

A Year of Data *in 2023*

FROM BIG DATA



Marketing Campaigns
+30 000



Transactions Hits
22 Billion

**DIGITAL
VIRGO**



Data Rows
+3500 Billion

Tools



Fivetran



Talend



Funnel



Snowflake



Snowplow



Datarobot

TO SMART DATA

*The right KPI at the right time
to the right person*



+22
Experts



+1500
Looks



+2000
Views

Optimization through Machine Learning



Expected
Performance
Monitoring



Fraud
Detection



Alerts & Issues
Identification



Higher
Revenues:
Maximizing ROI