
Insight Into Data

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INTRODUCTION

What Is Big Data



Future of Big Data



Case Studies



What Is Big Data

“...big data is when the size of the data becomes part of the problem”



Big Data? Moor's Law and Farraris

Moore's Law

Observation that computer chips double in capacity every 12-18 months (and costs halve)



Big Data:

When data technology meets Moore's Law

BIG DATA TODAY

Case Studies in People Centric Decision Making

Being a Bit More Retail

Doing what Amazon and the supermarkets do



Some examples of big data in use today

Smart boilers!

Killing bad healthcare providers

West Ham United



Costs



Comms

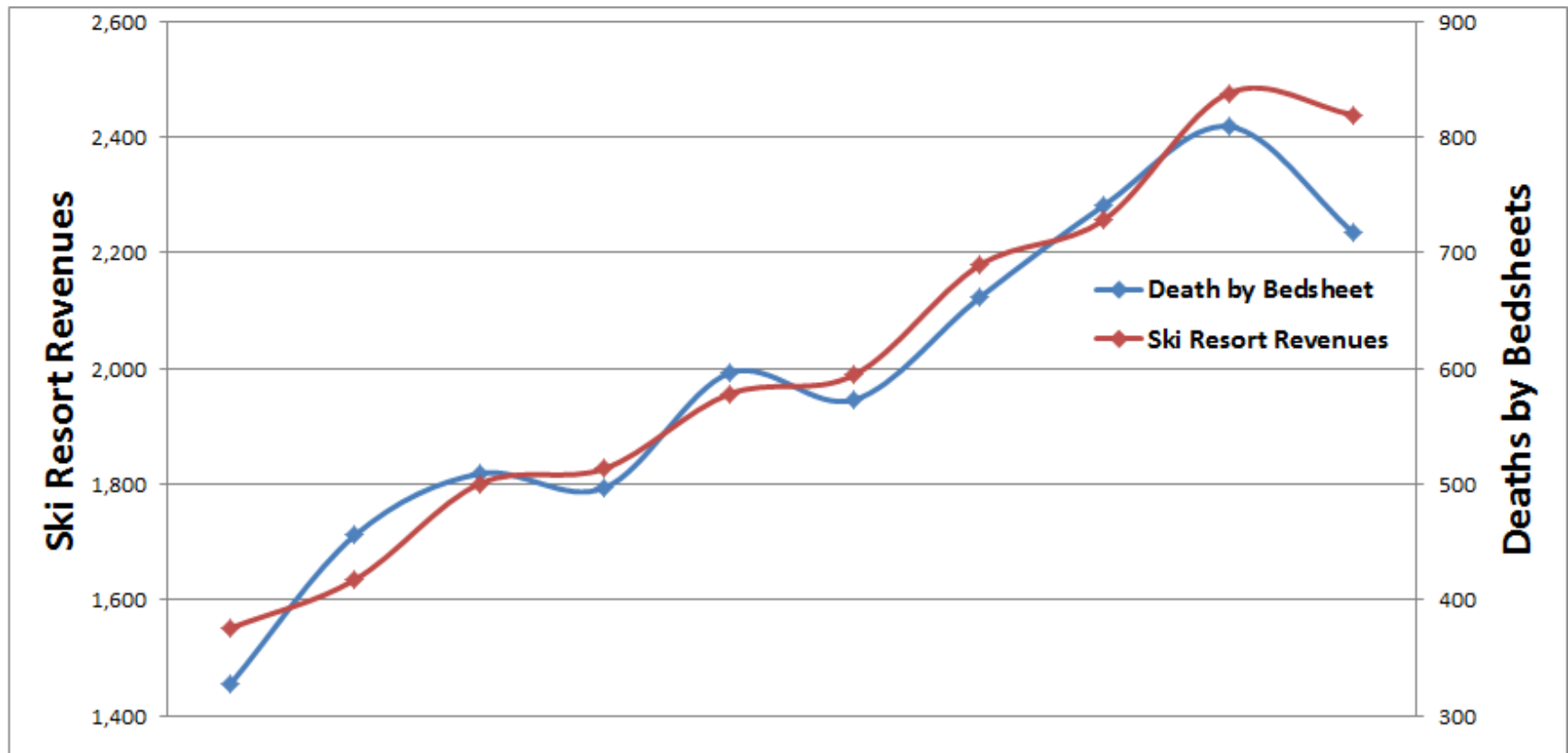


Engagement

Correlations and Big Data

Beware of False Correlations!

Ski Resort Revenues (US) vs Deaths by Getting Tangled in Bedsheets



Peering Over the Horizon (or around the bend!)



Meet the modern face of modern finance



The end of barrow boy

Rise of the machines

Robo advisors

Big Mother is Watching YOU



Active monitoring:

- Telematics in car insurance
- Lifestyle and fitness data

Individualisation

Can only be done with big data....



SUMMARY

Can and Should



Automation and Individualisation



It's Everywhere!

