Model Graphic Export

Table of content:

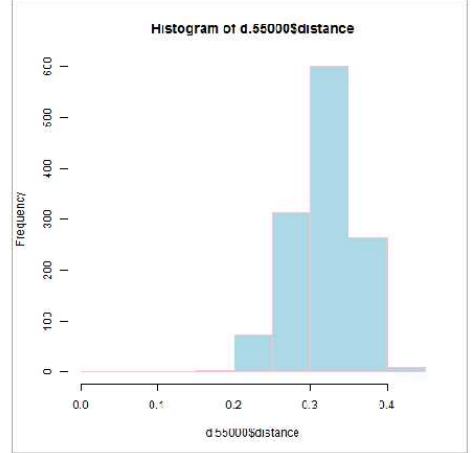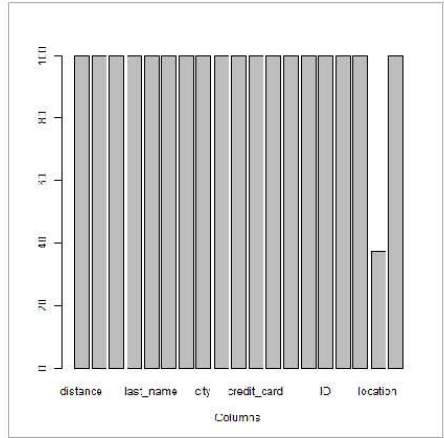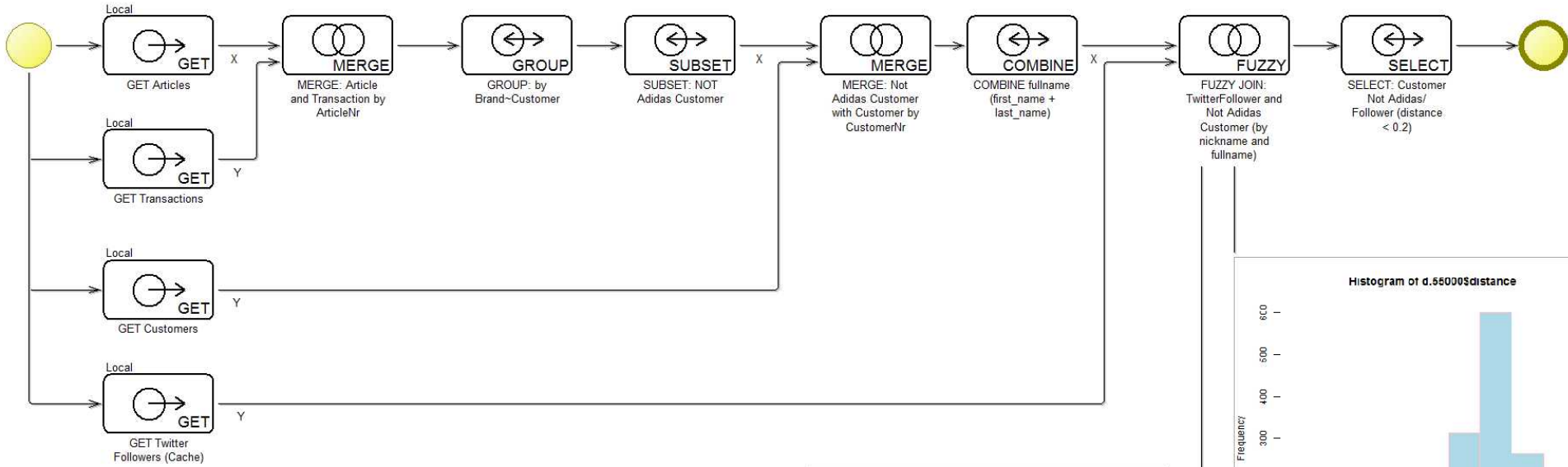# DIBA: Data Workflow Brands - OFFLINE

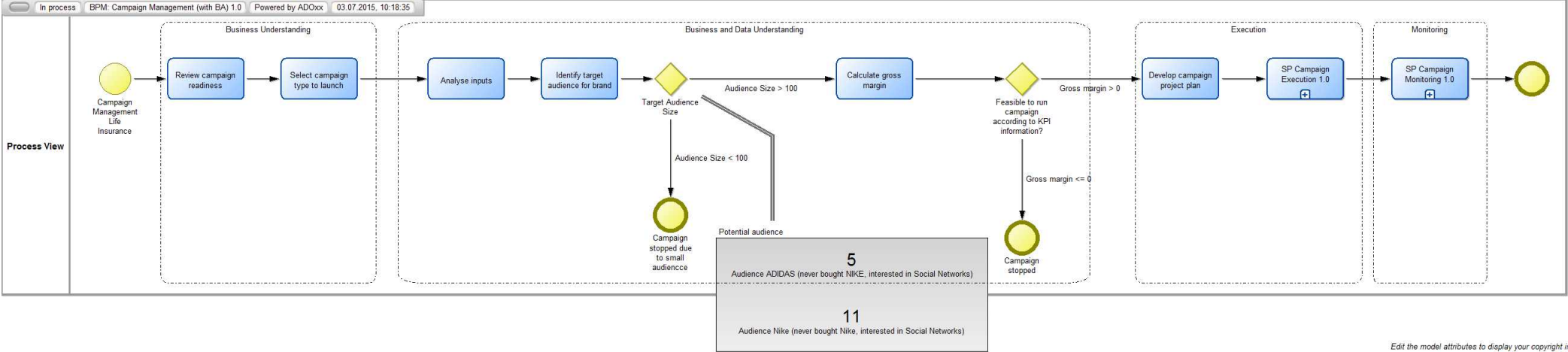| In process | DIBA: Data Workflow Brands - OFFLINE 1.1 | Powered by ADOxx | 06.07.2015, 16:33:40 |

