

Big Data and Business

Reading #1: Big Data: 6 Real-Life Business Cases

This reading showed some really cool applications of big data in business. The 98% faster simulations for medicine, the coupon personalization, the 500% increase in data collection in airplanes, was all fascinating uses of big data.

Reading #2: The 18 Best Analytics Tools Every Business Manager Should Know

This was actually a little disappointing to me because it didn't actually provide any tools to use in analyzing data. All it did was list types of analysis used for different purposes.

Reading #3: Predictive Analytics, Big Data, and How to Make Them Work for You

Predictive maintenance is such a cool concept. Accurately, it would rely on workload, usage, and sensor input in order to determine when tools/cars/airplanes/buses/etc. would be serviced, as opposed to the vague guesses at when service is needed that we have now. This would be an awesome feature to see start popping up in cars.

Reading #4: 4 Ways Big Data Will Change Every Business

The tone of this reading made me realize something that is going to have to be very carefully maneuvered around when introducing big data into more and more business; people (at least the people I know) don't like to be micromanaged. While optimization and efficiency are important, the way in which we implement data solutions to improve these things needs to be more suggestion based and helpful than demanding. The implementation needs to be gentle, not annoying, or else big data won't help small businesses at all.