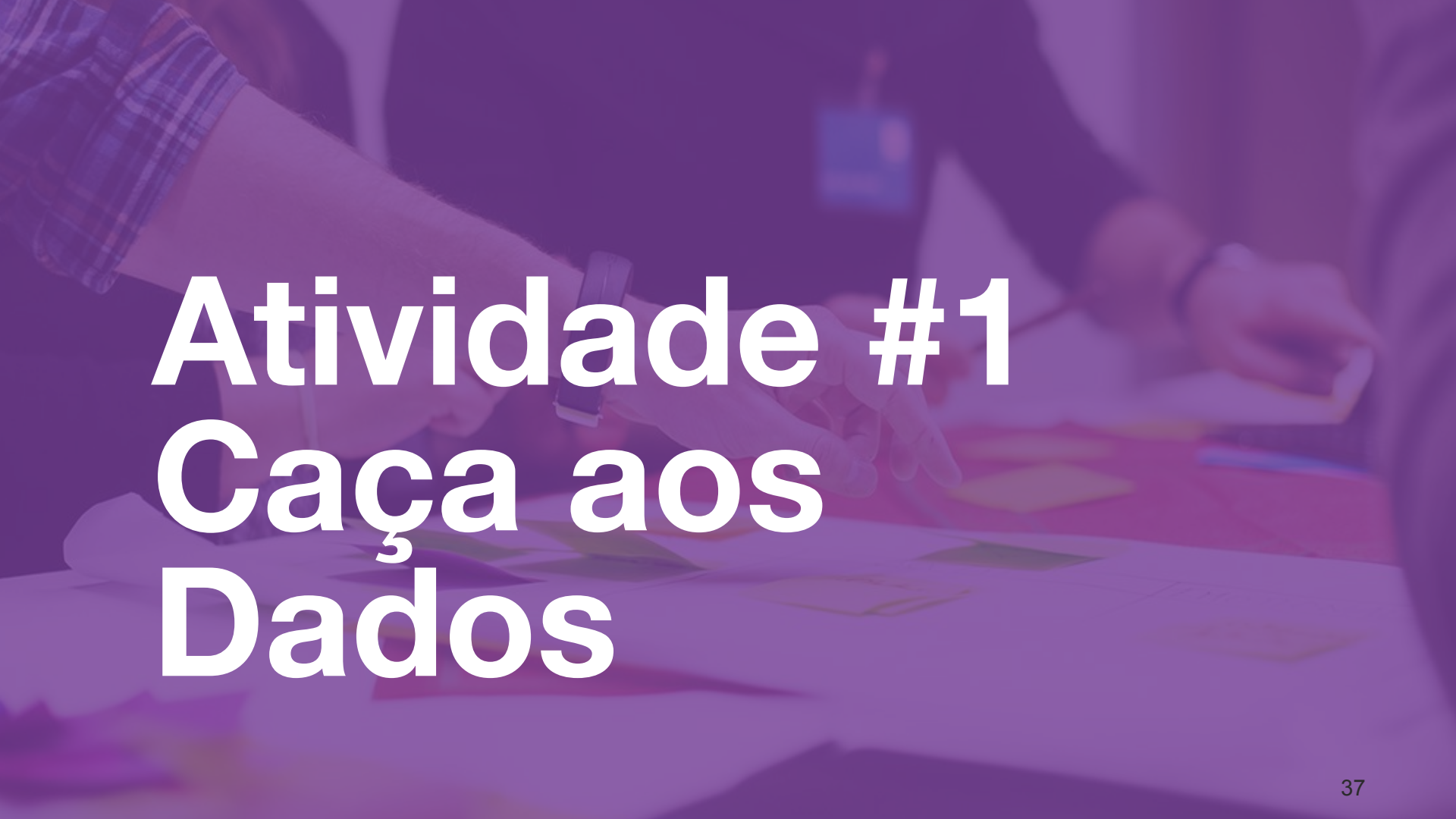
**precisamos
desenvolver
um “mindset
de detetive”**

A background image of Sherlock Holmes, played by Benedict Cumberbatch, wearing his iconic deerstalker hat and a blue scarf, standing in front of the dark wooden door of 221B Baker Street. The door has the number '221B' in gold lettering.

