Accenture Applied Intelligence

AI 101:
Big Data Analytics

VIDEO TRANSCRIPT

What is big data analytics?

Let's say you're trying to decide on a movie. You look at critics' reviews. Cast. Director. Box office numbers. (speeding up) Genre preferences. How comfortable the seats are at different theaters. Your favorite candy – Wow. That's a lot of work. But imagine you had a program that could factor that all in and tell you exactly what movie to see at what theater, at what time?

That's using big data analytics. Programs that can track huge, disparate sources of information – or big data – to identify trends, correlations and other insights that lead to better decision making - while doing it all at amazing speed.

Think of analysts at the US census bureau, they take 320 million peoples' worth of data ranging from demographics to annual household income - to help set budget resources for the federal government

We hope this was a small help in understanding big data.