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ahrefs

Utilizing Big Data for Societal Challenges

BACKGROUND

Ahrefs is a leading maker of digital marketing solutions, crafting tools that empower marketers to enhance website content, elevate brand visibility, and augment inbound search traffic. Their suite of tools enable users to leverage data-driven insights for online enhancement through keyword research, backlink analysis, content optimization, rank tracking, and competitive analysis.

CHALLENGE STATEMENT

How can big data analytics and databases be harnessed to tackle societal challenges by identifying, monitoring, and responding to crises? Potential areas of focus include:

- Humanitarian crises
- Natural disasters and emergencies
- Climate change-related issues (e.g., forest fires, water scarcity, decreasing agricultural productivity)
- Unemployment driven by shifts in the job market
- Online fraud
- Other identified challenges

REQUIREMENTS

Proposed solutions must:



Address a significant societal issue with a global impact.



Utilize big data technologies or time series databases to tackle the chosen problem.

TARGET USERS WHO WILL USE THE SOLUTION

Residents, businesses, energy management professionals, and public sector stakeholders.

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