**desenvolva
suspeitas,
teorias e
hipóteses**

**faça
perguntas,
verifique fatos,
entenda o que
você vê**

**desenvolva
uma história
clara, baseada
em evidências,
para apoiar
sua decisão**



Atividade #1

Caça aos Dados

LOGÍSTICA

BreakOut Rooms de 5/6 pessoas

Tempo: Coletivamente 15 minutos

BRIEF

1. Combine fontes de dados & ferramentas às questões
2. Explore mais opções

 Cristhiane Quadros • 7m

GMakers - Data Driven Change - GRUPO 1

Atividade #1 - Caça aos dados

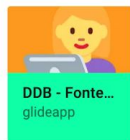
Vale a pena investir em um apto de 2 quartos em Jurerê/Floripa para alugar?

Quais navios estão próximos do porto de Santos agora?

Quero investir num e-commerce. Qual(is) categoria(s) de produto eu deveria focar?

Quero aprender mais sobre a presença online do meu concorrente. Aonde buscar informações?

Estou pensando em criar uma startup de entrega de objetos para pessoas que estejam na rua, calçadas, praças, parques... lugares sem endereço. É possível saber a localização de alguém num lugar assim?



15min

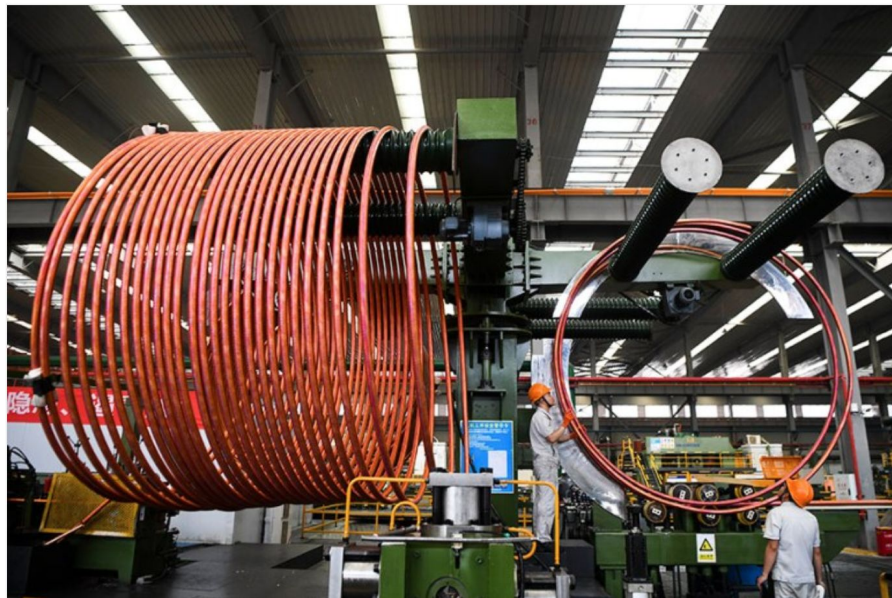
Assimetria



[Home](#) / [China](#) / [National affairs](#)

New guideline to better allocate production factors

By OUYANG SHIJIA and CHEN JIA | CHINA DAILY | Updated: 2020-04-10 11:40

**Xi's
Moments**
学习时代

Xi calls for promoting thrift, stopping food waste



Xi orders honors for 4 coronavirus heroes



Latest

[NPCSC decision offers solution](#)[Extending LegCo term 'ensures HK's operation'](#)[Artist captures 18 'oddities' in SW China's Yunnan](#)[Heavy rainfall affects 107,000 people in Sichuan](#)[Film on village Party leader who died in flood to be released](#)[When it comes to chilis, Guizhou is king](#)

"The form of factors of production is **constantly changing** with the characteristics of the times of economic development,"

"Today, new production factors such as **data** have a multiplier effect on the efficiency of other factors, forming advanced productive forces.

