

INTRODUCTION TO BIG DATA

ECAP456

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Learning Outcomes



After this lecture, you will be able to

- understand applications of BIGDATA

Introduction

- Recording and processing all data requires much talent, resources and time.
- The data can be used imaginatively and meaningfully to derive business benefit.

Applications of BIG DATA

- Three major types of business applications with different levels of transformational potential:
 1. Monitoring and tracking applications
 2. Analysis and Insight Applications
 3. New Product Development

Monitoring and tracking applications

- Public health monitoring
- Consumer Sentiment Monitoring.
- Asset Tracking
- Supply chain monitoring
- Preventive machine maintenance

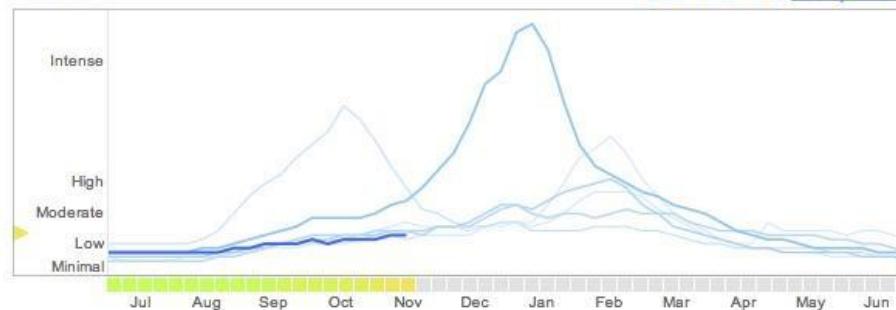
Public health monitoring

Explore flu trends - United States

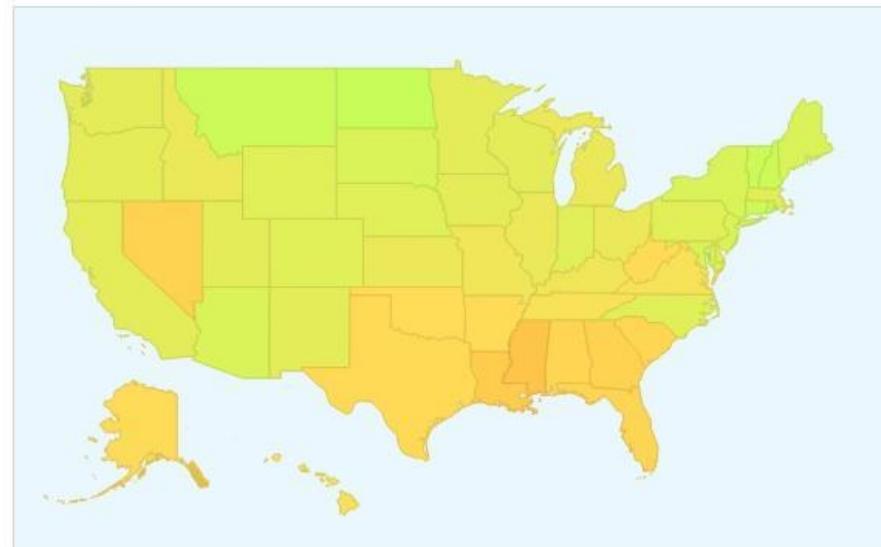
We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

