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EXTRACTING THE VALUE A BUSINESS CASE STUDY

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CONTENT OUTLINE

- Introduction: What I do
- Section One: What is Big Data
- Section Two: What do businesses need
- Section Three: The Future

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We extract information from data and help mould a business.
Various data science techniques are utilised including but not
limited to AI, ML and Blockchain Technology.



Data Science, Big Data & Blockchain Technology Expert |
Business & Strategy Consultant | Entrepreneur | Academic

DATA THIS
DATA THAT

2.7 ZB

Extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

MORE THAN JUST DATA

- Artificial intelligence
- Machine Learning
- Blockchain Technology
-all leading to further insights

AI CASE STUDY

Alibaba, a Chinese multinational conglomerate specializing in e-commerce, retail, Internet, AI and technology. Among companies is our artificial intelligence case studies, Alibaba uses AI to help map the most efficient delivery routes. Works quite well! And Alibaba claims that smart logistics have resulted in a 10% reduction in vehicle use and a 30% reduction in travel distances.



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Babyghost is a fashion brand that, at Shanghai Fashion Week, worked with blockchain platform VeChain to provide a link between the digital and fashion worlds. VeChain is a service that uses blockchain to verify if an item is authentic or not.

Customers can scan the tag of the Babyghost item and see if it's genuine or not and can even see a 'story' of where it came from and who had previously modeled it. This has created a one-of-a-kind feel to each product and allows the customer to create a personal connection with it.

BLOCKCHAIN

Blockchain is a distributed ledger, in which the blocks containing transaction details are connected chronologically to form a series of chains, thus raising the possibility of improving the process and innovating business model for the financial institutions.

€100 B

In the developed economies of Europe, government administrators could save more than €100 billion (\$149 billion) in operational efficiency improvements alone by using big data..

FINANCIAL NUMBERS

THE FUTURE

- 1. Machine Learning Will Be the Next Big Thing in Big Data
- 2. Privacy Will Be the Biggest Challenge
- 3. Chief Data Officer: A New Position Will Emerge
- 4. Data Scientists Will Be In High Demand
- 5. Businesses Will Buy Algorithms, Instead of Software
- 6. Investments in Big Data Technologies Will Skyrocket
- 7. More Developers Will Join the Big Data Revolution
- 8. Prescriptive Analytics Will Become an Integral Part of BI Software
- 9. Big Data Will Help You Break Productivity Records
- 10. Big Data Will Be Replaced By Fast and Actionable Data

THANK YOU!

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The availability of Big Data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability.



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