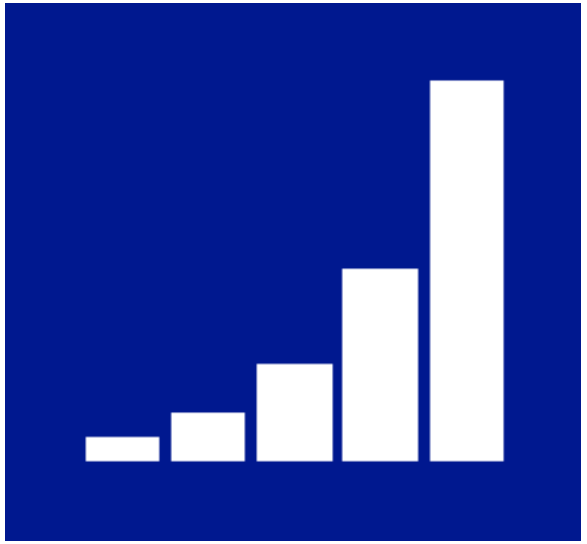
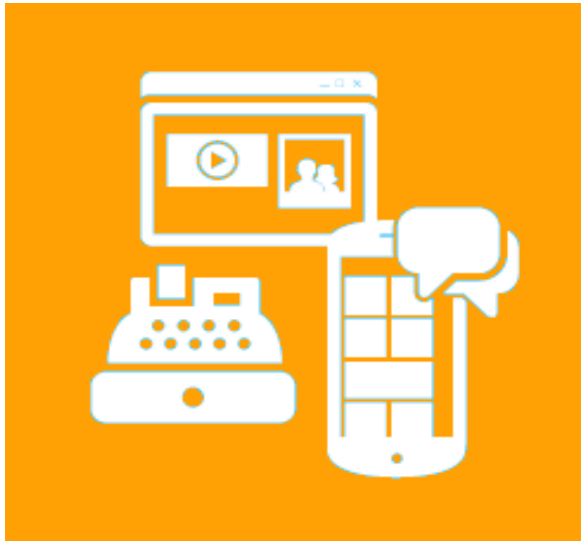
Microsoft

Big Data
změňte přemýšlení



OBJEM
(Velikost)



RŮZNORODOST
(Struktura)

TEMPO
(Rychlost)

Big Data.

