

# Información Financiera

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**POR: GABRIEL BELSOL**  
Presidente de AMI



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# La verdadera historia de Barack Obama

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**AP**

The Associated Press 

@AP



Following

Breaking: Two Explosions in the White House and Barack Obama is injured



Reply



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More

3,242

RETWEETS

153

FAVORITES



12:07 PM - 23 Apr 13

Dow Jones Industrial Average ^DJI

14,687.03 +119.86 (0.82%)

1d

1w

1m

3m

6m

1y

2y

5y

10y



14719

14680

14660

14640

14620

14600

14554





¿Sabes por qué duro solo dos minutos?



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ESTUDIO

# Consultora Gartner



# Gartner

ESTUDIOS

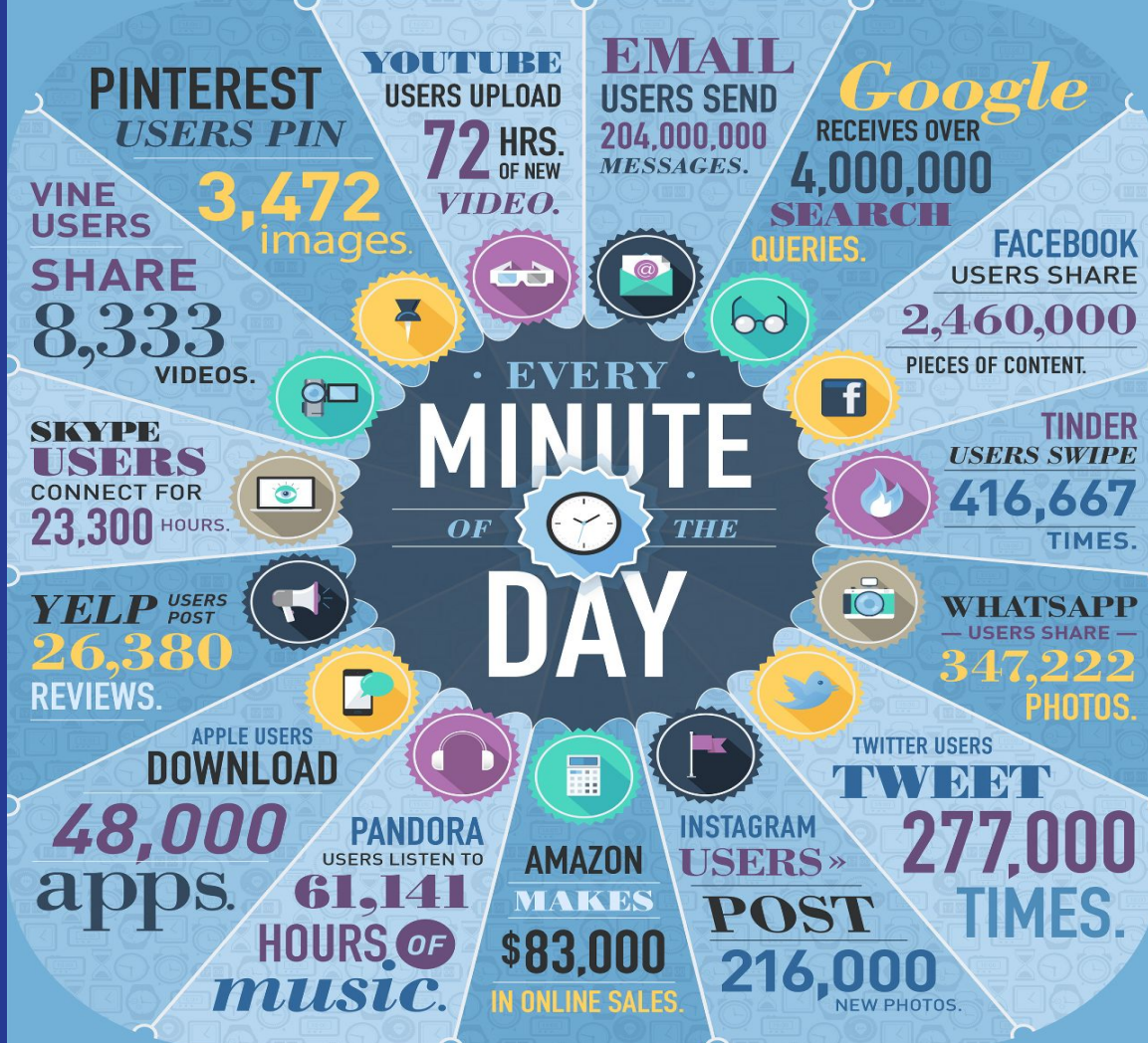
# Simple Lógica y la Universidad Complutense de Madrid

**INW**



UNIVERSIDAD  
**COMPLUTENSE**  
MADRID





**DOMO DATA NEVER SLEEPS 2.0**  
How Much Data is Generated Every Minute?

Data is being created every minute of every day without us even noticing it. Given how much information is floating around these days, it's tempting to talk about big data only in terms of size. Big data describes the massive avalanche of digital activity pulsating through cables and airwaves, but it also describes all the things we were never able to measure before. With every status we share, every article we read or every photo we upload, we are creating a digital trail that tells a story. Below, we explore how much data is generated in one minute.

