Organization-Generated Data:

Benefits come from combining with other types

Real-World Examples

The UPS success

16 Million shipments per day

16 Million shipments per day

40 Million tracking request

UPS is estimated to have 16 PBs of data about its operations

Can you guess how much money UPS can save by reducing each driver's route by just 1 mile ?
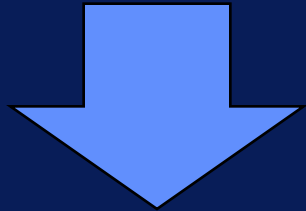
50 Million Dollars!

Large operational data

+

Optimization algorithms

Route Optimization

Savings!

The Walmart success

250 Million customers

10,000 stores

250 Million customers

10,000 stores

2.5 petabytes data collected every 60 minutes !

- Twitter data
- local events
- local weather
- in-store purchases
- online clicks

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Launch new products

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- local events
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Launch new products

Improve predictive analytics

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Launch new products

Improve predictive analytics

Customize recommendations

Future Trends for Organizations

http://www.bain.com/infographics/big-data/

THE COMPANIES THAT USE ANALYTICS BEST ARE…

2X more likely to have top-quartile financial performance

5X more likely to make decisions "much faster" than competition

3X more likely to execute decisions as intended

2X more likely to use data very frequently when making decisions

http://www.bain.com/infographics/big-data/
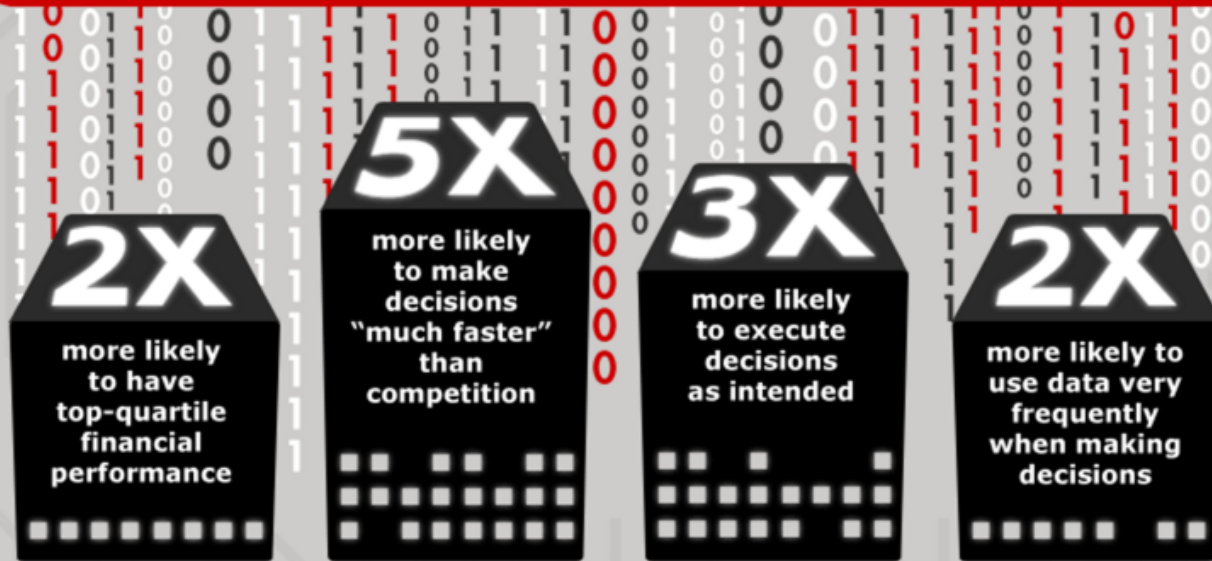
Efficient Operations

Higher Sales

Improved Safety

Customer Satisfaction

Better Profit Margins

Improved Product Placement