

Big Data and Business Intelligence

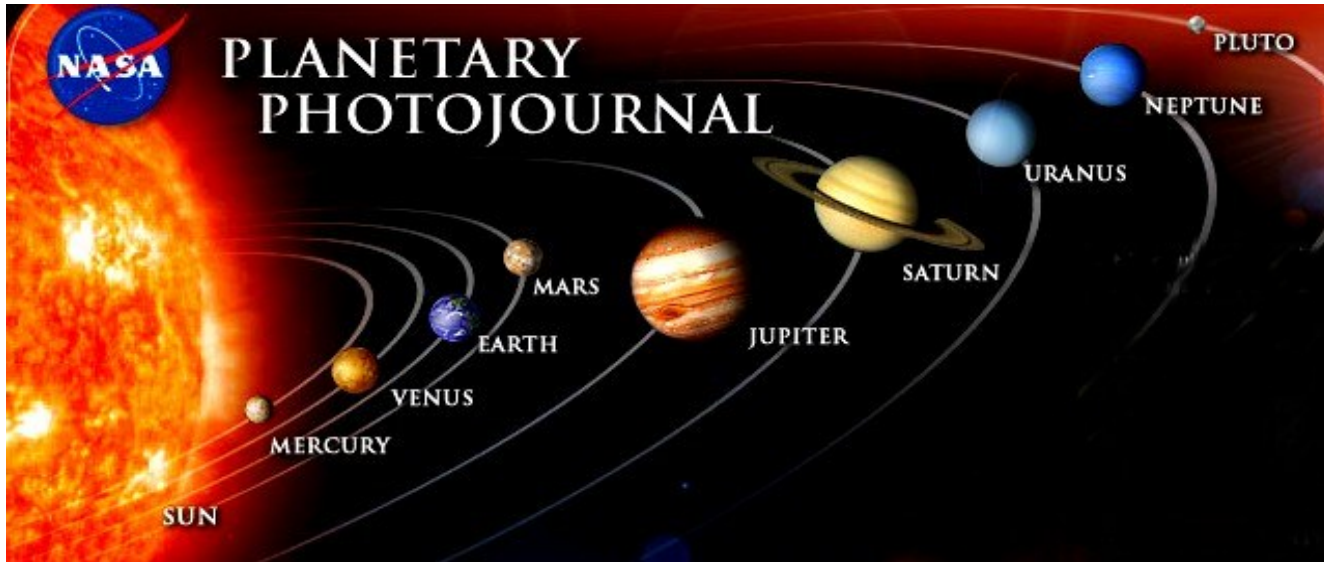
A black and white approach

How big is big?