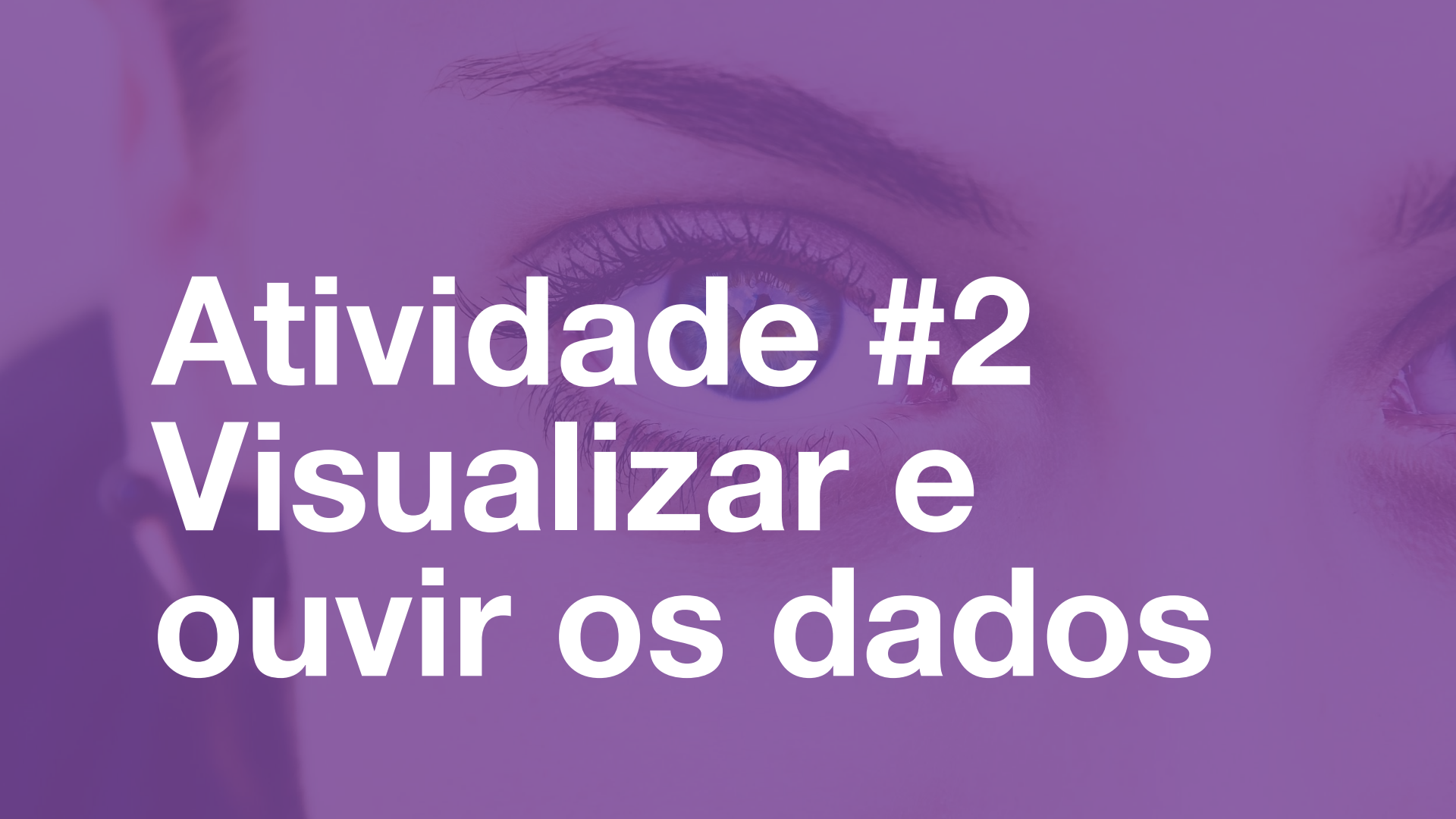
"Particularly, defining data as a new type of production factor in the new document will help **energize such a modern production factor**, injecting new impetus to promote high-quality development and foster innovation-driven development."



Prontos para a próxima atividade?



HYPER ISLAND

A close-up photograph of a person's eyes, looking directly at the camera. The image is heavily overlaid with a semi-transparent purple color, which serves as a background for the text. The eyes are light-colored, and the eyelashes are visible. The overall composition is centered and focused on the eyes.

Atividade #2

Visualizar e ouvir os dados

LOGÍSTICA

BreakOut Rooms de 5/6 pessoas

Tempo: Coletivamente 15 minutos

BRIEF

1. Explore o Tableau Public
2. Crie visualizações de dados
3. Escutou algum insight?



Conectar

A um arquivo

Microsoft Excel

Arquivo de texto

Arquivo JSON

Arquivo PDF

Arquivo espacial

Arquivo de estatística

A um servidor

Mais...



Salvar localmente. Trabalhar com big data. Conectar a mais fontes de dados.