**THE GLOBAL INTERNET POPULATION GREW 14.3% FROM 2011 - 2013 AND NOW REPRESENTS 2.4 BILLION PEOPLE.**

With each click, share and like, the world's data pool is expanding faster than we can comprehend. Businesses today are paying attention to scores of data sources to make crucial decisions about the future. The team at Domo can help your business make sense of this endless stream of data by providing executives with all their critical information in one intuitive platform. Domo delivers the insights you need to transform the way you run your business. Learn more at [www.domo.com](http://www.domo.com).

**DOMO**



## Data Never Sleeps 9.0

How much data is generated every minute?

The 2020 pandemic upended everything, from how we engage with each other to how we engage with brands and the digital world. At the same time, it transformed how we eat, how we work and how we entertain ourselves. Data never sleeps and it shows no signs of slowing down. In our 9th edition of the "Data Never Sleeps" infographic, we bring you a glimpse of how much data is created every digital minute in our increasingly data-driven world.

As of July 2021, the internet reaches 65% of the world's population and now represents 5.17 billion people—a 10% increase from January 2021. Of this total, 92.6 percent accessed the internet via mobile devices. According to Statista, the total amount of data consumed globally in 2021 was 79 zettabytes, an annual number projected to grow to over 180 zettabytes by 2025.

As the world changes, businesses need to change too—and that requires data. Domo gives you the power to make data-driven decisions at any moment, on any device, so that you can make smart choices in a rapidly changing world. Every click, swipe, share, or like tells you something about your customers and what they want, and Domo is here to help you and your business make sense of all of it.

### Global Internet Population Growth (IN BILLIONS)



Learn more at [domo.com](https://domo.com)

SOURCES: LOCAL ID, BUSINESS OF APPS, DUSTIN STOUT, HOODLIFE, SUPPLYWIRE, MARKETING, INTERNET WORLD STATS, STATISTA, CIBIC, BRANDWATCH, BILL THE CABLE BILL, YOUTUBE, KINETA, THE VERGE, MANAGEMENT COMMUNICATION, A CASE ANALYSIS APPROACH, INTERNET USE STATISTICS, STATISTA





**Trading  
algorítmico**

# Tres cuartas partes de los intercambios bursátiles

**NW**



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# Flash Crash 2010

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# Science

JOURNAL S





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Son 70% mas  
propenso a  
compartirse.

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**INW**



¿Ustedes la saben  
diferenciar?



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NETFLIX

“OH, AND THE BREXIT CAMPAIGN, YEAH...  
...BUT WE DON'T TALK  
ABOUT THAT”



**Realmente se puede  
diferenciar**



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White House  
12:25 PM ET



**BREAKING NEWS**

**TRUMP SPEAKS AS GOP LOSES HOUSE, GROWS SENATE MAJORITY**

U.S. HOUSE  
NEEDED TO CONTROL 218  
**222**  
DEMOCRATS ✓  
28 PICKUPS

U.S. SENATE  
CNN PROJECTION  
**45**  
DEMOCRATS  
**51**  
REPUBLICANS ✓  
2 PICKUPS

**NM**  
GOVERNOR  
D

LUJAN GRISHAM ✓  
**56.9%**  
CNN PROJECTION

PEARCE  
**43.1%**  
99%

**CNN**  
INSIDE POLITICS

▶ **Son totalmente eficientes** ◀





**Difícil de creer**





# Retos de la información financiera

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Saturación

Fragmentación

Desinformación - Fake news

Poder de las redes sociales



# Hechos V.S. Opiniones

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## Hechos:

- Empírico
- Objetivo
- Medible





**La información es un  
elemento fundamental del  
universo mismo.**



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**Puntos de vista  
individuales.**

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Veremos 8 pasos para  
comprender la  
información.