DIBA: Data Workflow Brands - ONLINE

| In process | DIBA: Data Workflow Brands - ONLINE 1.1 | Powered by ADOxx | 03.07.2015, 10:18:39 |
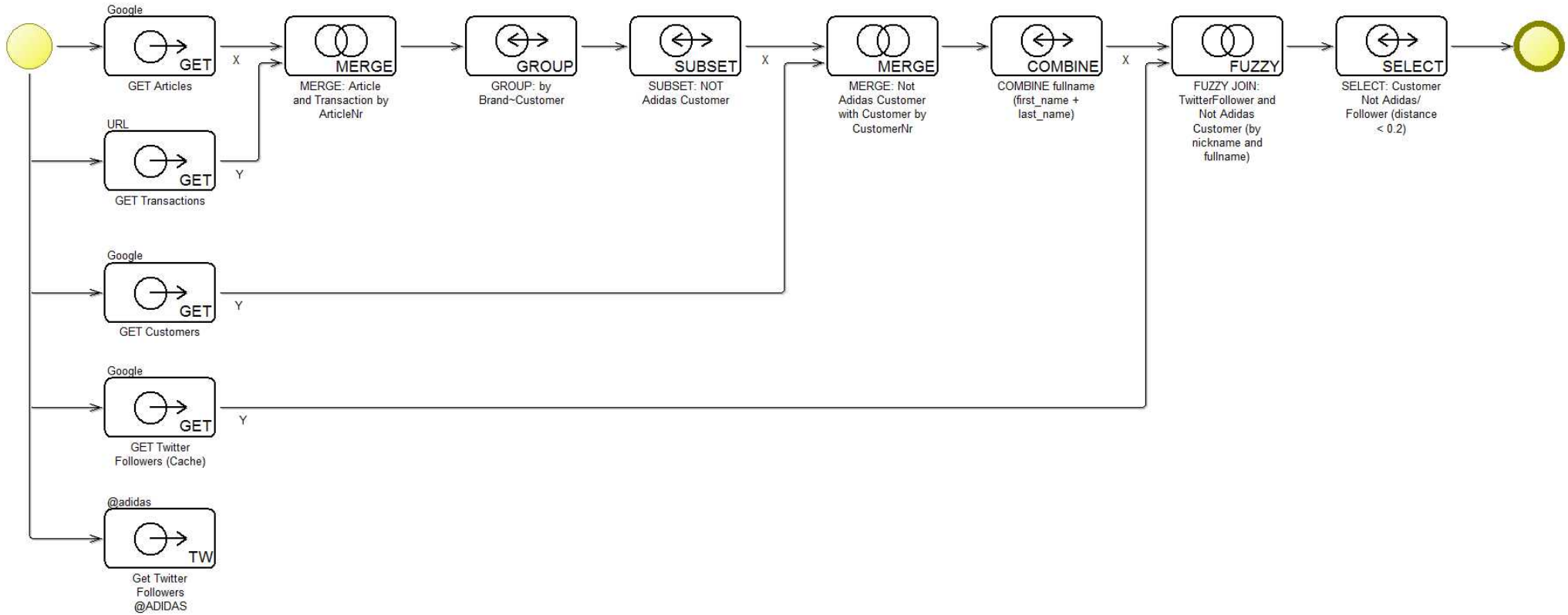
Google
GET Articles

URL
GET Transactions

Google
GET Customers

Google
GET Twitter
Followers (Cache)

@adidas
Get Twitter
Followers
@ADIDAS

MERGE: Article
and Transaction by
ArticleNr

GROUP: by
Brand~Customer

SUBSET: NOT
Adidas Customer

MERGE: Not
Adidas Customer
with Customer
by CustomerNr

COMBINE fullname
(first_name +
last_name)

FUZZY JOIN:
TwitterFollower and
Not Adidas
Customer (by
nickname and
fullname)

SELECT: Customer
Not Adidas/
Follower (distance
< 0.2)

BPM: Campaign Management (with BA)