

**Big Data trendek itthon és a világban**



## Arató Bence

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- 1995 óta a BI területén
- Tanácsadó, architect és elemző
- A BI Akadémia vezető oktatója
- a BI Fórum és az Adattárház Fórum konferenciák szervezője
- a Big Data Meetup és a BI Meetup alapítója







|     |         |     |                |         |       |
|-----|---------|-----|----------------|---------|-------|
| NOW | Network | ERP | Data Warehouse | Website | Email |
|     |         |     | ●              |         |       |

# CIO Dashboard

## System Availability (Last 30 days)



## Key Non-System Metrics



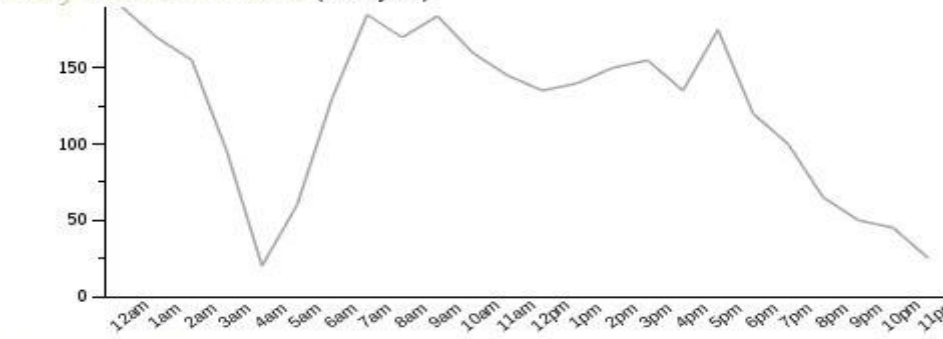
## Hardware % of Capacity



## Major Project Milestones

| Project                    | Milestone            | Due Date | Days Until / Past Due |
|----------------------------|----------------------|----------|-----------------------|
| ERP Upgrade                | Full system test     | 12/21/11 | 22                    |
| ● Add services data to DWH | ETL coding           | 12/21/11 | -3                    |
| ● Upgrade mainframe OS     | Prepare plan         | 12/21/11 | 4                     |
| Disaster recovery site     | Install hardware     | 12/21/11 | 20                    |
| ● Budgeting system         | Hire team            | 12/21/11 | -13                   |
| Web site face-lift         | Move into production | 12/21/11 | 17                    |

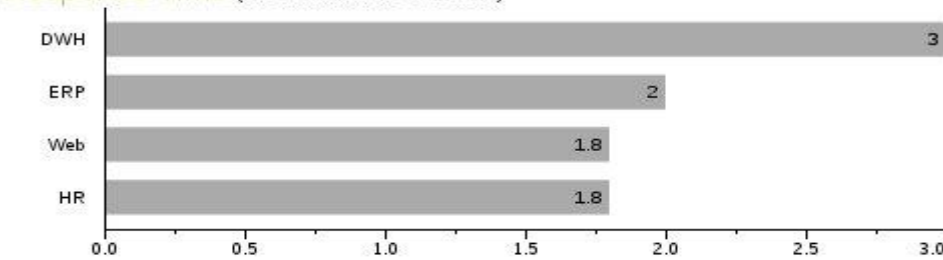
## Daily Network Traffic (Kilobytes)



## 5 Top Projects in Queue (Sorted by priority)

| Project                        | Status                  | Funding Approved | Start Date |
|--------------------------------|-------------------------|------------------|------------|
| 1 Professional services module | Pending available staff | 1                | 05/10/11   |
| 2 Upgrade MS Office            | Cost benefit analysis   | 0                | 02/15/11   |
| 3 Failover for ERP             | Preparig proposal       | 0                | 06/02/11   |
| 4 Upgrade DWH Hardware         | Evaluation options      | 1                | 01/04/11   |
| 5 Executive Dashboard          | Vendor assessment       | 0                | 07/01/11   |

## Response Time (Distribution in seconds)



## Critical Events (Next 14 Days)

| Event   | Group Responsible | Date     |
|---|-------------------|----------|
| Full system maintenance outage from 9-11pm            | G. Jones          | 12/21/11 |
| Present hardware upgrade proposal to CEO              | Self/M. Smith     | 12/22/11 |
| Tom visiting from Asia office                         | Self              | 12/23/11 |
| Prepare quarterly financial for public announcement   | Self              | 01/04/11 |
| Present revised information strategy to Steering comm | J. Kane           | 01/06/11 |

