

# How Is Big Data Applied or Used within a Business

---



**Xavier Morera**

HELPING DEVELOPERS UNDERSTAND SEARCH & BIG DATA

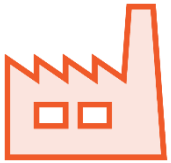
@xmorera [www.xaviermorera.com](http://www.xaviermorera.com)



# How Is Big Data Applied or Used within a Business



**Retail:** Log interactions and actions undertaken by customers to predict behavior or increase profit



**Manufacturing:** Use insights to boost quality and output

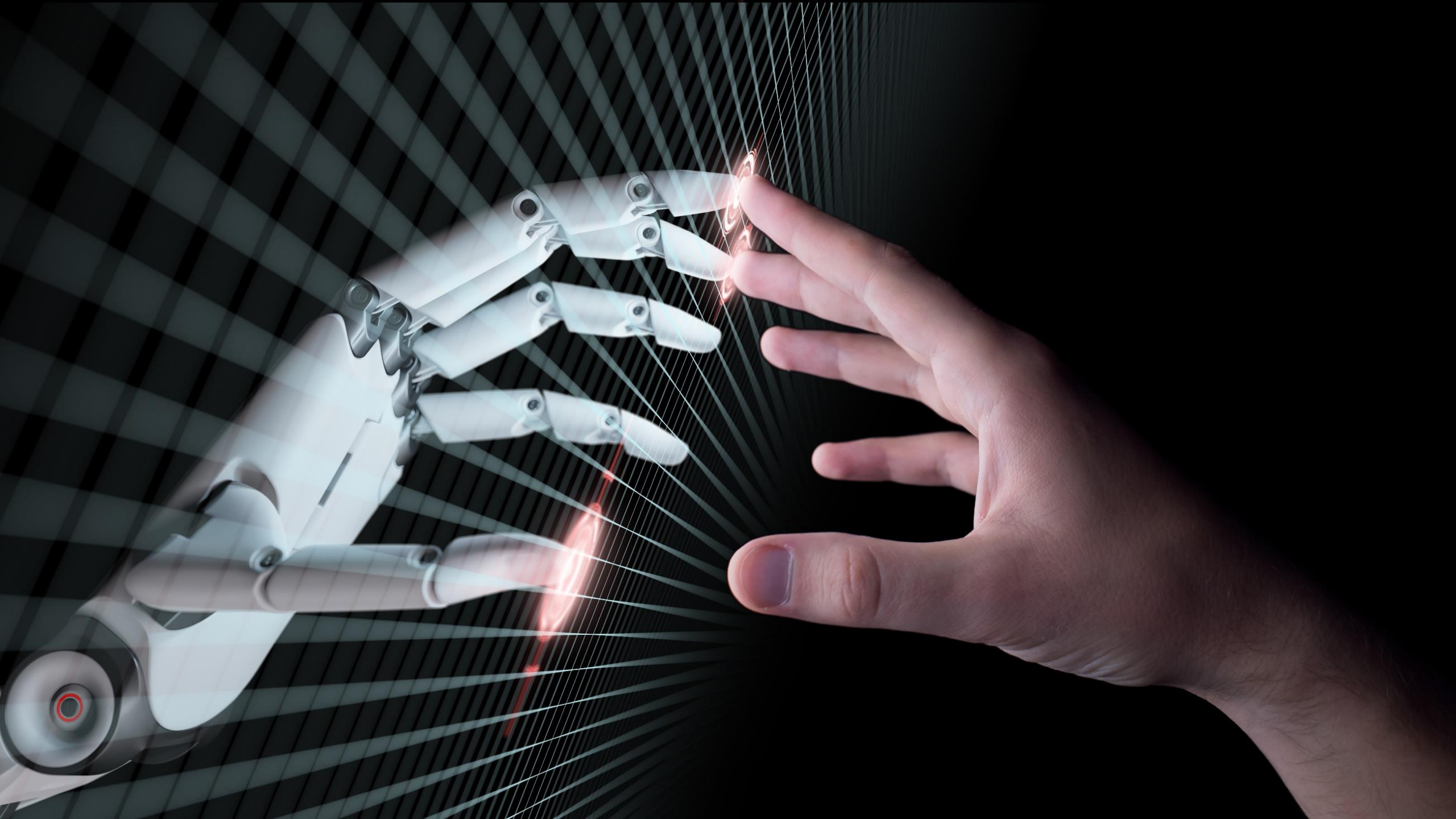


**Banking:** Use Machine Learning to predict outcomes and identify potential fraud scenarios



**Healthcare:** Detect patterns to improve existing or find new ways to take care of patients





# Conclusion

---



**Xavier Morera**

HELPING DEVELOPERS UNDERSTAND SEARCH & BIG DATA

@xmorera [www.xaviermorera.com](http://www.xaviermorera.com)



# Thanks for watching!



“What you learn  
is yours for life.”

@xmorera

[www.xaviermorera.com](http://www.xaviermorera.com)

