Techno

Big data

What is it?

"Big data" designates the growth in volume of data observed since the 2000s, favored by the drop in computer costs of storage and processing. It is accompanied by a wider variety of available and exploitable data: text, sound, image and video.
Data science and AI are data analysis techniques adapted to the volume and variety of big data.

Companies to assist you

Ippon, Dataiku, Quantmetry, Kynapse + consulting groups

Influencers to follow

Benedict Evans, Azeem Azhar, Cathy O'Neil.

3 organizations leveraging this technology

Humanroads - this startup analyzes the curriculum and professional experience of students and professionals in very large volume to give informed advice on career paths.

Le bon coin - More than 30 million ads, and databases that exceed 10 terabytes. While providing almost instantaneous search results.

Data.gouv.fr- the French state offers nearly 40,000 datasets on public life, freely reusable by citizens and organizations.

What business impact?

- Investments: big data starts as a cost: you have to invest in the right information systems to make big data possible. These data will be valued only once their uses are determined and deployed.
- Disruption: startups can move faster and cheaper on the collection, analysis and creation of services based on big data, shaking up traditional businesses.

Resources needed

Organizational resources:
- a leadership able to take sound decisions of strong investments in information systems

Financial resources:
- the costs of modernizing an IS are very high.

Do's and don'ts

Do
- conduct a data quality policy.
- associate closely management and IT department in the projects to define the end goals of big data.

Don't
- refer only to volume indicators. Big data is only useful if the data is reliable and rich.

To go further : https://emlyon.github.io/mk99