

# **Organization-Generated Data:**

**Benefits come from  
combining with other types**

# After this video you will be able to..

- Quote how UPS and Walmart are combining organizational and other data sources to generate value
- Identify major benefits and trends of using big data for organizations

# 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 ?





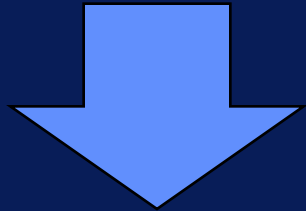
50 Million  
Dollars!



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



- Twitter data
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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

## COMPANIES ARE SPENDING BIG ON BIG DATA

IN 2015

**\$6.4B**



**FINANCIAL  
SERVICES**

**\$2.8B**



**SOFTWARE/  
INTERNET**

**\$2.8B**



**GOVERNMENT**

**\$1.2B**



**COMMS  
& MEDIA**

**\$800M**



**ENERGY/  
UTILITIES**

**ANNUAL  
GROWTH  
TO 2020**

**22%**

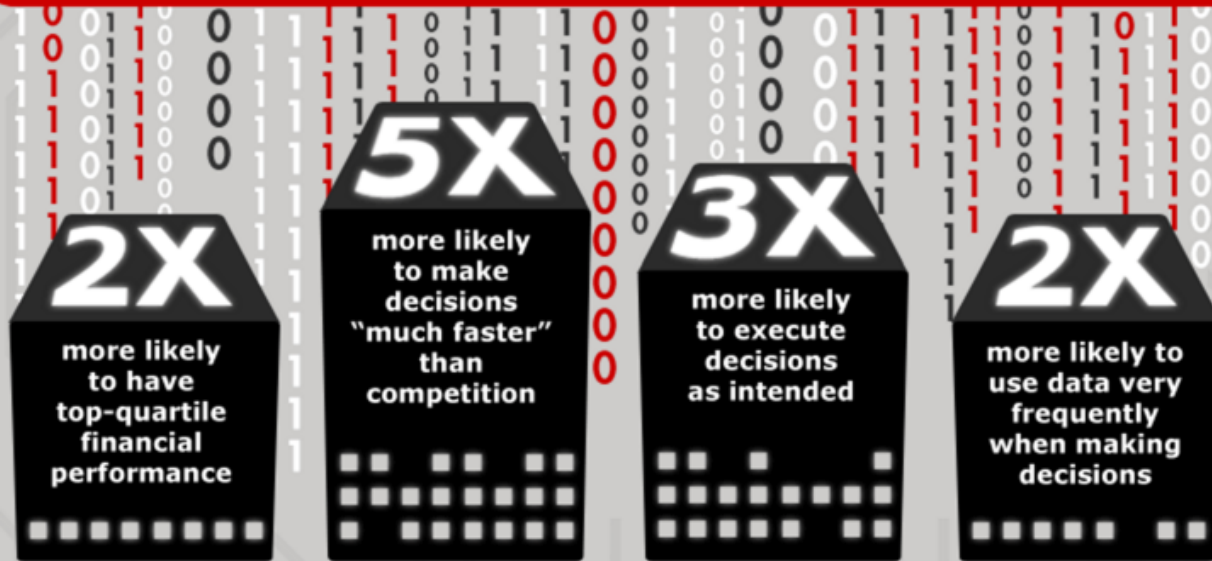
**26%**

**22%**

**40%**

**54%**

## THE COMPANIES THAT USE ANALYTICS BEST ARE...



Efficient Operations

Higher Sales

Improved Safety

Customer  
Satisfaction

Better Profit  
Margins

Improved Product  
Placement