National

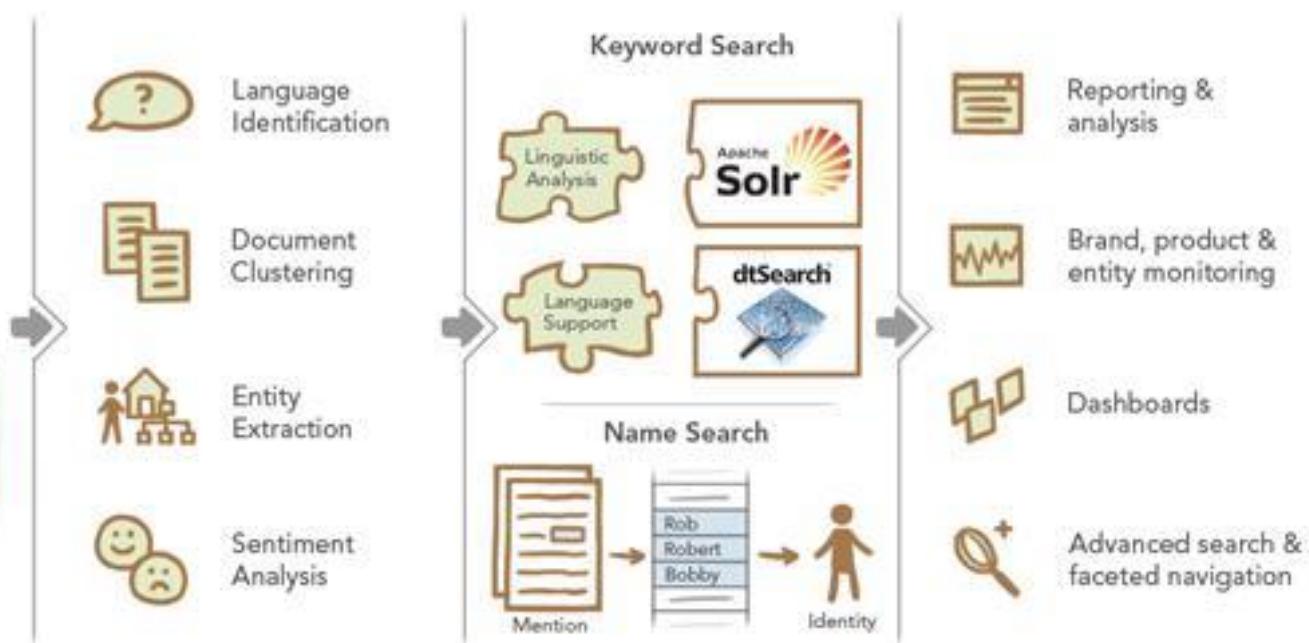
● 2013-2014 ● [Past years ▾](#)



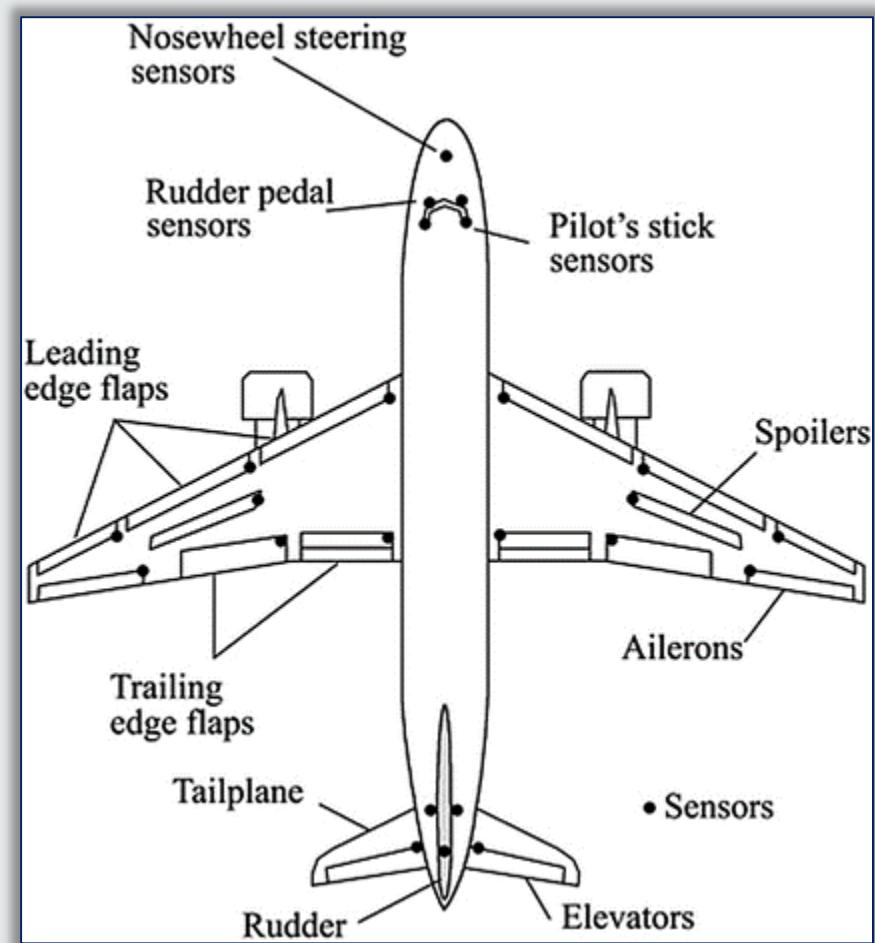
[States](#) | [Cities](#) (Experimental)