Svět dat se mění

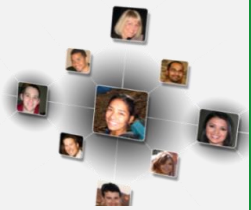
10x
nárůst každých 5 let

85%
nových datových typů

Datová exploze

Vliv dat

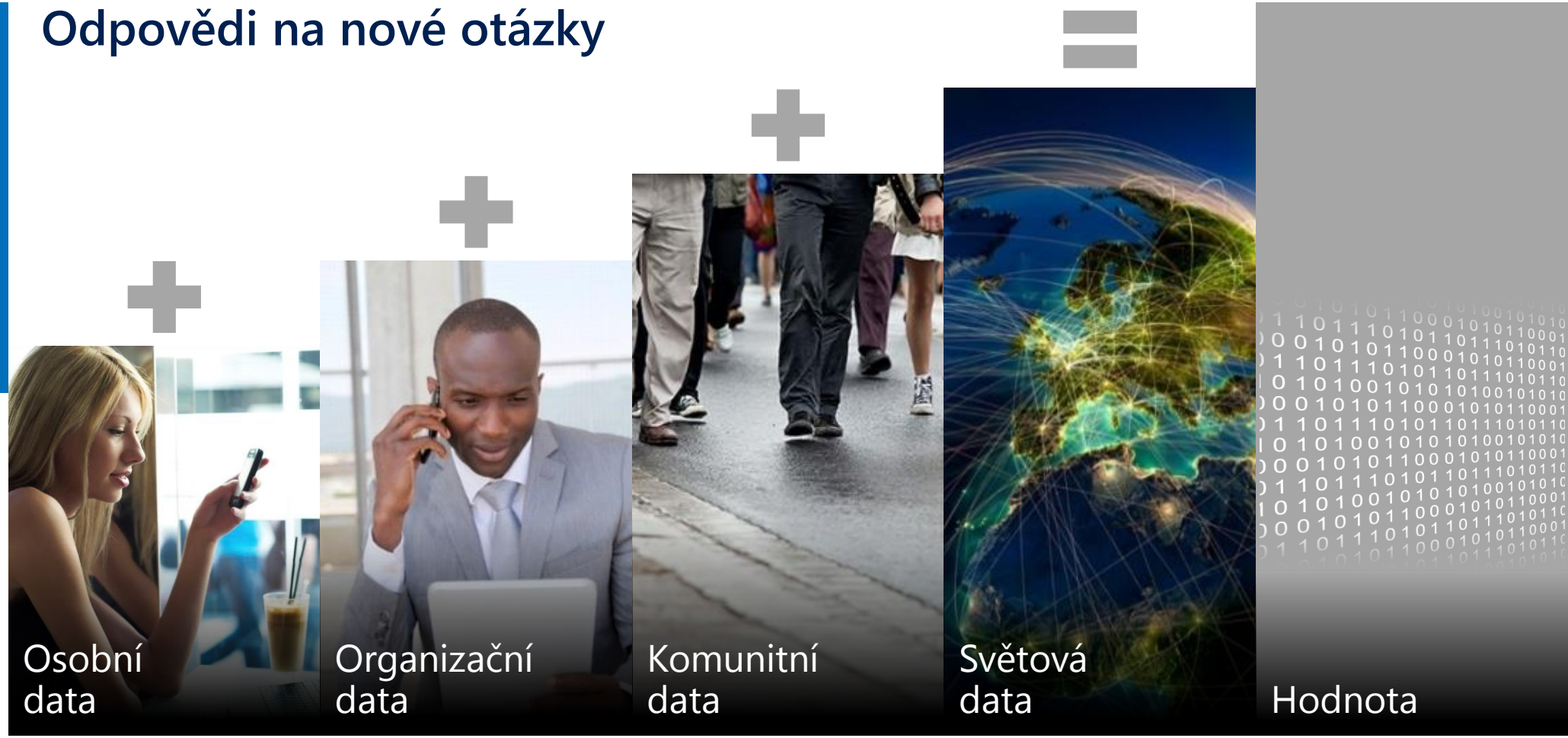
4.3
připojených zařízení na dospělého



