

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 ?



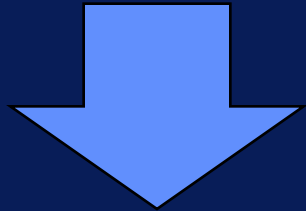
50 Million
Dollars!



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**

22%

\$2.8B



**SOFTWARE/
INTERNET**

26%

\$2.8B



GOVERNMENT

22%

\$1.2B



**COMMS
& MEDIA**

40%

\$800M

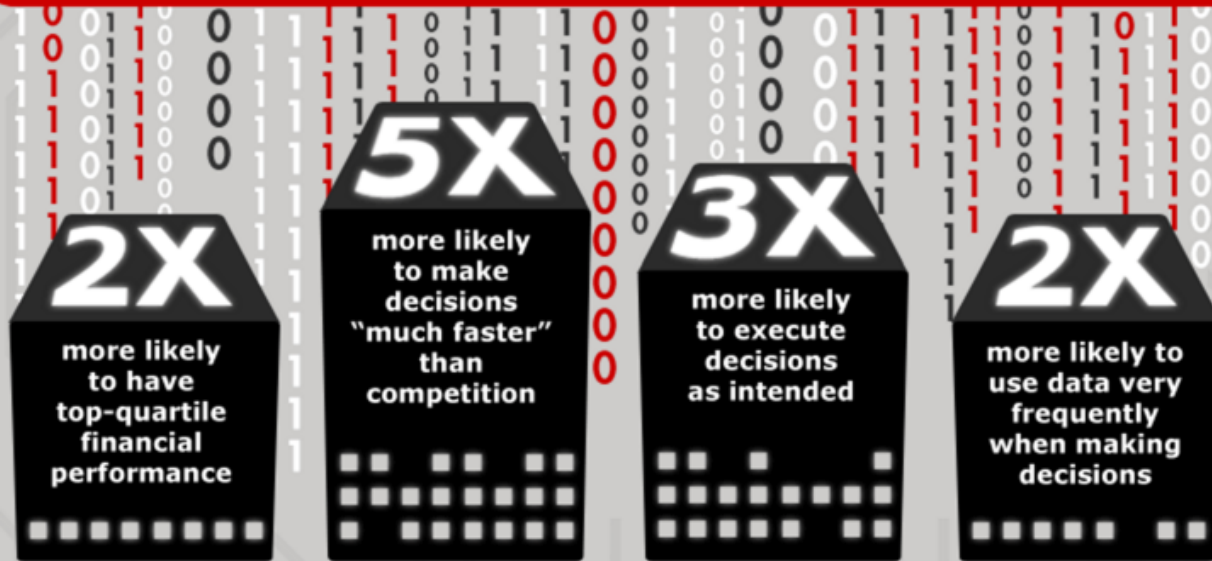


**ENERGY/
UTILITIES**

54%

**ANNUAL
GROWTH
TO 2020**

THE COMPANIES THAT USE ANALYTICS BEST ARE...



Efficient Operations

Higher Sales

Improved Safety

Customer
Satisfaction

Better Profit
Margins

Improved Product
Placement