PROJECT MEMBERS (GROUP MEMBER)

Leader: TSUKAMOTO TAKAHIRO

Member: MATSUSHITA KEN, MIYAZAKI KOICHI, CHU BAO TRUNG, URANO KENTA, HATTORI YUSUKE, HU SHENG, NGUYEN VIET ANH, BELTRAN ULLAURI, JESSICA GABRIELA, KAADAN AHMAD THURAYA, Nagaya-san (Toyota central), Kawai-san (NEC)

PROPOSED TITLE

『あなたのデータはどこへ行く？』

Where are your data going?

AUTHOR, EDITER (WRITING TEAM)

Editor: Takahiro Tsukamoto

Writer: RWDC program members

Painter, book designer etc.: Others

We need to ask business people the opinion for RWCD

Strengths of the writing team:

・Diversity of our background

・Cooperation with business people related to RWDC

ONE-SENTENCE DESCRIPTION

This picture book explains how the real world data circulation improves the world with some stories of "daily life" and plain commentaries.

CATEGORY (GENRE)

Trivia / Self-improvement / Business / Science / Entertainment

We decided to focus on only these categories so that this book will be easily accepted and placed even in small bookstores.

AUDIENCE (TARGET)

People who want to know how their own data is used, but can't understand it now.

For 76 million people (in Japan) who don't know about Real world data circulation. The main target is adults, but we make this book easy for children to read. Target is not only people who are trying to analyze data, but also other people. Especially, those who are not involved in data analysis are large target. Since this book is a picture book, translation is easy. Therefore, the number of targets will be large number.

COMPETING WORKS

There are no books through which we can comprehensively understand RWDC. Many books describe only data analysis techniques. Most books are targeted at people trying to learn data analysis. (For example, many books on marketing using POS data target store managers. However, few books target consumers.) There are few books targeting people other than those who are trying to analyze data. We call them "general people". "統計学は最強の学問である" is a book on statistics for "general people". 350,000 copies of this book were issued. What is sought now is to teach "general people" the concept of highly developed systems in the world. Many "general people" want to know about these things, but they cannot read professional or difficult (academic) books. Therefore, the social value of our book is very high.

Especially from the consumer's perspective, we explain how data is used and how data is circulated. We want to make a wide range of people interested in data circulation.

PURPOSE AND NEED (CONCEPT and CONTENTS)

There are a lot of scene related to RWDC all over the world. RWDC makes social values including both improving our daily lives and improving companies profit. Because RWDC is highly developed or developing, general people can't understand RWDC in detail. But they want to know how their own data / information is used. Through Understanding concept of RWDC is easy, there are no books that address this situation. We make it.

Using some

- ・Daily Life Stories
- ・Commentaries,

let people know (grasp) basic knowledge about RWDC.

Daily Life Story Part

In this part, data / information is personified as D太郎. He improves a certain girl's life (our society) through RWDC. Perhaps, this may be a love story.

These stories let readers understand

- ・the flow of RWDC
- ・what is the benefit of society in RWDC

Commentary Part

In this part, there are more detail commentaries about the RWDC. This part consists of an introduction of fields used in each part of RWDC, future prospects, and other special notes.

These commentaries let readers understand

- ・RWDC in more detail
- ・what they should study next

Language: Japanese (easily translate because of picture book)

BENEFITS

Readers

・Readers can are able to understand how your data is used and how data of your behavior makes the world and you better.

・Readers get interested in RWDC (we hope they buy more advanced books).

Data Analysis Companies

・It becomes easier to perform RWDC by that general people correctly understand RWDC.

・Improve the corporate image

PROPOSED OUTLINE (TABLE OF CONTENTS)

This book consists of two parts. The first part is the present RWDC and the other part is the future RWDC. In each part, we pick up some daily stories and explain them. Each part adopts several topics, each of which consists of a daily story and commentary. Because of our lack of knowledge, specific topics to be written in this book are not decided now. We can't write this book now, but we will be able to do. Through the RWDC program, we can grasp examples of various RWDCs and interview with people of the company. If we participate in the RWDC program to write this book, we will be able to learn RWDC deeper. The writing of this book is beneficial for us. Therefore, we do not have to hurry to write. As a culmination of the RWDC program, we aim to publish it in a few years.

UNIQUE ANGLES

In this book:

・Not only "analysis" but also "acquisition" and "implementation" comprehensive explanation.

・Those who are not involved in data analysis are large target

・Easy explanation as children can understand.

・Especially from the consumer's perspective, this book explains how data is used and how data is circulated.

・With personification of data and daily stories, the reader can understand the flow of RWDC.

・Writing by experts on topics such as researchers and business persons

・Commentary on possible RWDC in the future as well as the current RWDC

・This book has benefits for both the readers and data analysis companies.