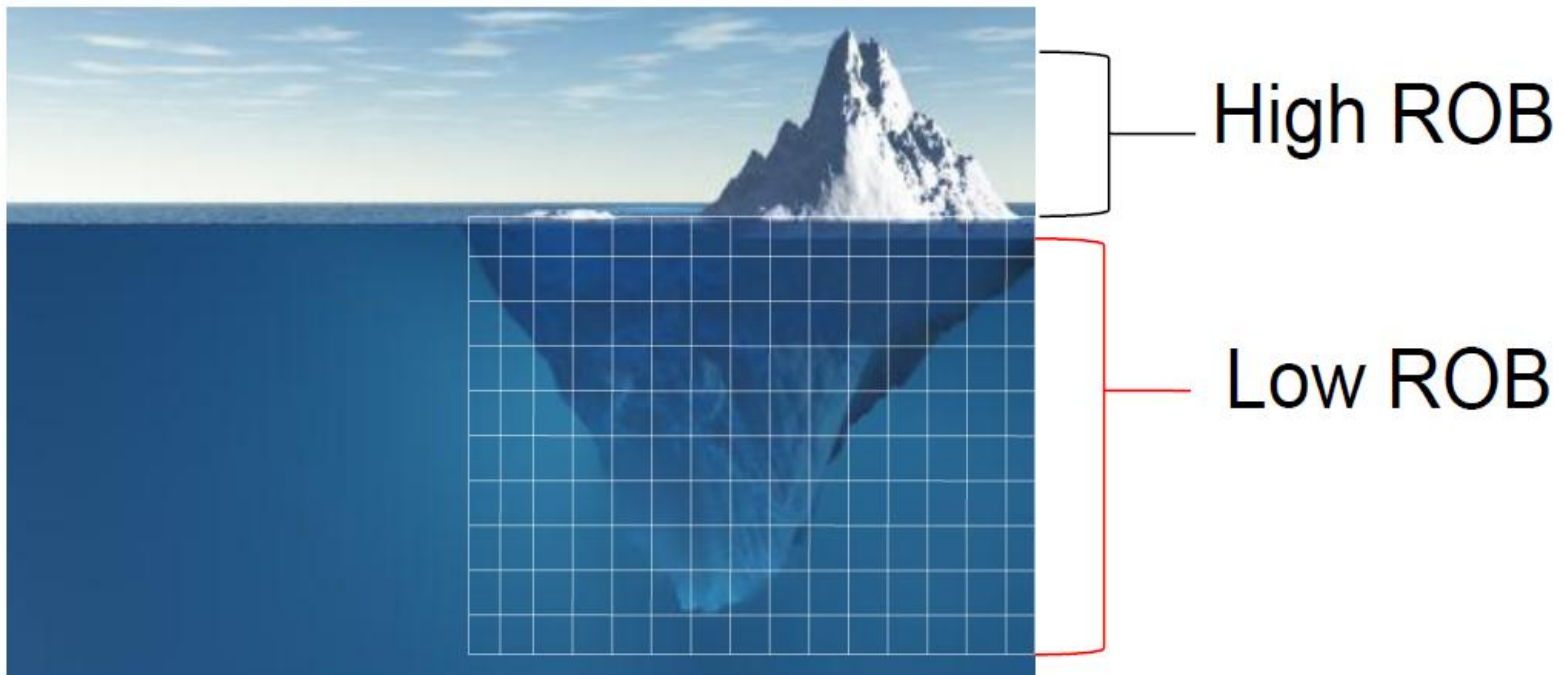






# Economics: Return on Byte

- **Return on Byte (ROB)** = value to be extracted from that byte divided by the cost of storing that byte
- If ROB is  $< 1$  then it will be buried into tape wasteland, thus we need more economical *active* storage.