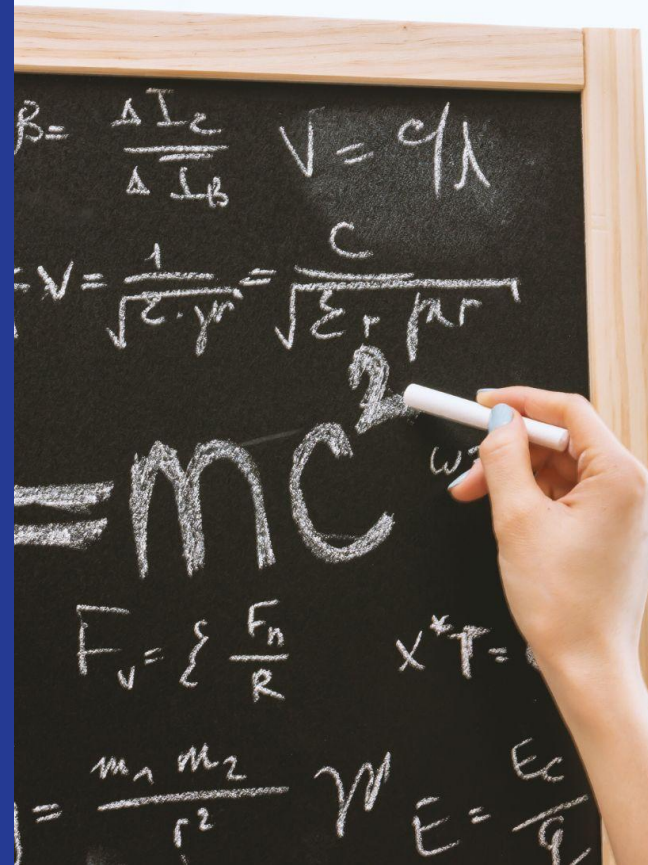


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# 1.- Complejidad

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## 2.- Simplicidad

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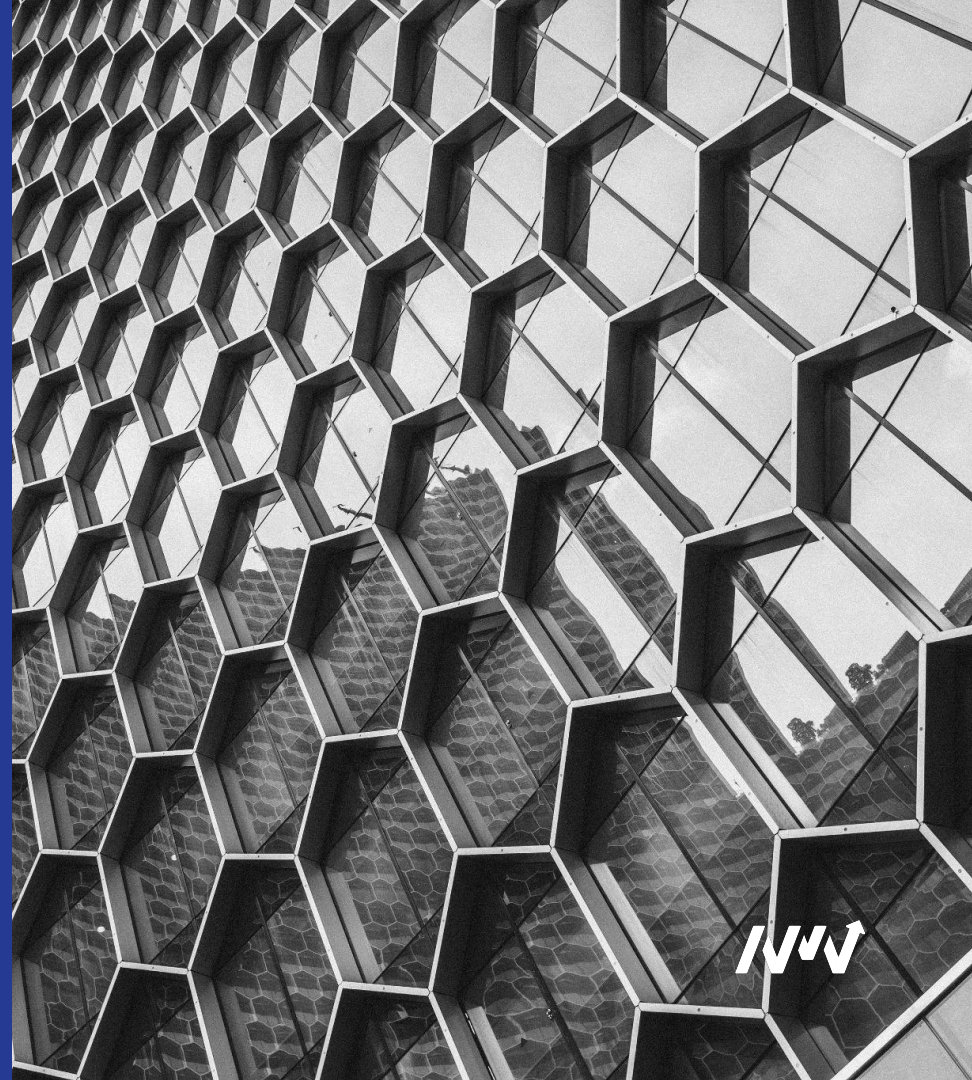


