

The state of big data

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Big Data

What are we really talking about?

Big Data

It's just data. It's really important, and there is probably lots of it, so maybe we call it:

‘lots of really important data’

The history

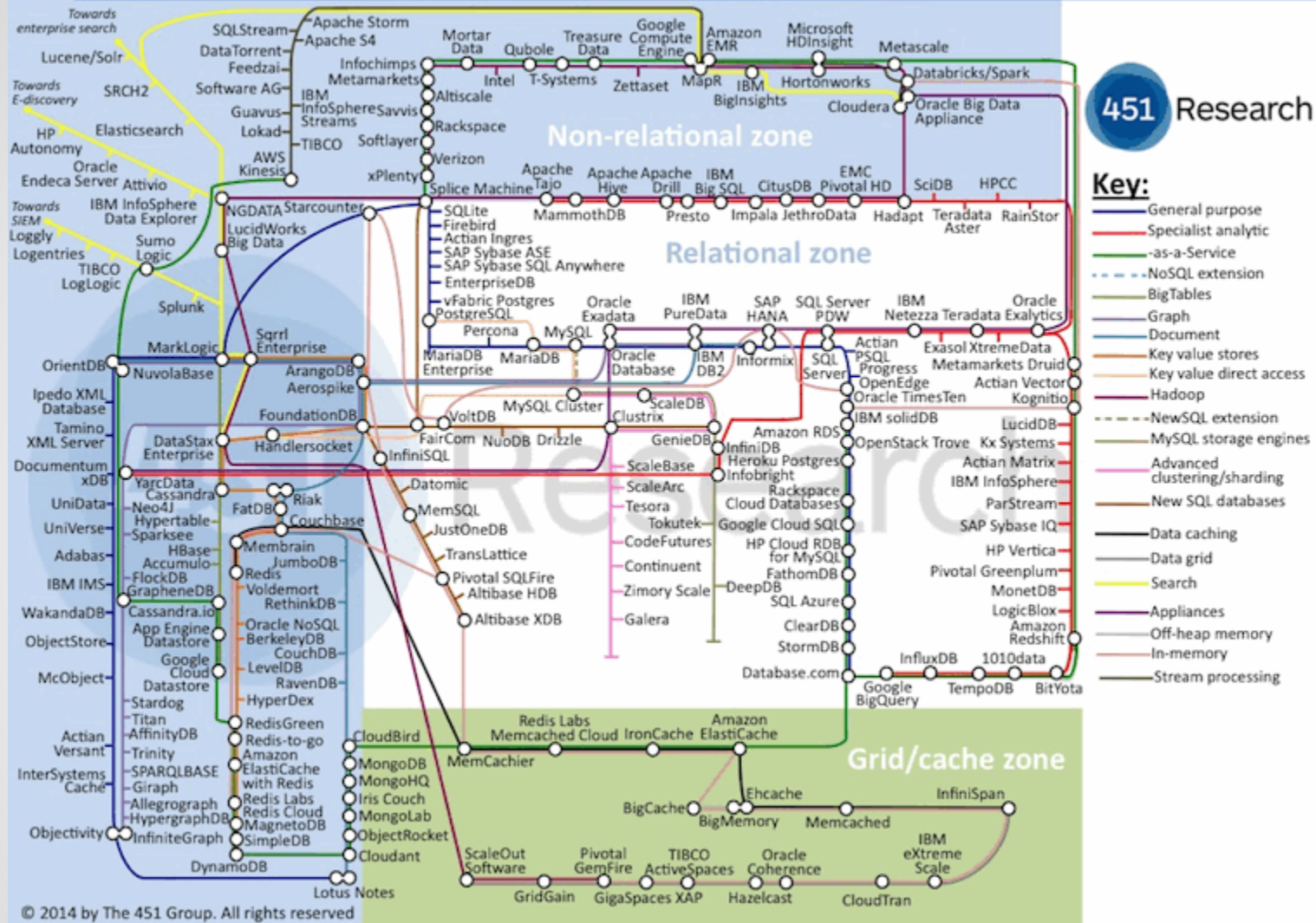
- DSS
- BI
- Big Data

Data is your competitive advantage

We're entering a new world in which data may be more important than software.

- Tim O'Reilly

Data Platforms Landscape Map – February 2014



it's on fire

- Machines build data quickly
- How do you make sense of it?
- m2m
- IoT

Types

- The value of data
- Business Intelligence
- Product Improvement
- Operationalization

Succeeding

- Team
- A plan
- Wash yourself from the hype
- Technology
- Full circle automation

Examples

nestTM



Nest

Rush Hour Rewards is a service that helps you earn money back from your energy company by using less energy when everyone else is using more.

Using data to be more efficient with finite product availability, optimizing overall cost of goods, and thus increasing profitability

```

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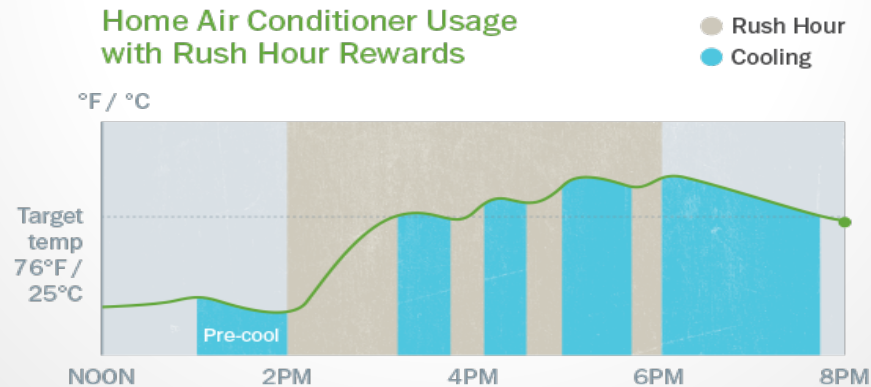
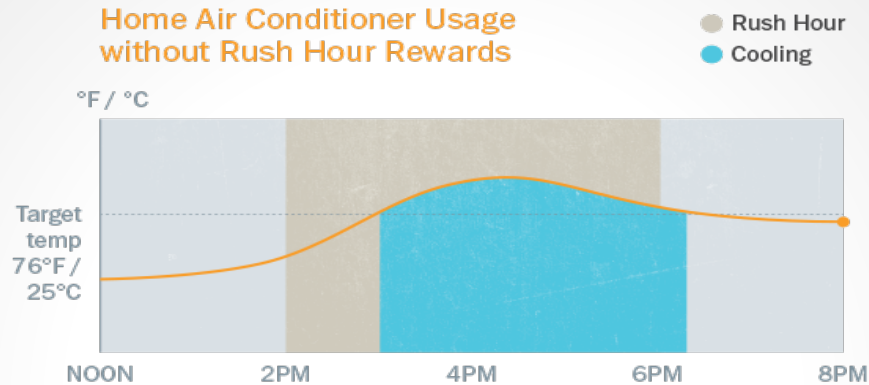
```

How it works

Thermostat -> API -> DB <- API <- Austin Energy

Austin Energy -> API -> Thermostat

Results



Rackspace

<Example Content to follow>

Data Anti-Patterns

- Your brilliant data scientist spends all his time wrangling data
- Choosing technology based on buzzwords
- Capture lots of data, but never analyze it
- Waiting too long to start capturing data

Data is a precious thing and will last longer than the systems themselves.

- Tim Berners-Lee

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