# *Új technológiák*

*Yahoo, Facebook, LinkedIn,  
Twitter, Ebay*



# *Új szoftvercégek*

*Hortonworks, Cloudera,  
MapR, MongoDB, Splunk  
DataBricks, Alteryx*

# *Adataalapú termékfejlesztés*

*Spotify, Prezi, Netflix*



## A/B testing

- Select a **test group** of (< all) users
- Select a **control group** (e.g. all remaining users)
- Let the test group **try a new version** of a feature
- **Gather metrics** about the test and control group
- **Compare** the groups and roll out the new feature if the test group performs better

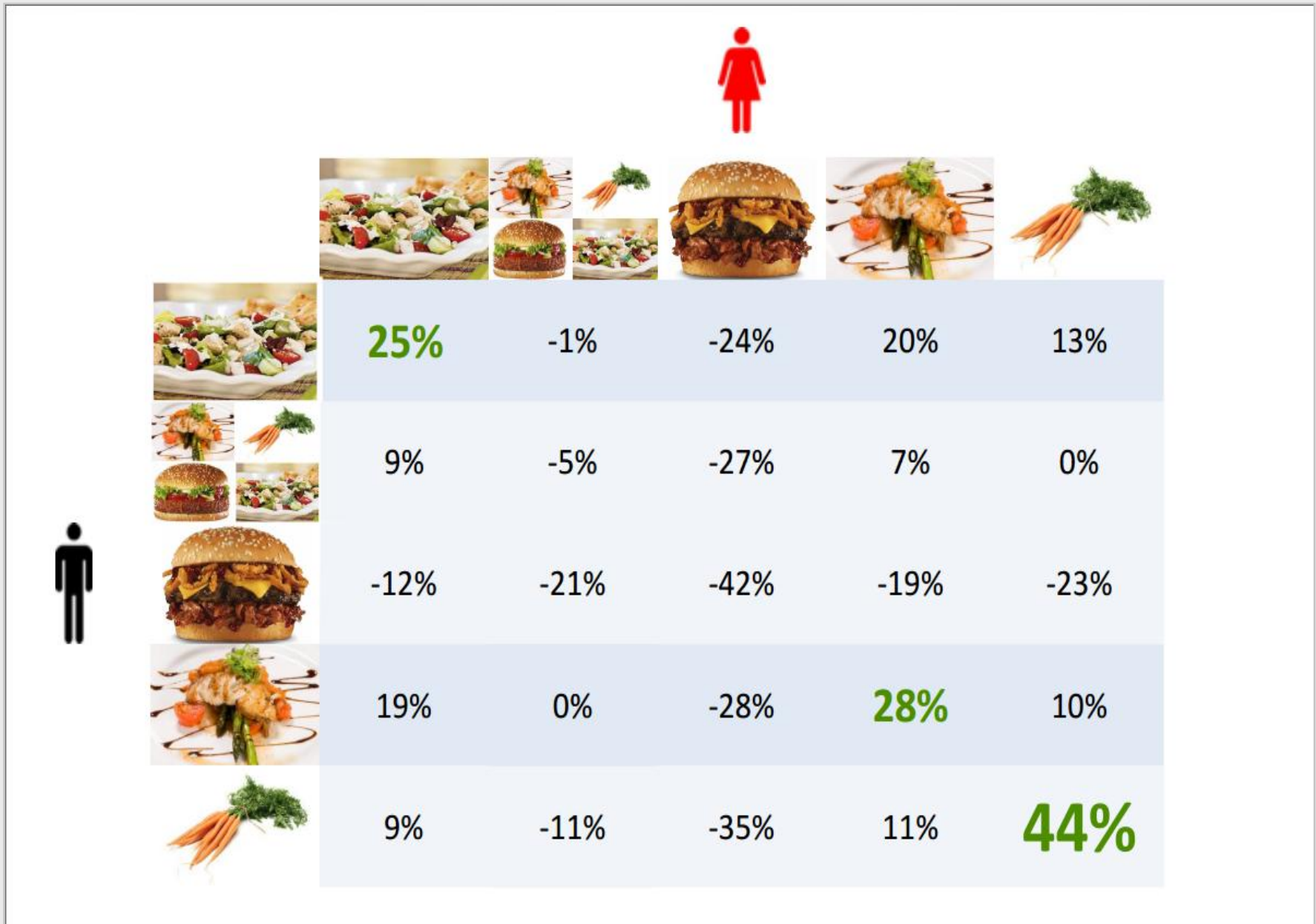






# *Adataalapú szolgáltatások*

*Ajánlórendszerek, árazási  
segédek, hasonlósági keresők*





# ***Adat mint termék***

***Cégadatok, hirdetési  
információk, HR adatok***

# Craigslist wins early legal victory against PadMapper, 3Taps

Nearly all of Craigslist's allegations of unlawful activities, including trespass and copyright violations, survive a motion to dismiss before a federal judge in San Francisco.