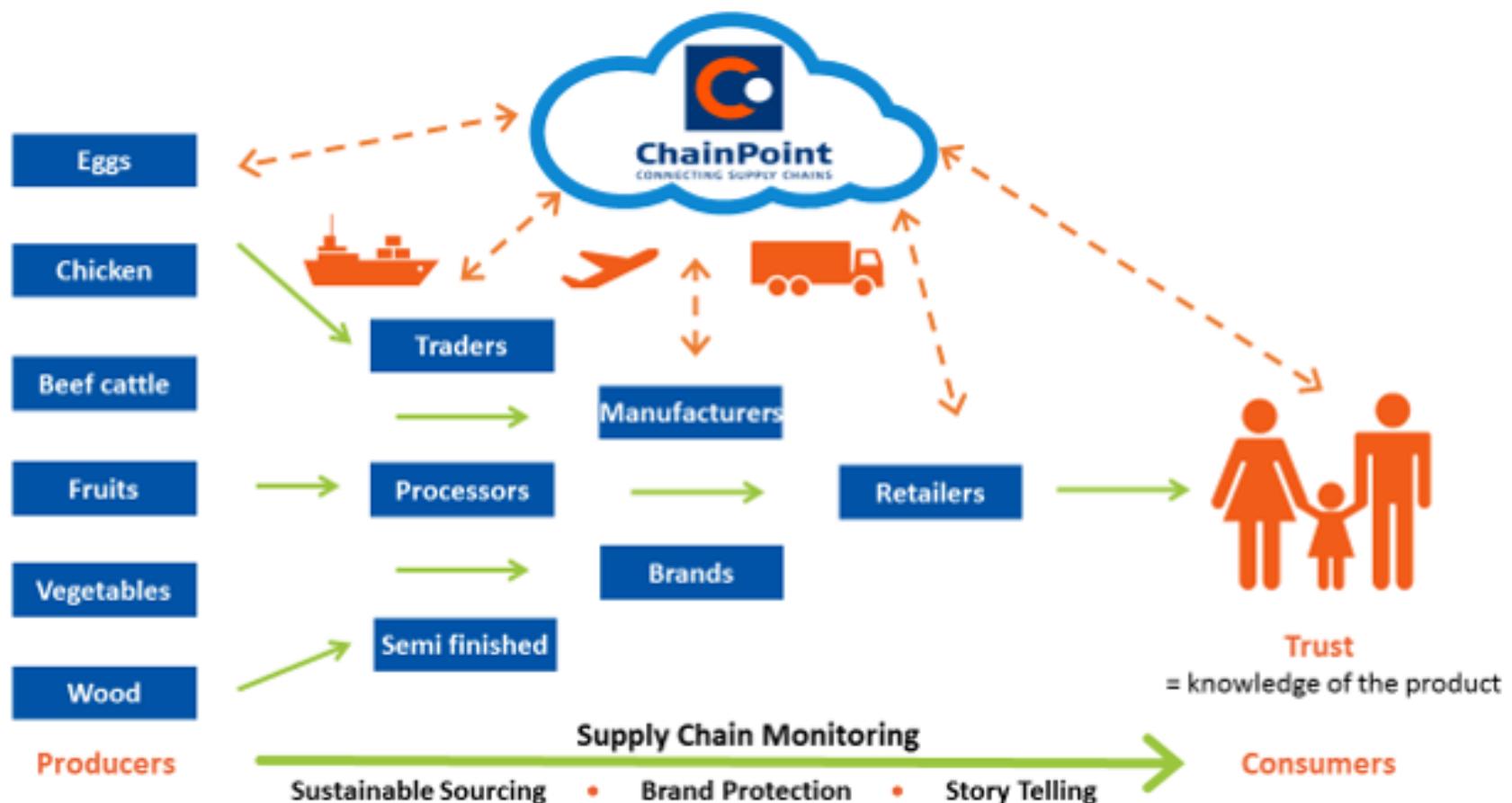
Consumer Sentiment Monitoring



Asset Tracking



Supply Chain Monitoring



Preventive machine maintenance



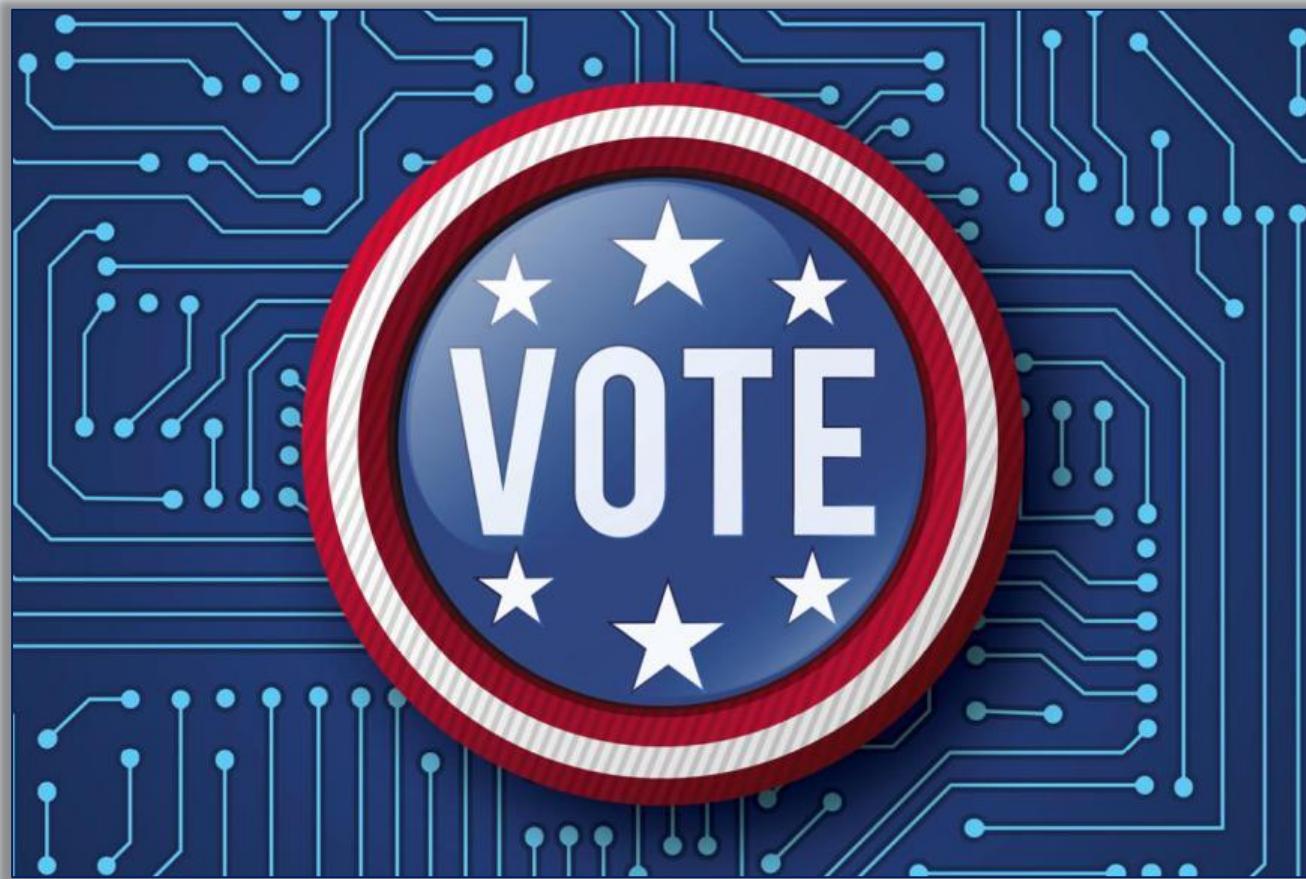