27%
vkládá informace do soc médií

Nová data kolem nás

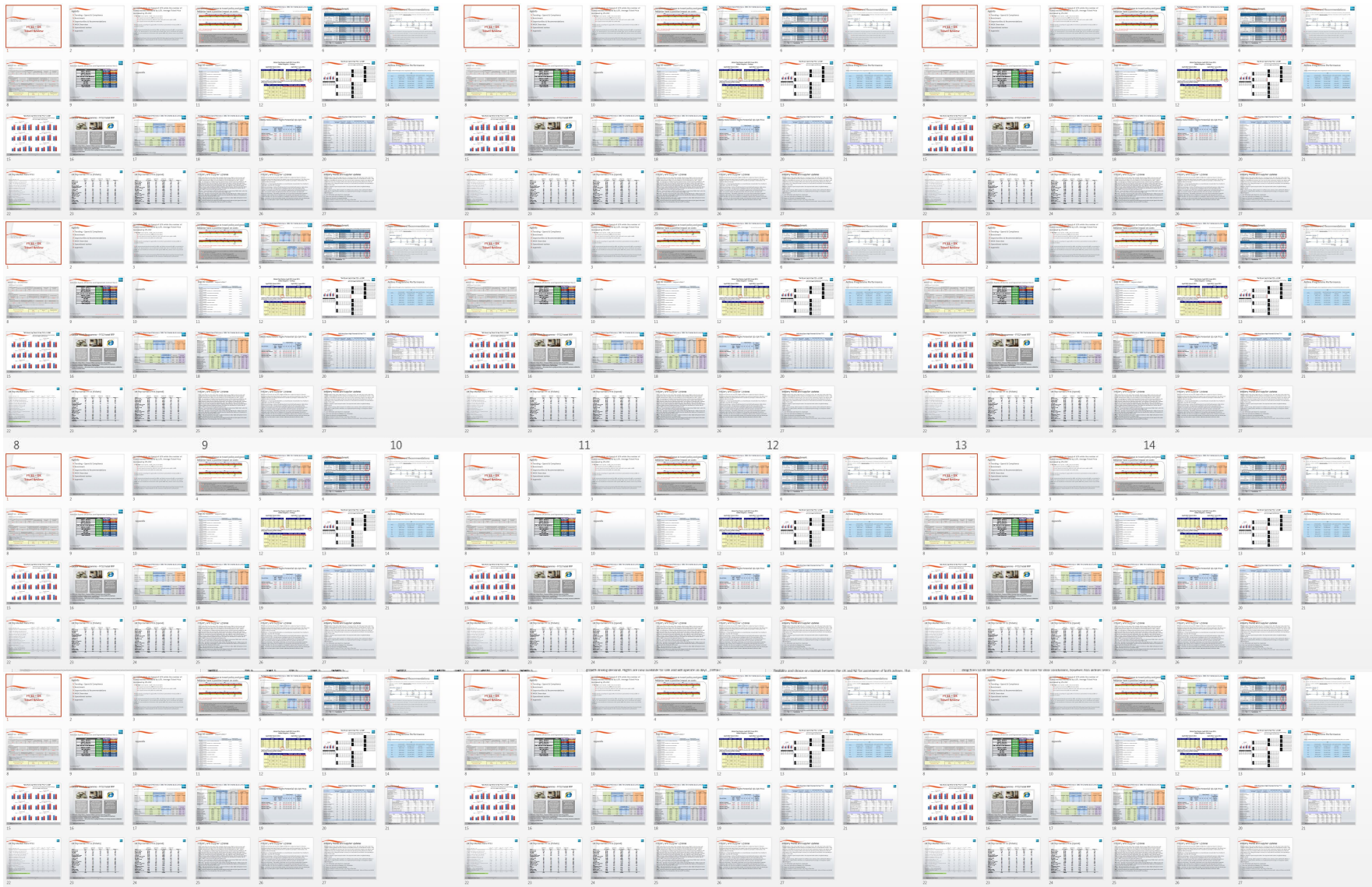
Odpovědi na nové otázky



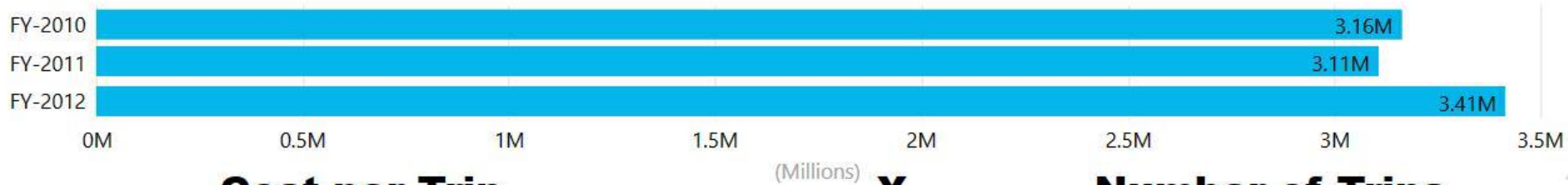
Microsoft Finance Journey towards Impact

