



# UN CONFERENCE ON BIG DATA

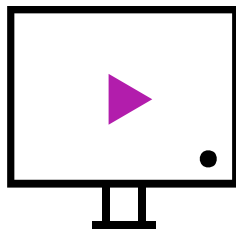
Scanner Data & Official Statistics Panel – Bogota, Colombia

Dana Childerhose  
November 9th 2017

This artwork was created using Nielsen data.

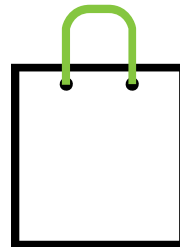
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# NIELSEN MEASURES



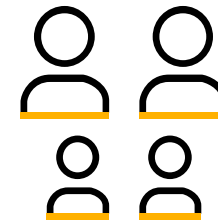
## WATCH

- Who
- What



## BUY

- What
- Where



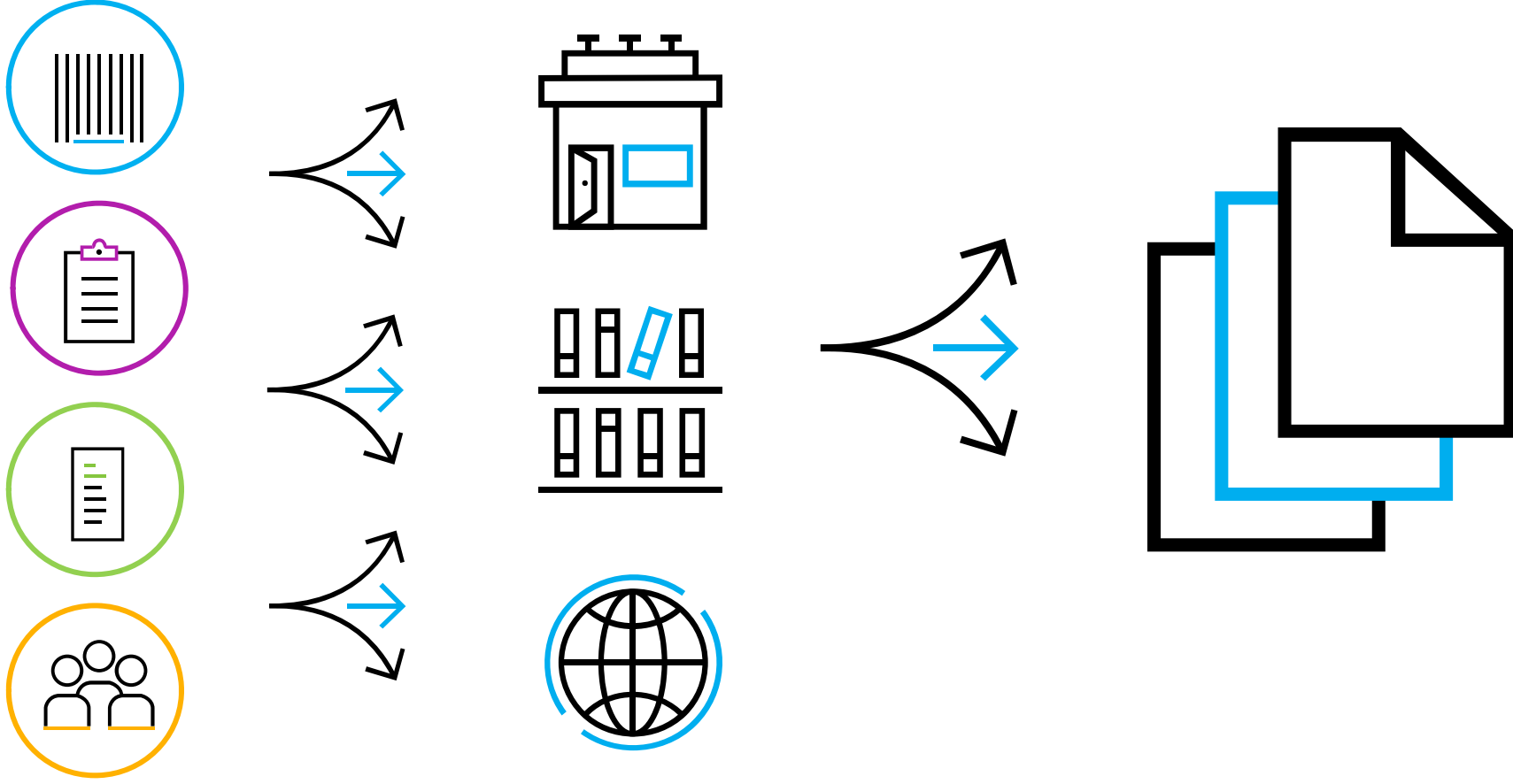
## CONSUMER

- Behaviour
- Attitude

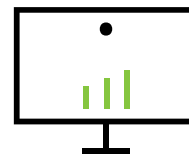
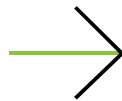
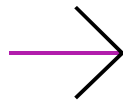
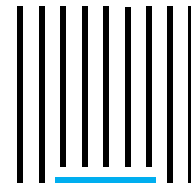
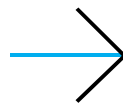
# TRUSTED DATA, GLOBAL COVERAGE



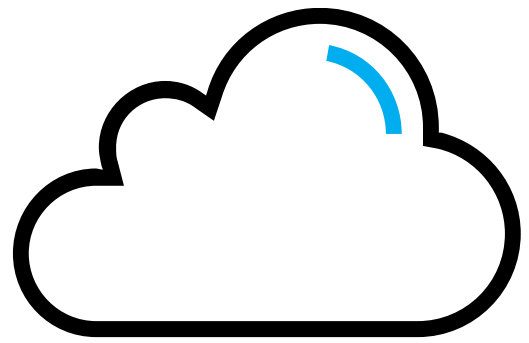
# HOW WE DO IT...



# DATA INNOVATION IN A CHANGING GLOBAL RETAIL LANDSCAPE



# INTEROPERABILITY ...*OPEN*



NIELSEN CARES



Professional Service Non-Profit



The image features the Nielsen logo in white lowercase letters, centered on a vibrant blue background with a 3D wavy, undulating texture. Below the letters 'i', 'e', 'l', 's', 'e', 'n' are seven white dots, each positioned directly under a letter. The overall aesthetic is modern and dynamic.

nielsen

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