

# 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 use 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

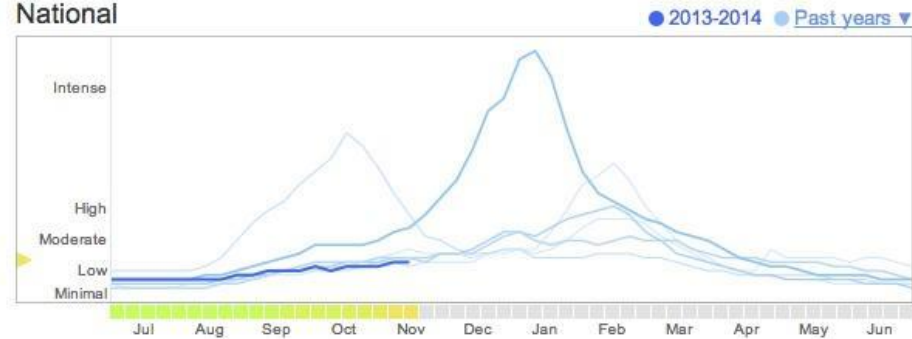
- Public health monitoring
- Consumer Sentiment Monitoring.
- Asset Tracking
- Supply chain monitoring
- Preventive machine maintenance

# Public health monitoring

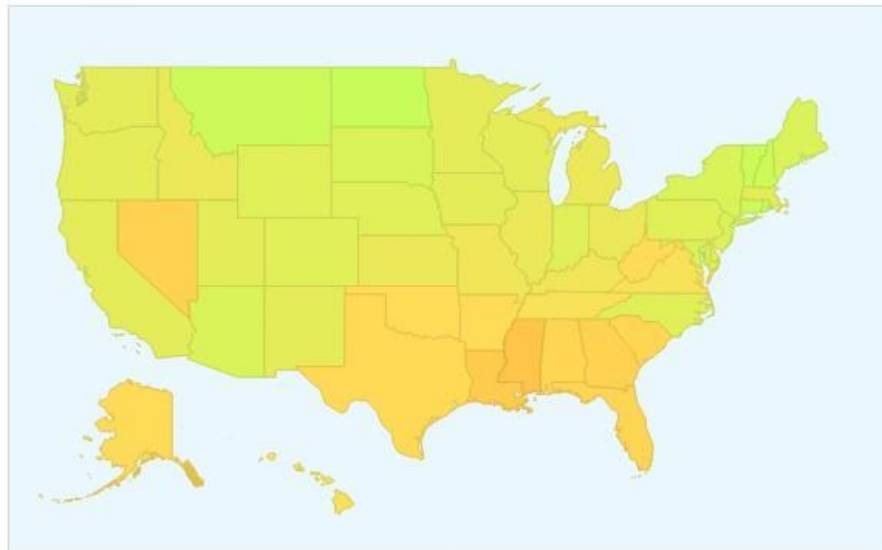
## Explore flu trends - United States

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



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