1.000.000.000.000.000.000.000.000.000.000 Bytes

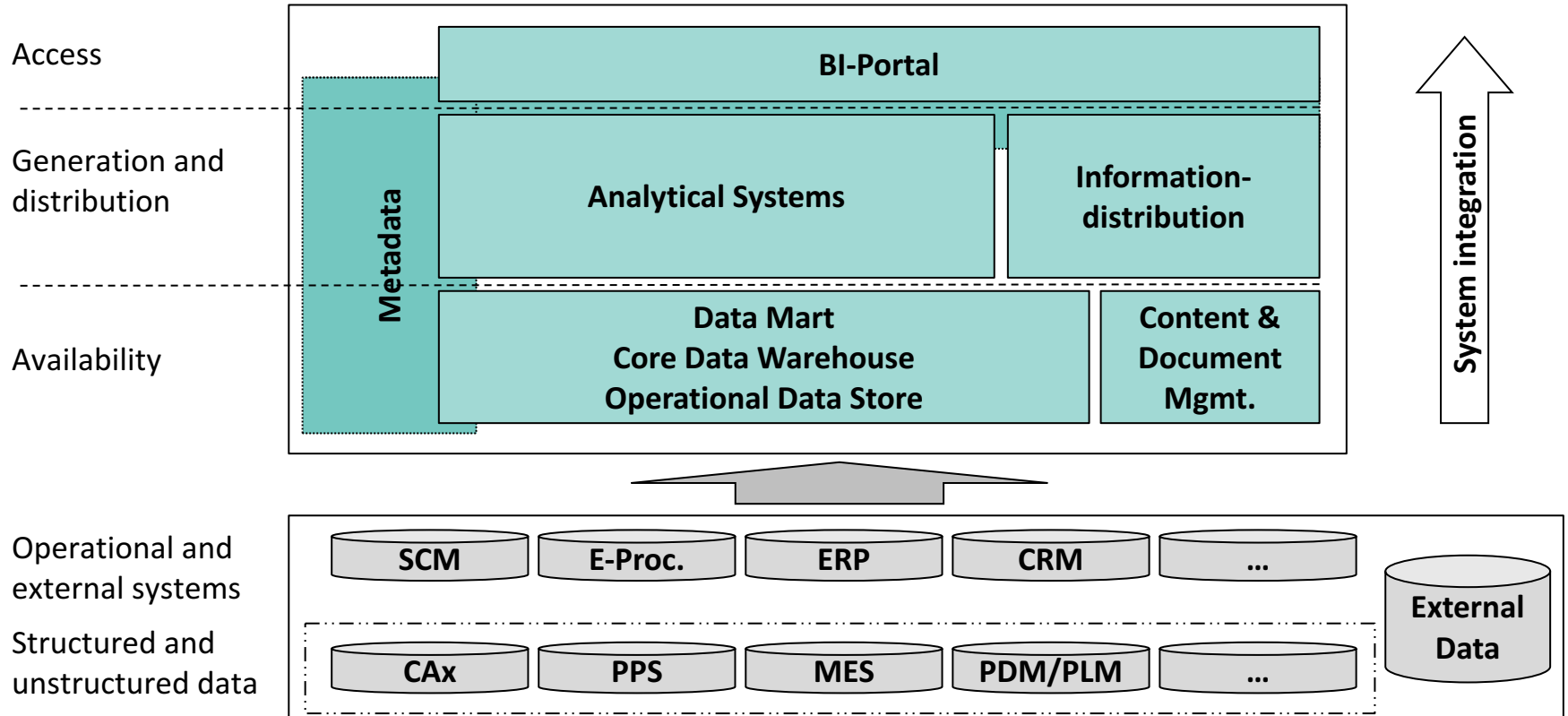
IDC estimation for 2020

A stack of DVDs reaching from Earth to Mars



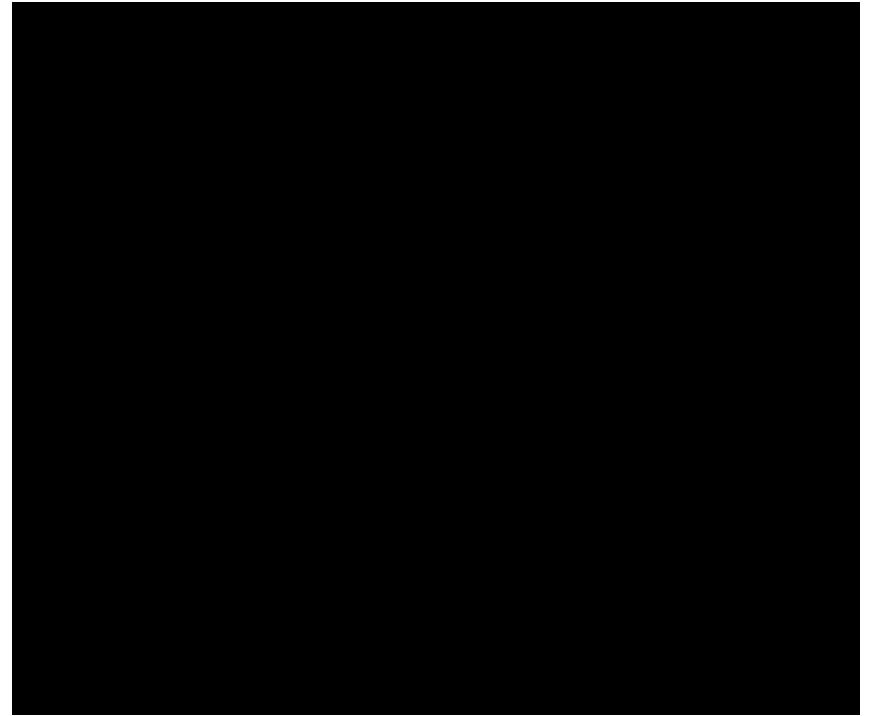
approx. 56 million km

BI Framework



Good and evil

- A tool to predict and thus prevent pandemics



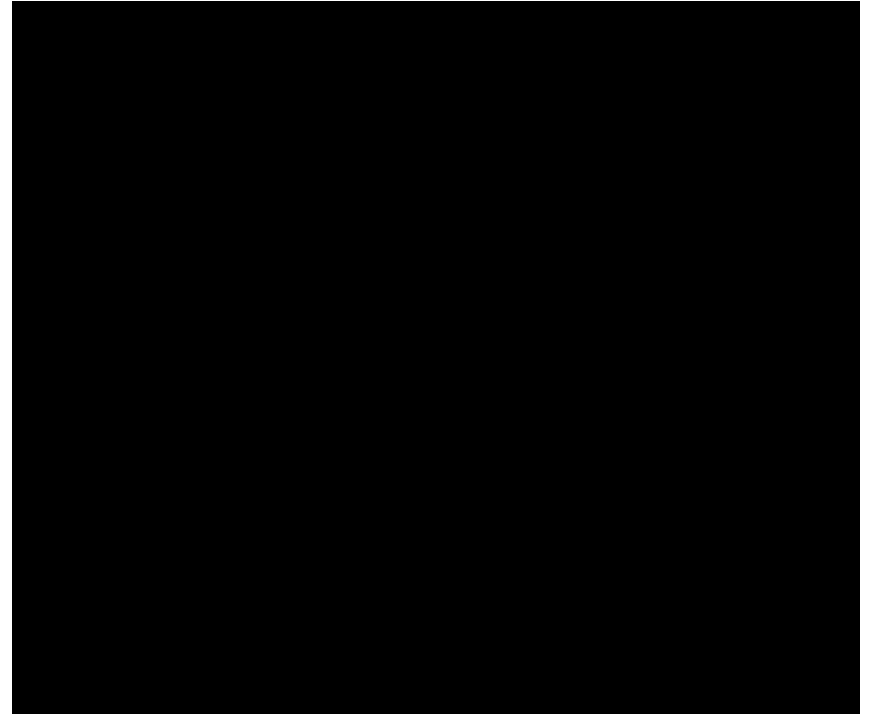
Google and H1N1

- Three billion search queries per day
- 50 million most common search terms
- CDC data on previous flu cases
- 450 million mathematical models
- Correlations between frequency of certain search queries and the spread of the flu over time and space.

45 search terms that had strong correlations

Good and evil

- Predict and thus prevent pandemics