Atualizar agora

Abrir

[Abrir do Tableau Public](#)

+tableau public

GALERIA

AUTORES

BLOG

RECURSO

Tutoriais em vídeo

Dados de exemplo

Recursos da comunidade

Estilo de vida

Star Wars Character Details

Details of Star Wars characteristics including weights, hair colour and birth planets via Github.

Conjunto de dados (json)

Lista de passageiros do Titanic

Todos os passageiros conhecidos do Titanic, seus destinos, suas cabines e se sobreviveram ou não à tragédia.

Conjunto de dados (csv)

Nomes mais comuns de bebês nos EUA

Os nomes femininos e masculinos mais populares por estado a cada ano, no período de 1910 a 2012, segundo a Social Security Administration.

Conjunto de dados (csv)

Popularidade de cães e gatos nos EUA

População e propriedade de cães e gatos por residência, detalhadas por estado, segundo a American Veterinary Medical Association.

Conjunto de dados (xlsx)

Descubra mais

Tutoriais em vídeo

Visão geral

Introdução à interface

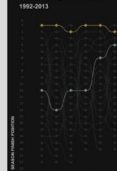
Tipos de gráficos

Mais tutoriais em vídeo...

VIZ DO DIA

The Legacy of Manchester United
→

GLORY GLORY MAN UNITED
1982-2011



Blog – Get insights faster with Explain Data

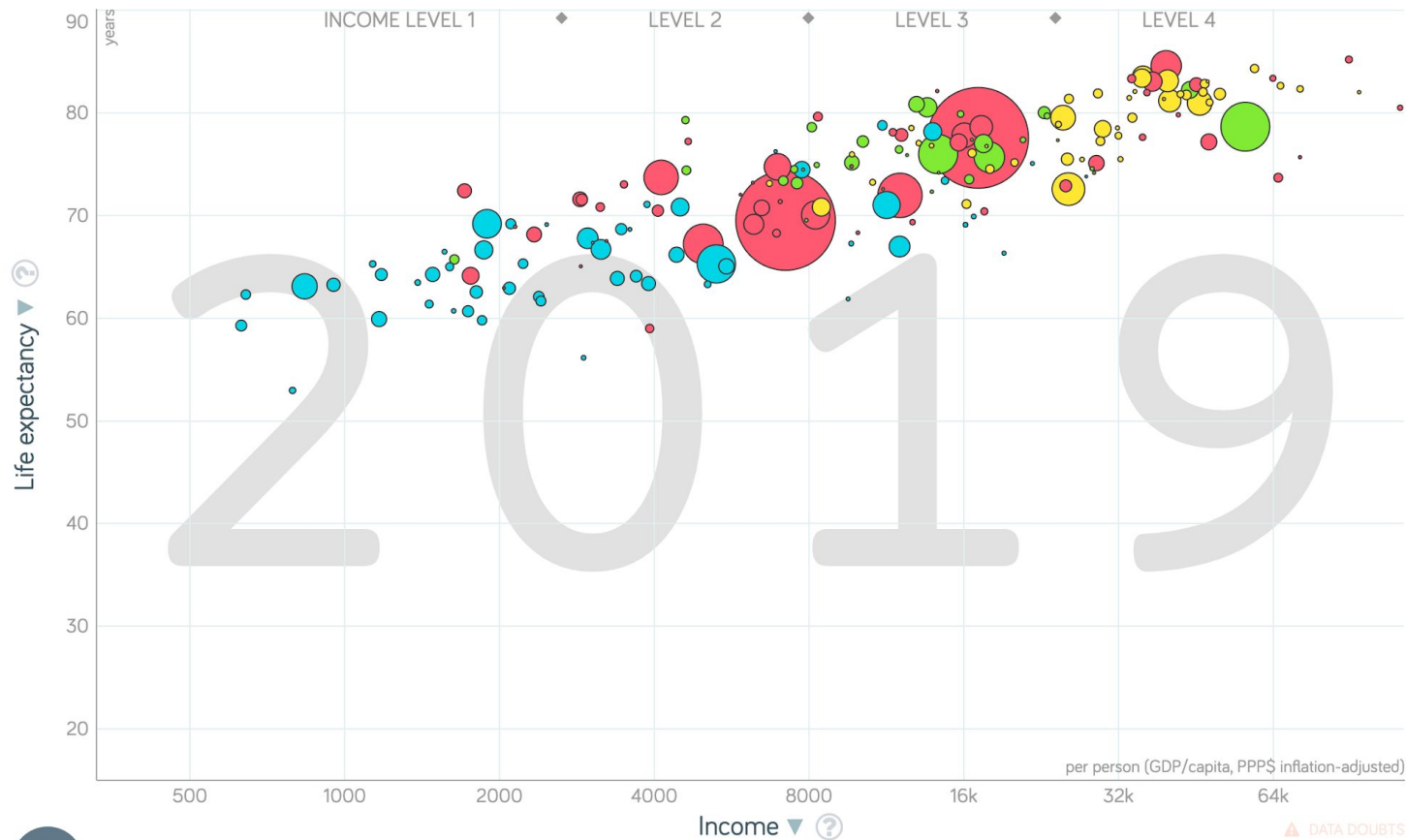
Conjuntos de dados de exemplo

Treinamento em tempo real

Status atual

Atualize para o 2020.3 agora

15min



Color

World Regions



Select

Search...

- ☐ Afghanistan
- ☐ Albania
- ☐ Algeria
- ☒ Andorra
- ☐ Angola
- ☐ Antigua and Barbuda
- ☐ Argentina
- ☐ Armenia
- ☐ Australia
- ☐ Austria
- ☐ Azerbaijan
- ☐ Bahamas

Size

Population



Zoom



100%



OPTIONS



PRESENT



EXPAND

Eco & Climate

Health

Clean Energy

Women & Girls

Society & Community

Quality Of Life

Nature & Animals