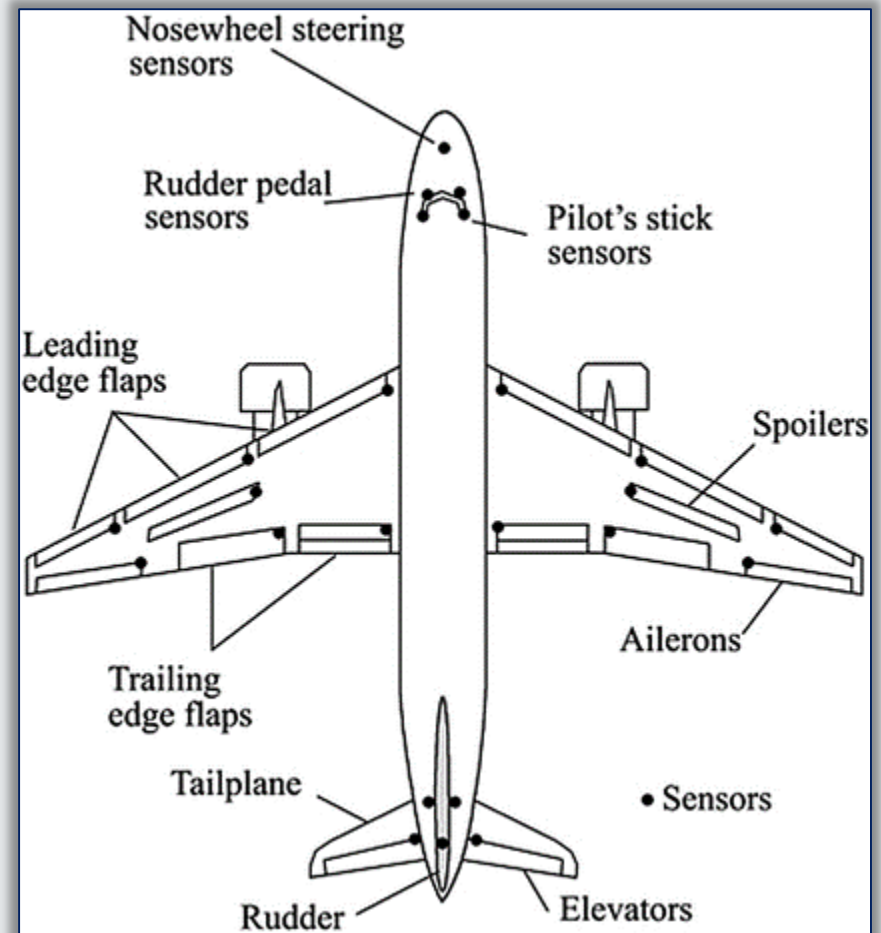


# Consumer Sentiment Monitoring



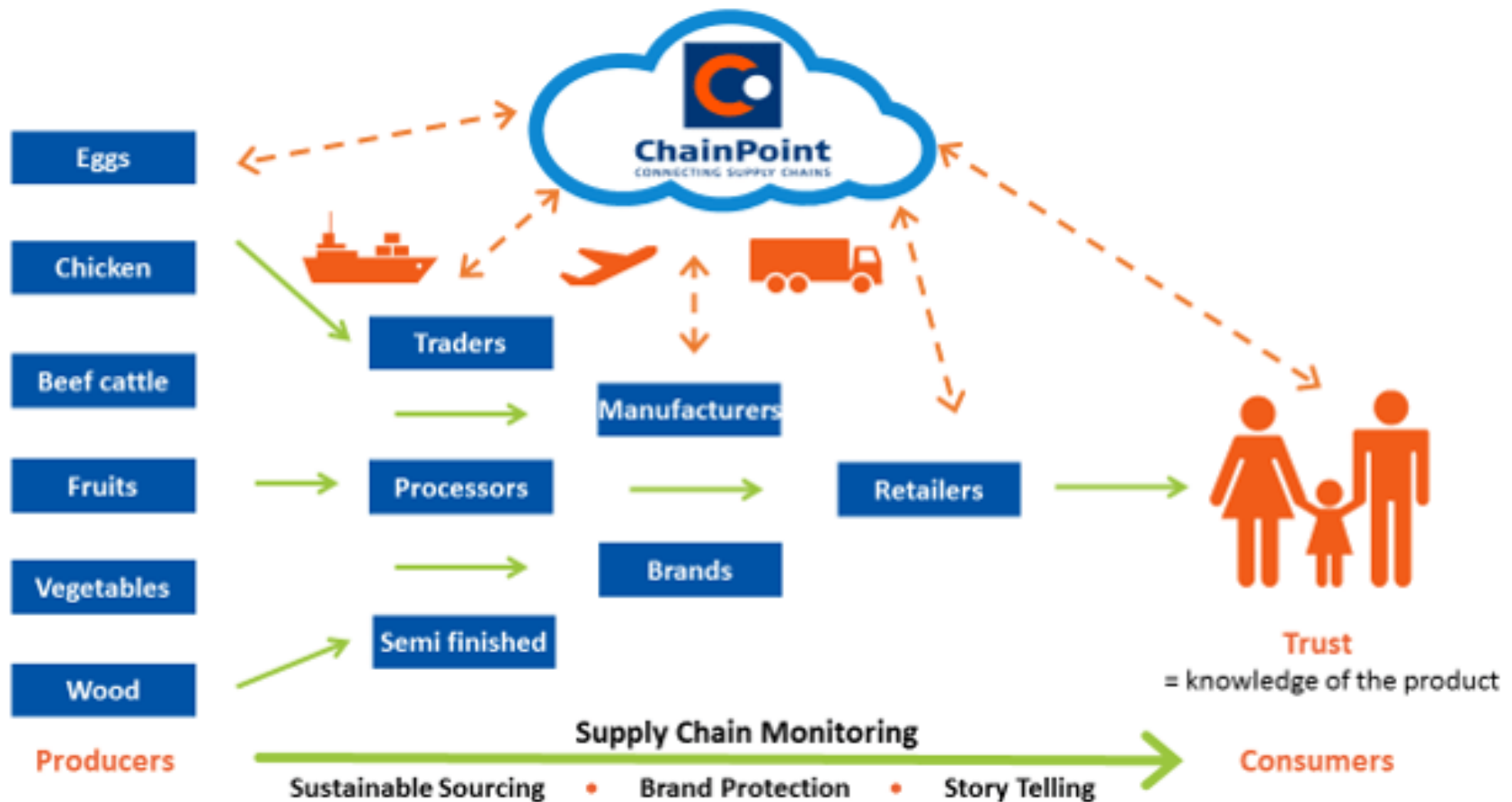


# Asset Tracking





# Supply Chain Monitoring



# Preventive machine maintenance



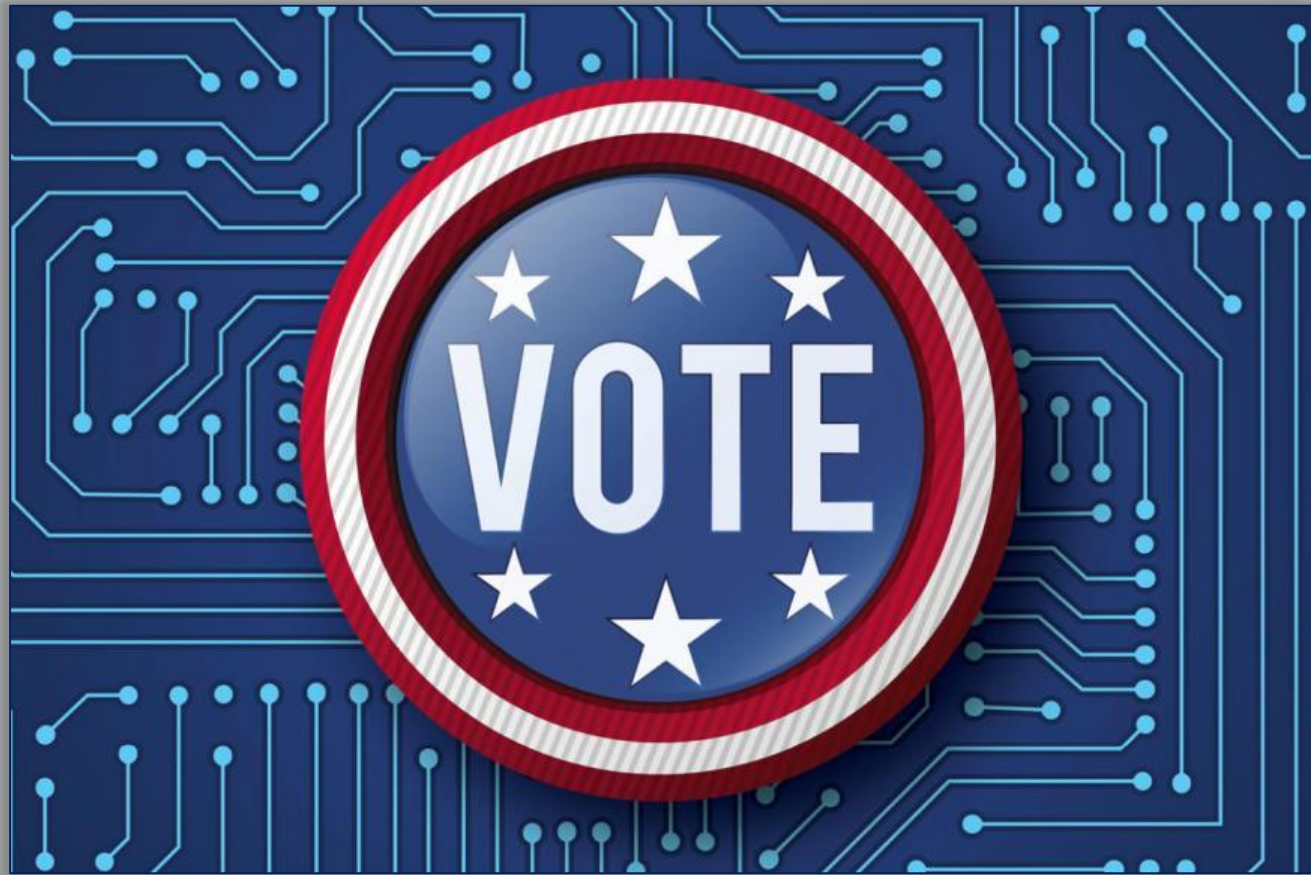
# Analysis and Insight Applications

- Predictive Policing
- Winning political elections
- Personal Health

# Predictive Policing



# Winning political elections



# Personal Health



The slide features a dark blue background with a faint, abstract pattern of green and blue lines at the bottom. In the top left corner is the IBM logo, and in the top right corner is the word "WATSON" in white. The central text, in white, identifies Martin S. Kohn as a Chief Medical Scientist at IBM Research, along with his contact email. To the right of the text is a stylized graphic of a globe with intersecting blue and yellow orbits and dots, topped with several blue vertical bars. The bottom right corner contains a small copyright notice for IBM.