- Better understand your customers





Total Gold Program

- Total Gold cardholders only spent only 36% of their gaming dollars in Harrah's casinos.
- 26% of Harrah's casino customers generated 82% of its revenues
- High value customers were no „High rollers“



Good and evil

- Predict and thus prevent pandemics
- Better understand your customers

- No more secrets

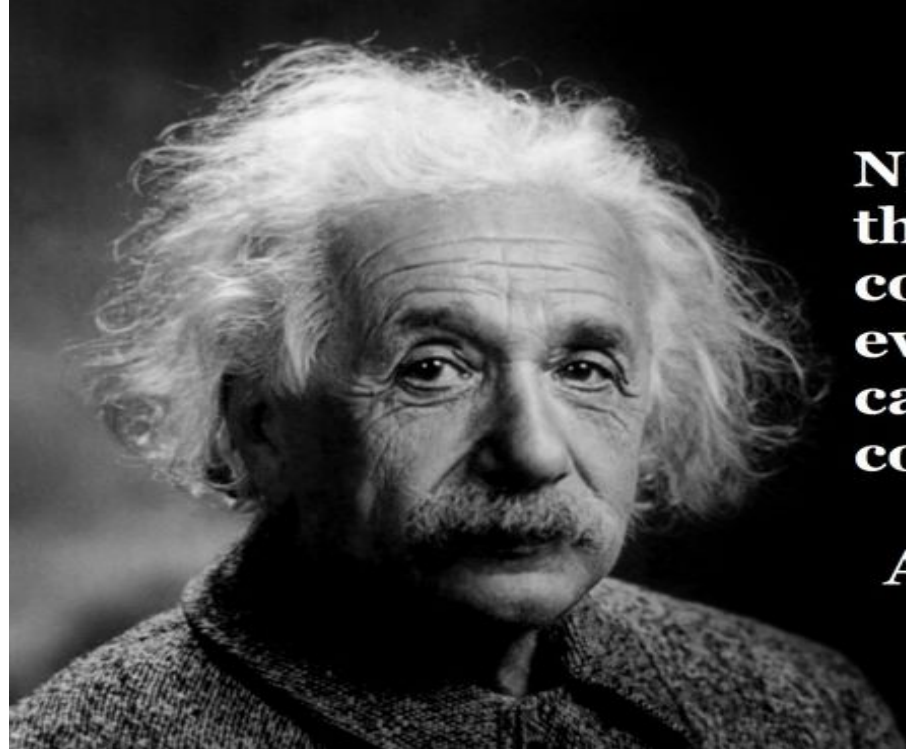
Target predicts your due date



Good and evil

- Predict and thus prevent pandemics
- Better understand your customers

- No more secrets
- Dependence without transparency



**Not everything
that counts can be
counted, and not
everything that
can be counted
counts.**

Albert Einstein