Conflict & Crime

Misc

These People Donate \$1 Billion Every...

126 DAYS
Warren Buffett

184
Bill & Melinda Gates

227
Chan & Mark Zuckerberg

586
George Soros

606
Michael Bloomberg

NEW fulnews

source: Forbes

Since #MeToo, 15 US States & NYC Have Introduced New Employee-Protections to limit non-disclosure agreements, harassment & discrimination



NEW fulnews

source: US National Women's Law Center

A Wall of Fertile Land Will Cross Africa

The Great Green Wall is a mosaic of trees, cropland & ecosystems

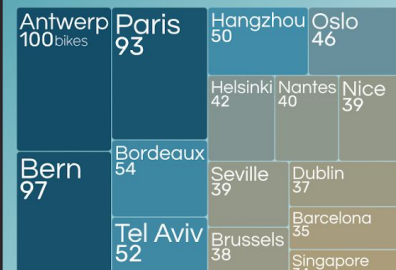


NEW fulnews

source: GreatGreenWall.org

These Cities Are Leading the World's Bike-Sharing Revolution

Rental bicycles per 100,000 people



beautifulnews

source: Citi Bike Cities Index 2019

Even A Small Portion of Fruit or Vegetables Every Day Can Prevent Diabetes

66 grams per day reduces your risk of developing type 2 diabetes by



🍏 that's about two thirds of an apple

beautifulnews

source: British Medical Journal

Portugal Will End Its Coal Burning, Two Years Ahead of Schedule

Yearly coal consumption

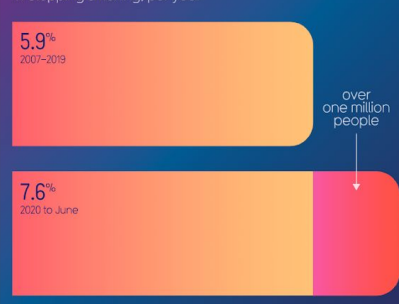


beautifulnews

sources: Eurostat, Base de Dados Portugal Contemporâneo

Way More UK Smokers Are Quitting, Due to Coronavirus

% stopping smoking, per year



beautifulnews

source: BBC

Blood donors in Sweden, Canada and the UK receive a text when their blood is used

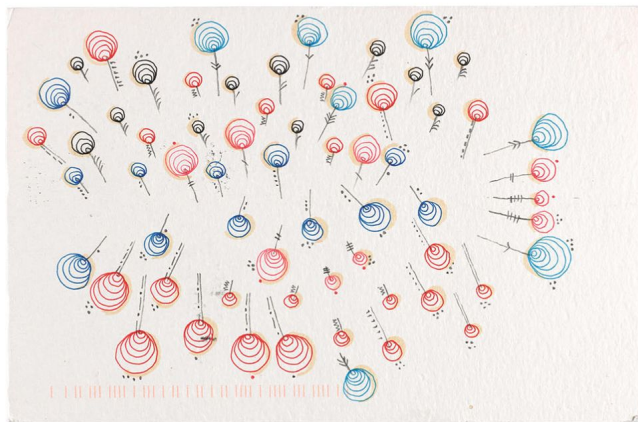
The blood you donated has now helped a patient! Thanks!

beautifulnews

sources: Global News Canada, The Independent, NHS

GEORGIA

Week Thirty-Six



66 DEAR DATA
WEEK 36: JAN 1?

HOW TO READ IT: Every element (●) represents a moment in the week when I was UNDECIDED about whether to do/think something or not.

