

N=1

In search of Holy Grail

Hey Google, get me an insurance....

Sunday afternoon, tennis game with friends



This is the “Age of Data”...

Machines take decisions, humans exist to evaluate and adjust the output



Sloan Digital Sky survey began in 2000, its telescope in New Mexico collected more data in first three weeks than entire history of astronomy. This telescope collected 140 TB of information in next ten years. This was followed by large synoptic survey telescope which collects 140 TB data every five days

When scientists first decoded human genome in 2003, it took them 10 years to sequence 3 billion base pairs. Today a small facility can do that in a day.

And Form will change Function...

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Michael Benco and Eric Bill from Microsoft were working on autocorrect in 2000. The system was inaccurate and they were not sure whether to use new algo or find completely new way. They decided to give a last shot by increasing no of words from million to 10 M, then 100 M and then billion words. Accuracy increased to 95%

Albert Laszlo Barabasi – studied logs of mobile calls for one fifth of a European country's population – was able to prove that diversity adds value to a network

Resulting in Demise of “Experts”...

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N=1 is not about teaching machines to predict future
It is about applying math,
to a huge pool of relevant data,
in order to infer probability
of a particular event at a point of time.

Tata CLiQ – Funnel View

Mid funnel campaigns for app led acquisition and Lower funnel campaigns for activation



Rewards

Leaves

L & D

Engagement

Comp Structure



Many Thanks for your time