Analysis and Insight Applications

- Predictive Policing
- Winning political elections
- Personal Health

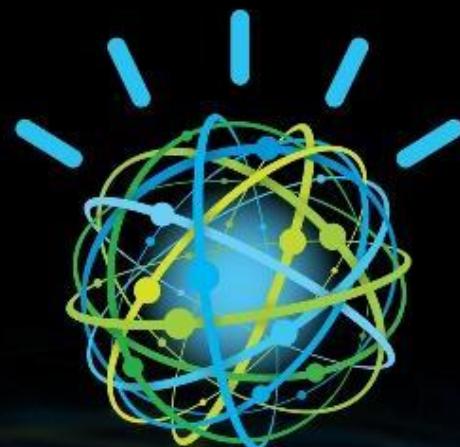
Predictive Policing



Winning political elections



Personal Health



IBM WATSON

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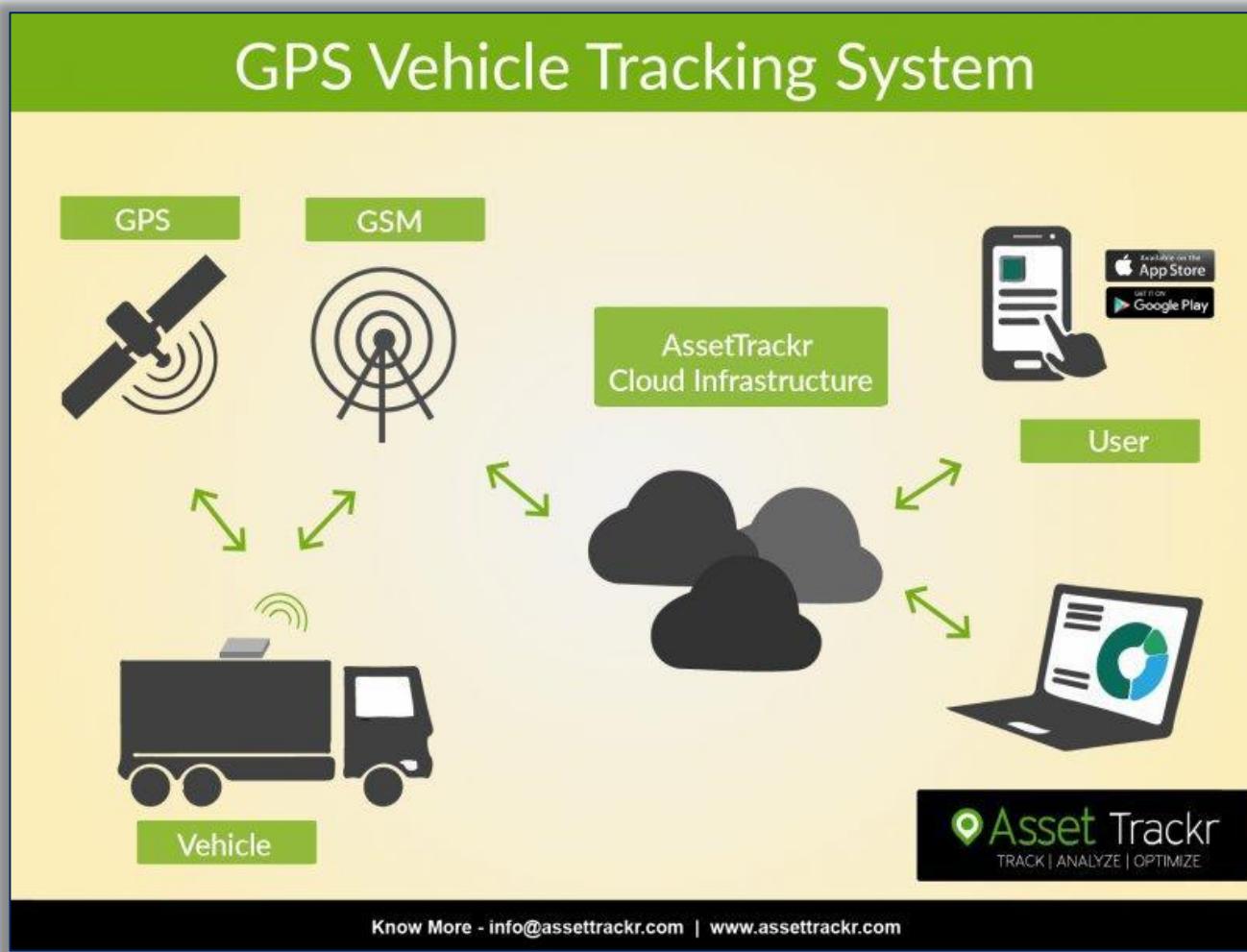
Putting IBM Watson to Work In Healthcare

