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THIS WEEK'S TOP STORIES ON SOCIAL DATA & ANALYTICS

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Big data is now starting to show tremendous results, allowing humans to measure and predict absolutely everything. Government agencies, businesses and universities are all investing heavily in powerful computers, ubiquitous sensors and the Internet to crunch mountains of raw data in order to uncover previously invisible insights. For instance, thanks to big data, we have learned that toddlers learn a language by hearing words used in multiple contexts and not from repetition which has been thought for centuries. Where has big data seen its greatest inroads to date? In the commercial world, where we can now predict the unique needs of individual customers. View More

Nowadays, more than half of the world's population live in urban areas. Global urbanization forces cities to accommodate more and more people while struggling to maintain quality of life, operations and services for their inhabitants. But, besides these challenges, the amount of data that urban areas are generating is staggering. In New York City alone, the local government collects a terabyte of raw data every day, with information on everything from electricity to parking tickets. Big data also provides citizens with new ways to observe and interact with their cities. Reseachers are seeking to identify new uses for the data that cities extract every day, with the first goal being to improve existing cities and build future cities with a high quality of life and efficiency. View More

Big data is undeniably revolutionising the healthcare industry. A recent study conducted by McKinsey reveals that big data analytics could enable more than $300 billion in savings per year in healthcare alone. Digitalisation and big data are driving better patient outcomes in healthcare through the use of preventative care applications, personalised treatment, and easier and faster access to patient information, allowing doctors and healthcare industry experts to make better and more data-driven decisions while patients are now taking control of their own health by monitoring potential health issues through mobile apps, and being able to easily and quickly reach out to their physicians. View More

Insights:

Architecting and Structuring a Big Data Ecosystem

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— GUEST BLOG —

4 Social Media Numbers That Will Literally Blow Your Mind

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