

How is Big Data actually used? Example 1

Better Understand and Target Customers:

- Companies expand their traditional data sets with social media data, browser, text analytics or sensor data to get a more complete picture of their customer.
- The big objective in many cases is to create predictive models.
- Using Big Data, Telecom companies can now better predict customer churn; retailers can predict what products will sell and car insurance companies understand how well their customers actually drive.

How is Big Data actually used? Example 2

Understand and Optimize Business Processes:

- Big Data is also increasingly used to optimize business processes.
- Retailers able to optimize their stock based on predictive models generated from social media data, web search trends and weather forecasts.
- Supply chain and delivery route optimization using data from geographic positioning and radio frequency identification sensors.

How is Big Data actually used? Example 3

Improving Health:

- We can use all the data from smart watches and wearable devices to better understand links between lifestyles and diseases.
- Big Data analytics also allow us to monitor and predict epidemics and disease outbreaks.

How is Big Data actually used? Example 4

Improving Security and Law Enforcement:

- Security services use big data analytics to foil terrorist plots and detect cyber attacks.
- Police forces use big data tools to catch criminals and even predict criminal activity and credit card companies use big data analytics to detect fraudulent transactions.