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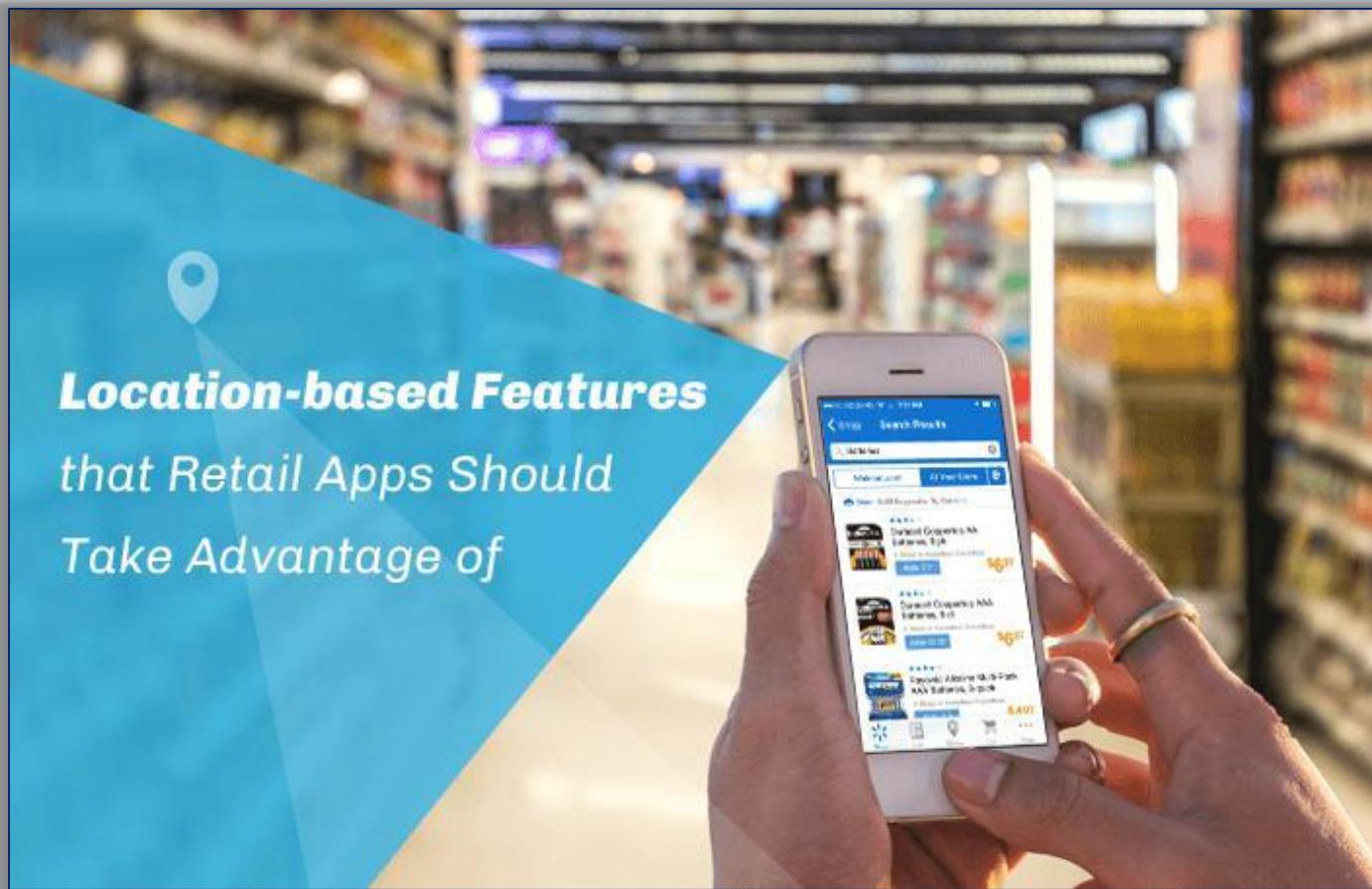
New Product Development

- Flexible Auto Insurance
- Location based retail promotion
- Recommendation service

Flexible Auto Insurance



Location based retail promotion



Recommendation service





That's all for now...