ELEMENTS: [A] solved almost immediately or stopped thinking of it [B] postponed BUT solved [C] still open at the end of the week

did I talk to anybody about it?
 dimensions = level of anxiety that the indecision got me
 Length = how long did it take to decide as not too much a little while a little while
 Colors = what was I undecided about?
 Dear Data:
 - postcard
 - eyeo
 - book
 - website
 organizational stuff
 specific thing
 - stay or leave
 - when to eat/drink
 - take a break
 - other
 work
 - work or not?
 - design
 - organization
 - how to write
 personal
 - am I writing?
 - am I terrible?
 - should I change?
 physical stuff
 - eat more of x/y/z
 - drink more of x/y/z
 - what to wear
 - get new or late x/y/z

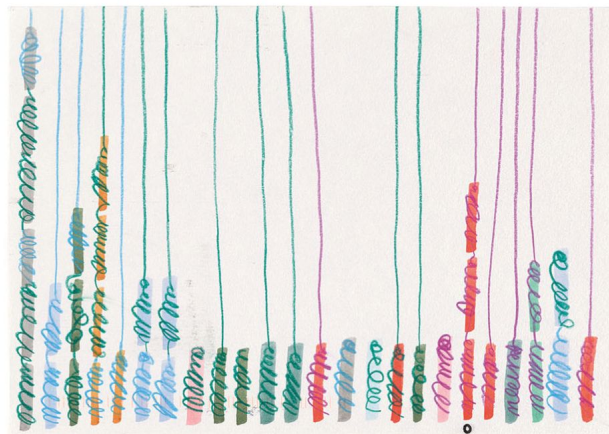
FROM:
 G. LUPI
 NEW YORK
 BROOKLYN
 NJ - USA

SEND TO:
 STEFANIE POSAVEC
 LONDON
 - UK -
 ENGLAND

Georgia realized that when she was undecided she felt better if she told someone. So she added that data as further information.

a week of indecision

Stefanie



DEAR DATA - WEEK 36

A WEEK OF INDECISION
 ANOTHER COMPLEX LEGEND!
 So SORRY
 ABOUT THE DATA: I TRACKED MOMENTS OF INDECISION, WHICH ARE DEFINED AS MOMENTS WHERE I COULDN'T DECIDE/CHOOSE + IT MADE ME SLIGHTLY STRESSED (A HEALTHY WEIGHING-UP OF MY OPTIONS BEFORE DECIDING DOESN'T COUNT AS INDECISION)

HOW TO READ IT:
 1 DECISIONS ARE ORGANISED IN CHRONOLOGICAL ORDER BY 1st MOMENT OF INDECISION.
 2 EACH DECISION IS REPRESENTED BY ONE VERTICAL LINE. ALL INSTANCES OF INDECISION RELATED TO THE DECISION ARE INDICATED BY NUMBER OF LINE SEGMENTS.
 3 DECISION-MAKING PROCESS STARTS AT BOTTOM AND MOVES UPWARD AS "TALKING".
 4 LINE ENDS IF NO INDECISION MADE
 5 IF INDECISION
 6 IF I REGRETTED MY DECISION
 7 1st INSTANCE OF INDECISION
 8 TYPE OF INDECISION
 9 TYPE OF INDECISION
 10 TYPE OF INDECISION

FROM:
 S POSAVEC
 LONDON
 UK

TO: GEORGIA LUPI
 BROOKLYN, NY
 USA

BY AIR MAIL
 par avion
 Royal Mail

Stefanie drew indecision as a twisting, ruminating line. The only decision she regretted this week: her poor selection off the menu while eating at a restaurant.

Check Out

Em uma palavra, como
você está saindo da sessão
de hoje?



HYPER ISLAND