RealImpact
ANALYTICS

Multiple facets of Big Data

From technical challenges to practical applications

Gautier Krings

Big Data in the platform economy

Brussels, May 13th 2016

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Big Data is intangible and doesn’t have a common definition

Spark

kafka

FLUME

HIVE

hadoop

APACHE
HBASE

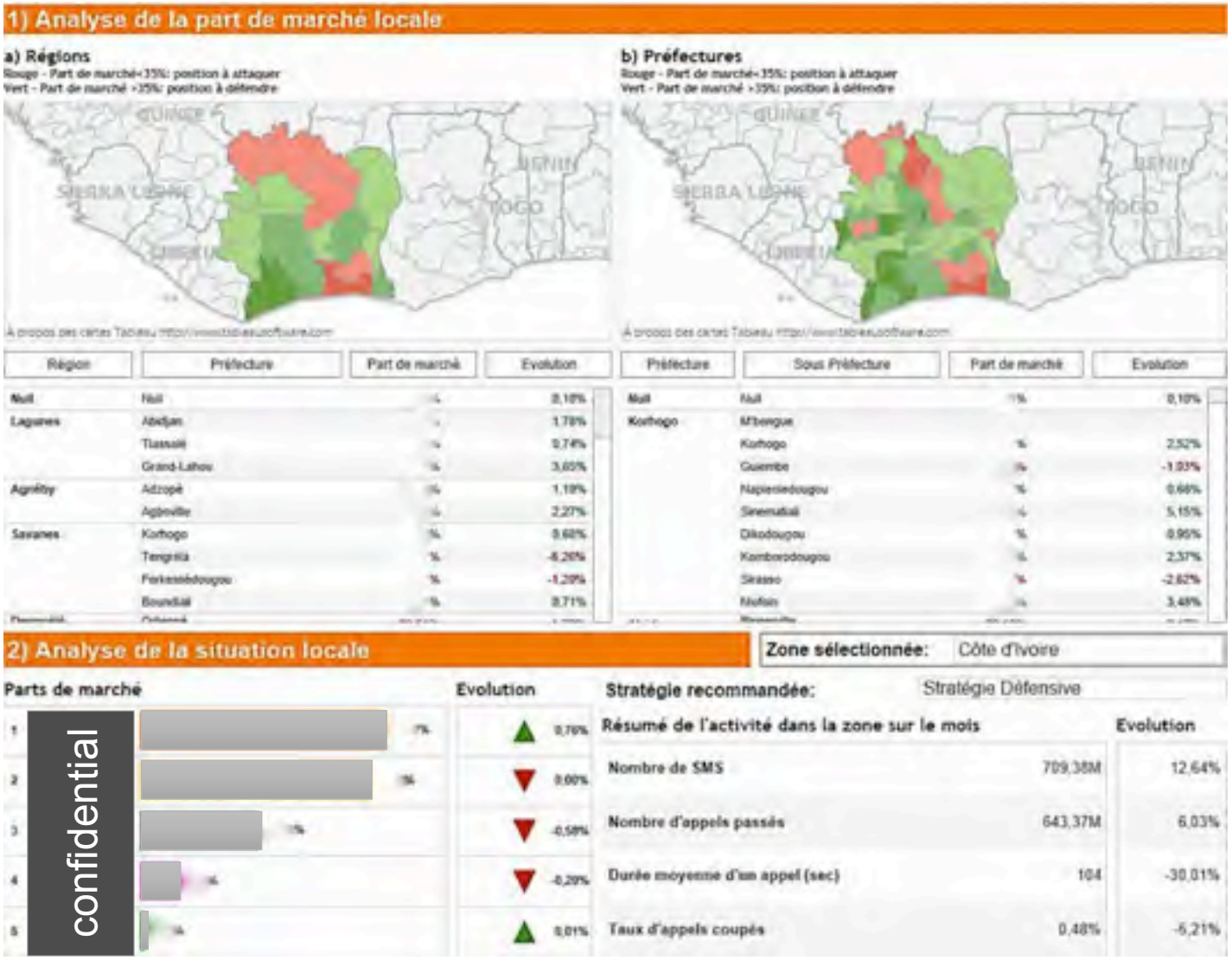
WALK,
ANGIE

“End-user” perspective: new applications

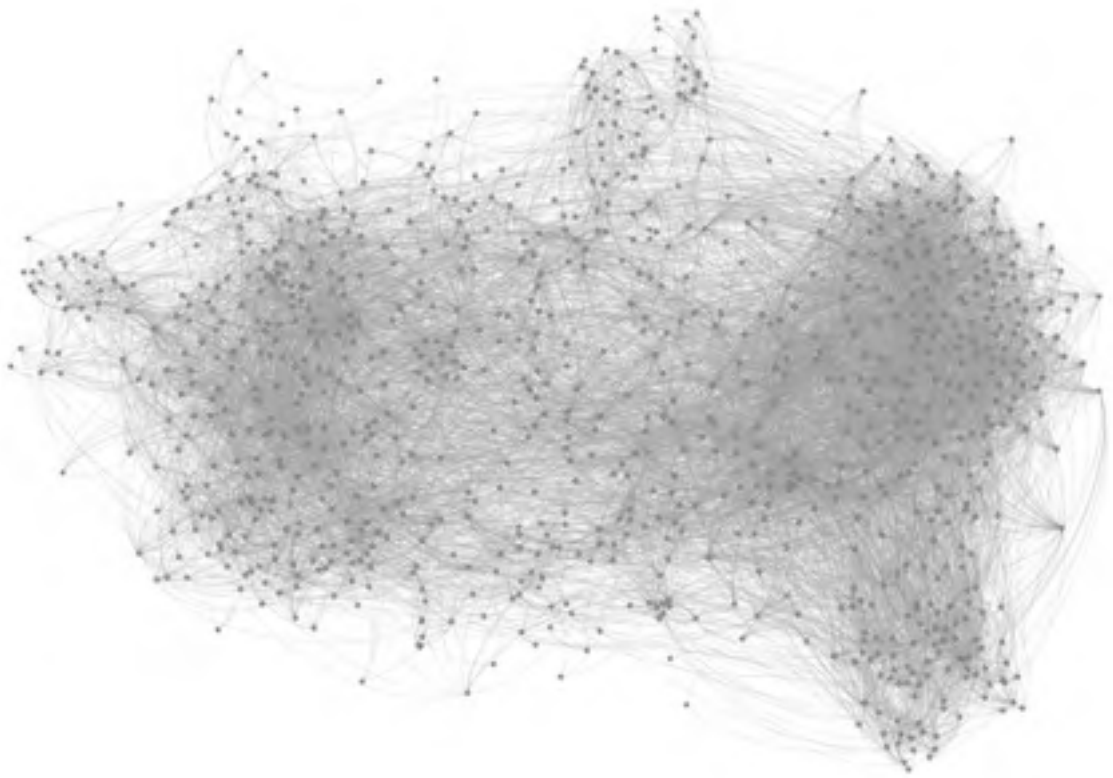
Strategic excellence

Customer insights

Telecom data allows to detect market shares at local level



Aggregate telecom data to create a social network of people



Telecom data enables to detect internal structures of companies

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Developer's perspective: technical challenges

Everyone knows how to solve a puzzle

But how solve a puzzle that doesn't fit on a table?

Our understanding of “Big Data” varies with our context

Technical challenges

New applications

It’s all Big Data

Big Data