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## 3.- Patrones

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## 4.- Redes

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## 5.- Un lugar en común

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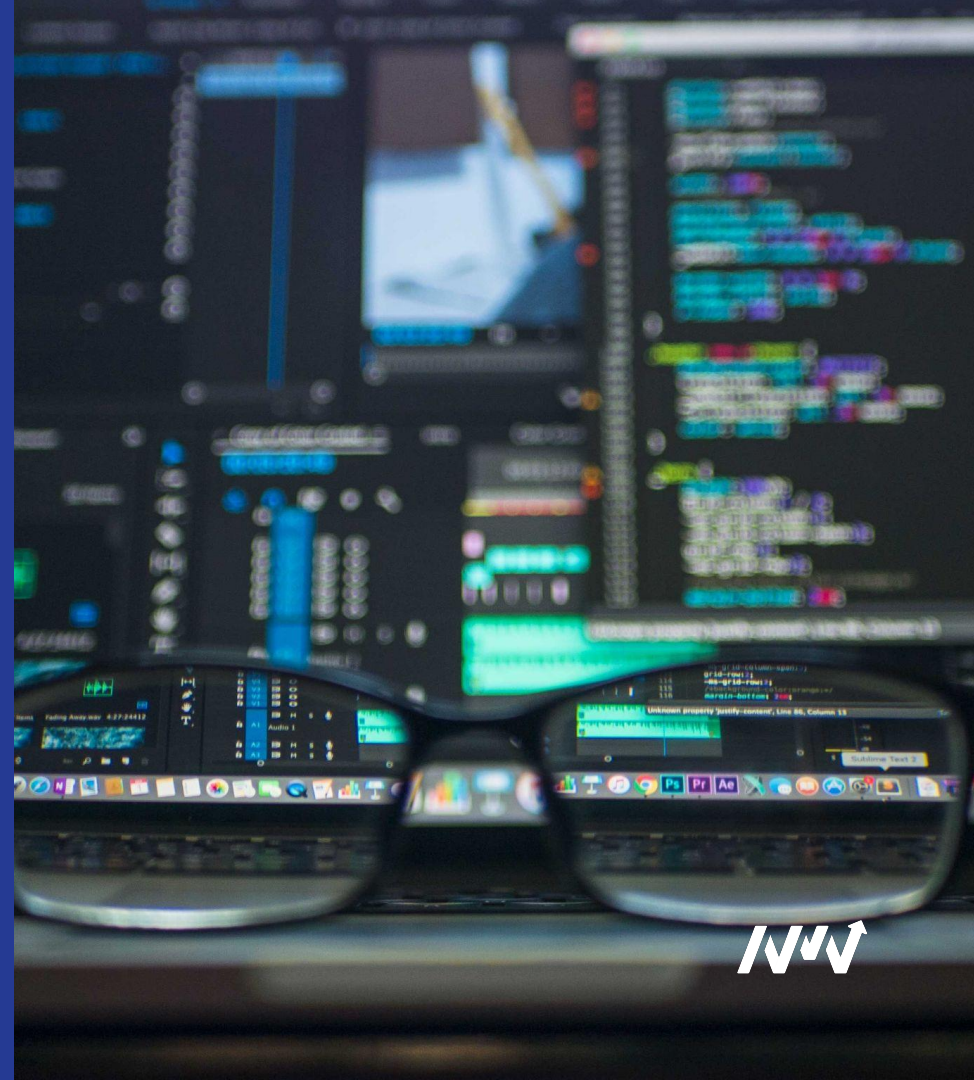




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## 6.- No a los datos

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## 7.- Contexto

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## 8.- Convergencia

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No es lo que sabes, lo que te  
mete en problemas.  
Es lo que crees que sabes, pero  
no lo es cierto.

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¿Por qué buscamos  
información?



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**Lo que no se define no se  
puede medir. Lo que no se  
mide, no se puede mejorar. Lo  
que no se mejora, se degrada  
siempre**

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William Thomson







**Realmente nos ayuda la  
información**



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Depende

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**Gabriel Belsol**

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