T&E case

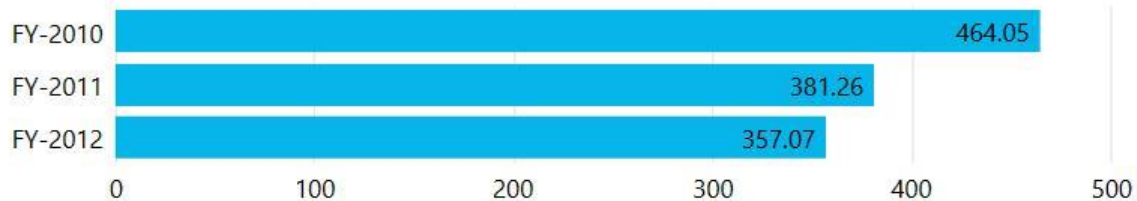
metric_AirTicketAmoun	metric_AirMile	metric_CO2Emissio	metric_Net#OfTicket	time_FiscalMonth	time_FiscalQuarte	time_FiscalYea	Attribute_Domestic_Internationa	Attribute_AdvanceBookin	Attribute_Trip
2776	9962	1429	1	002 Aug	Q1	FY-2011	INT	1) 0 to 6 days	Coach
2779	8736	1253	1	001 Jul	Q1	FY-2011	INT	1) 0 to 6 days	Coach
323	1002	164	1	007 Jan	Q3	FY-2010	INT	4) Over 21 days	Coach
1281	1030	169	1	005 Nov	Q2	FY-2010	INT	2) 7 to 13 days	Coach
716	716	117	1	003 Sep	Q1	FY-2010	DOM	2) 7 to 13 days	Coach
456	840	137	1	009 Mar	Q3	FY-2010	DOM	2) 7 to 13 days	Coach
759	840	137	1	009 Mar	Q3	FY-2010	DOM	2) 7 to 13 days	Coach
439	452	74	1	002 Aug	Q1	FY-2010	INT	2) 7 to 13 days	Coach
384	434	71	1	002 Aug	Q1	FY-2010	INT	3) 14 to 20 days	Coach
685	838	137	1	003 Sep	Q1	FY-2012	INT	2) 7 to 13 days	Coach
238	350	57	1	009 Mar	Q3	FY-2012	INT	1) 0 to 6 days	Coach
762	840	137	1	004 Oct	Q2	FY-2010	DOM	1) 0 to 6 days	Coach
454	492	80	1	004 Oct	Q2	FY-2011	DOM	1) 0 to 6 days	Coach
183	840	137	1	009 Mar	Q3	FY-2010	DOM	4) Over 21 days	Coach
971	434	71	1	009 Mar	Q3	FY-2010	INT	1) 0 to 6 days	Coach
1687	9962	1429	1	003 Sep	Q1	FY-2011	INT	3) 14 to 20 days	Coach
3[illegible]	9[illegible]	1[illegible]54	1	008 Feb	Q3	FY-2010	INT	3) 14 to 20 days	Coach
565	450	73	1	006 Dec	Q2	FY-2011	INT	1) 0 to 6 days	Coach
1187	11102	1593	1	002 Aug	Q1	FY-2011	INT	4) Over 21 days	Coach
3[illegible]	9[illegible]	1[illegible]	1	003 Sep	Q1	FY-2012	INT	3) 14 to 20 days	Coach
8[illegible]	4[illegible]	7[illegible]	1	004 Oct	Q2	FY-2011	INT	1) 0 to 6 days	Coach
2005	11102	1593	1	003 Sep	Q1	FY-2011	INT	2) 7 to 13 days	Coach
1643	9962	1429	1	003 Sep	Q1	FY-2012	INT	3) 14 to 20 days	Coach
3[illegible]	434	71	1	004 Oct	Q2	FY-2011	INT	2) 7 to 13 days	Coach
2[illegible]	1060	173	1	004 Oct	Q2	FY-2012	INT	2) 7 to 13 days	Coach
1129	9962	1429	1	008 Feb	Q3	FY-2011	INT	4) Over 21 days	Coach
1414	9962	1429	1	007 Jan	Q3	FY-2012	INT	4) Over 21 days	Coach
1491	9962	1429	1	005 Nov	Q2	FY-2012	INT	4) Over 21 days	Coach
327	434	71	1	004 Oct	Q2	FY-2011	INT	2) 7 to 13 days	Coach
3[illegible]	9962	1429	1	008 Feb	Q3	FY-2012	INT	4) Over 21 days	Coach
2[illegible]	9[illegible]	1429	1	003 Sep	Q1	FY-2012	INT	2) 7 to 13 days	Coach
4[illegible]	2[illegible]	403	1	005 Nov	Q2	FY-2011	INT	4) Over 21 days	Coach
5[illegible]	9962	1429	1	006 Dec	Q2	FY-2011	INT	4) Over 21 days	Coach
299	846	138	1	008 Feb	Q3	FY-2011	INT	2) 7 to 13 days	Coach
883	434	71	1	009 Mar	Q3	FY-2011	INT	1) 0 to 6 days	Coach
785	9962	1429	1	006 Dec	Q2	FY-2011	INT	4) Over 21 days	Coach
824	434	71	1	004 Oct	Q2	FY-2010	INT	2) 7 to 13 days	Coach
1166	9962	1429	1	008 Feb	Q3	FY-2011	INT	4) Over 21 days	Coach
1414	9962	1429	1	009 Mar	Q3	FY-2012	INT	4) Over 21 days	Coach
1234	9962	1429	1	009 Mar	Q3	FY-2012	INT	4) Over 21 days	Coach
2720	9962	1429	1	007 Jan	Q3	FY-2011	INT	2) 7 to 13 days	Coach

