專 題 演 講

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Talk Title：Big Data behind Small Apps

Abstract :

The marketplace for mobile apps is very crowded and competitive today. Many developers take the "start from small" strategy to gradually acquire the early adopters from a niche and find the product-market-fit. However, this strategy leads to some general misconception that gaining popularity requires the founders to have profound experience in marketing and/or resources.
In this talk, I share my personal experience in running some apps using a scientific approach speaking above the data collected by the apps. Technically, we found that some of the data analysis tasks are more challenging than the well-known "V's" barriers of big data analytics. Commercially, we show that innovative execution/marketing strategies aided by specialized machine learning techniques are a key for driving unfair business advantage.