IBM

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Putting IBM Watson to  
Work In Healthcare

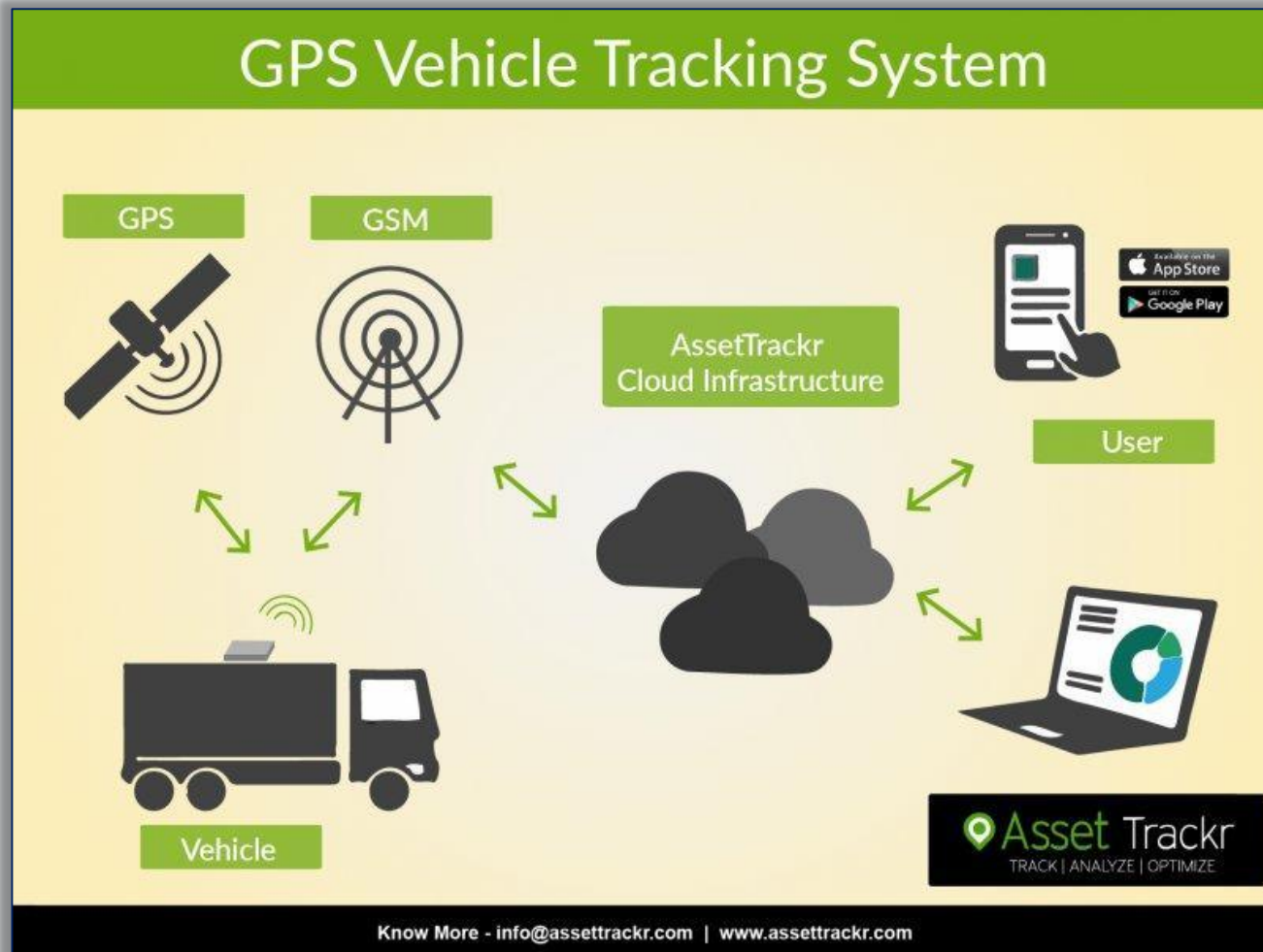
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# New Product Development

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



# Flexible Auto Insurance



# Location based retail promotion



# Recommendation service





**That's all for now...**