by Declan McCullagh [@declanm](#) / April 30, 2013 7:48 PM PDT

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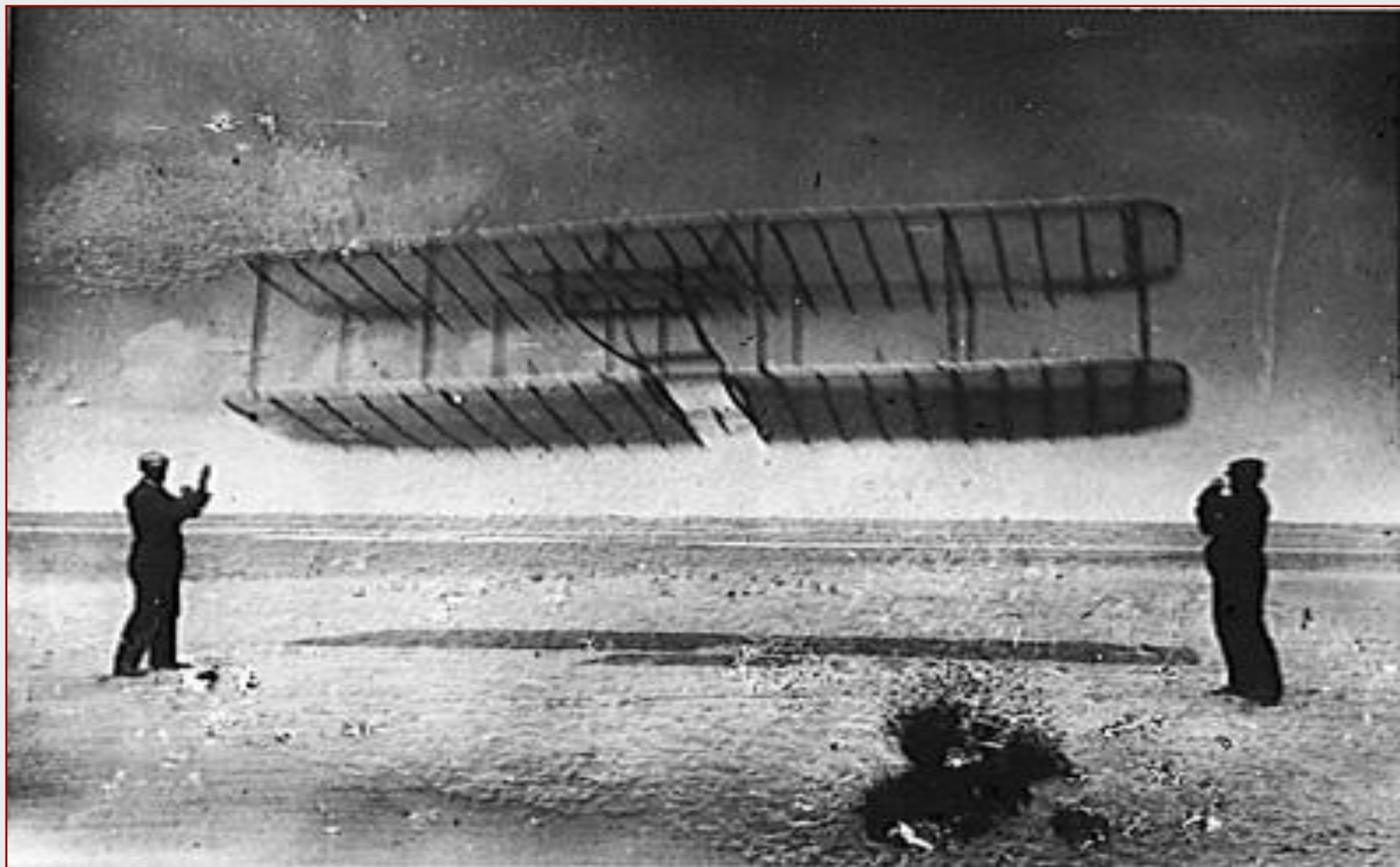
Forrás: cnet

*Adataalapú  
termékfejlesztés*

*Adataalapú  
szolgáltatások*

*Adat mint termék*





**Egy forradalom elején**

