

BIG DATA IN PRACTICE

**HOW 45 SUCCESSFUL
COMPANIES USED BIG DATA
ANALYTICS TO DELIVER
EXTRAORDINARY RESULTS**

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CONTENTS

	Introduction	1
1	Walmart: How Big Data Is Used To Drive Supermarket Performance	5
2	CERN: Unravelling The Secrets Of The Universe With Big Data	11
3	Netflix: How Netflix Used Big Data To Give Us The Programmes We Want	17
4	Rolls-Royce: How Big Data Is Used To Drive Success In Manufacturing	25
5	Shell: How Big Oil Uses Big Data	31
6	Apixio: How Big Data Is Transforming Healthcare	37
7	Lotus F1 Team: How Big Data Is Essential To The Success Of Motorsport Teams	45
8	Pendleton & Son Butchers: Big Data For Small Business	51
9	US Olympic Women's Cycling Team: How Big Data Analytics Is Used To Optimize Athletes' Performance	57
10	ZSL: Big Data In The Zoo And To Protect Animals	63
11	Facebook: How Facebook Use Big Data To Understand Customers	69
12	John Deere: How Big Data Can Be Applied On Farms	75
13	Royal Bank of Scotland: Using Big Data To Make Customer Service More Personal	81
14	LinkedIn: How Big Data Is Used To Fuel Social Media Success	87
15	Microsoft: Bringing Big Data To The Masses	95
16	Acxiom: Fuelling Marketing With Big Data	103

CONTENTS

17	US Immigration And Customs: How Big Data Is Used To Keep Passengers Safe And Prevent Terrorism	111
18	Nest: Bringing The Internet of Things Into The Home	117
19	GE: How Big Data Is Fuelling The Industrial Internet	125
20	Etsy: How Big Data Is Used In A Crafty Way	131
21	Narrative Science: How Big Data Is Used To Tell Stories	137
22	BBC: How Big Data Is Used In The Media	143
23	Milton Keynes: How Big Data Is Used To Create Smarter Cities	149
24	Palantir: How Big Data Is Used To Help The CIA And To Detect Bombs In Afghanistan	157
25	Airbnb: How Big Data Is Used To Disrupt The Hospitality Industry	163
26	Sprint: Profiling Audiences Using Mobile Network Data	169
27	Dickey's Barbecue Pit: How Big Data Is Used To Gain Performance Insights Into One Of Americas Most Successful Restaurant Chains	175
28	Caesars: Big Data At The Casino	181
29	Fitbit: Big Data In The Personal Fitness Arena	189
30	Ralph Lauren: Big Data In The Fashion Industry	195
31	Zynga: Big Data In The Gaming Industry	199
32	Autodesk: How Big Data Is Transforming The Software Industry	205
33	Walt Disney Parks and Resorts: How Big Data Is Transforming Our Family Holidays	211
34	Experian: Using Big Data To Make Lending Decisions And To Crack Down On Identity Fraud	217
35	Transport for London: How Big Data Is Used To Improve And Manage Public Transport In London	223
36	The US Government: Using Big Data To Run A Country	229
37	IBM Watson: Teaching Computers To Understand And Learn	237
38	Google: How Big Data Is At The Heart Of Google's Business Model	243

CONTENTS

39	Terra Seismic: Using Big Data To Predict Earthquakes	251
40	Apple: How Big Data Is At The Centre Of Their Business	255
41	Twitter: How Twitter And IBM Deliver Customer Insights From Big Data	261
42	Uber: How Big Data Is At The Centre Of Ubers Transportation Business	267
43	Electronic Arts: Big Data In Video Gaming	273
44	Kaggle: Crowdsourcing Your Data Scientist	281
45	Amazon: How Predictive Analytics Are Used To Get A 360-Degree View Of Consumers	287
	<i>Final Thoughts</i>	293
	<i>About the Author</i>	297
	<i>Acknowledgements</i>	299
	<i>Index</i>	301