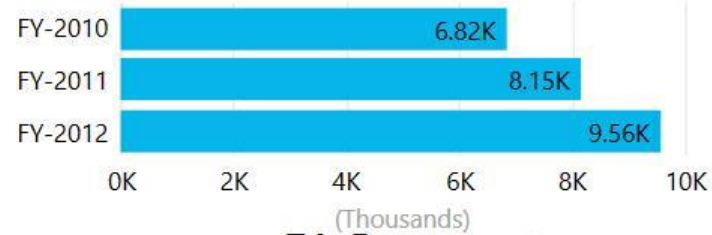

8
9
10
11
12
13
14

Total Airfare Cost

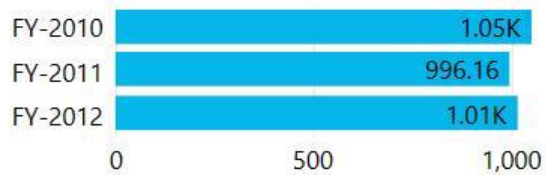


Cost per Trip X Number of Trips

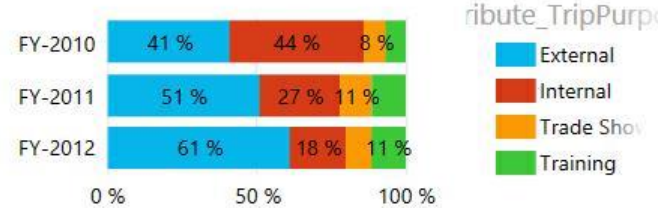




Miles/Trip X Cost/Mile

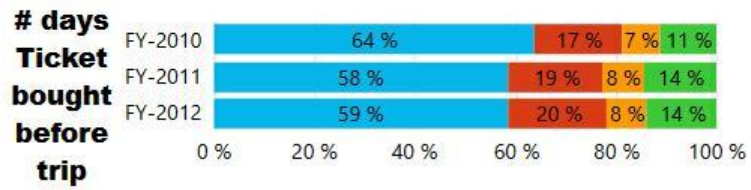


Trip Purpose

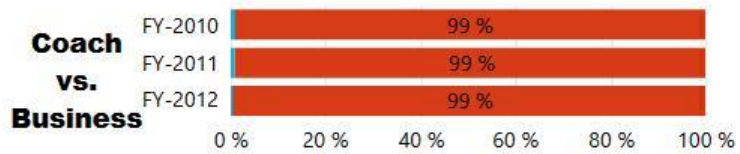


Domestic vs. International

days Ticket bought before trip



Coach vs. Business



„New BI solution saves our costs and improves accuracy of products delivery.“
25%
75%
500%
0%
50%
100%

"...we moved from data processes to data services..."

"...the value of the data really rest on the imagimation of users they quering it."

Big data use cases

	Scenario	Industry Example	Customers
1	Advertising optimization	**Advertising organization** improves campaign effectiveness and boosts ad revenue with big data by providing crucial analytics to advertisers, faster	YAHOO!
2	Social insights	**Data Services** firm enables near real-time queries and more detailed insights into social media data	KLOUT
3	Intelligence gathering	**Law enforcement** agency improves accuracy and shortens the time to investigate criminal cases from two years to two weeks	DSI
4	Equipment monitoring	**Utilities** software vendor scales to meet customer needs for storage and analysis to manage data from smart meters	FERRANTI computer systems
5	Performance forecasting	**Hotel chain** determines the best growth opportunities by analyzing individual locations and the business as a whole	SUPER 8 HOTEL 速8酒店
6	Decision-making support	**Healthcare provider** aggregates various data and delivers faster access to information to improve health outcomes	ASCRIBE

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