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BIG DATA ANALYTICS

A Review: Big Data in 2013

Robert Plant, Associate Professor, School of Business Administration, University of Mami
12/18/2013
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At the end of a year it is customary to look back and reflect on things we have learned, and then plan ahead with enriched wisdom. For CIOs and those of us working with technology, this ritual is unfortunately something we have to do every day due to the speed of change in our business.

However, it is instructive to consider some of the major things we did not actually know in December 2012 that have transpired and to reflect upon how we can improve on our big data tech watching over the coming year.

2013, a big year for Hadoop
First of the things that we did not have this time last year was a profusion of Hadoop environments. Gone are the days when it was cool just to know the term Hadoop MapReduce -- now there is even a *Hadoop for Dummies*, which somewhat reduces the elite status of its proponents. Within this space are Hadoop solutions for a wide variety of platforms, from Windows to Cray supercomputers. We can reflect that there may well be a huge difference in what you can accomplish on a PC and a Cray, however the fact remains that when a technology such as Hadoop reaches the Windows platform it has become mainstream. This is a good thing, as with the Raspberry Pi, which has brought UNIX and programming to a youthful generation. Windows access will bring the technology into the metaphorical entrepreneurial garage startup, hopefully to the benefit of us all in the long run.

The C-suite sat up and took notice
Second, CXOs have discovered big data in 2013 and aren't afraid to talk about it. While they may not all still in reality actually know what it fully entails, many executives are pushing the question. For example, they are exploring large datasets of low-hanging fruit such as email repositories or Internet logs. This too is a good thing, not just for big data but for technology as a whole within the organization. The understanding that big data is actually a function that drives value creation and that firms cannot actually be competitive without big data analytics is a revelation for some C-suite executives who now see the data trail and its link to the technology-business relationship in more clear terms.

Big data met with cloud in 2013
Third, in 2012 big data was being practiced in labs, HPC centers, and by some early adopters on the public cloud. A year later the cloud is taking over. AWS, Azure, and others are easy to use and provide the support structures developers need. In addition, they can facilitate scale, high-velocity data streams, and the distributed environments that underpin the style of development big data requires.

The rise of the data scientist
Fourth, at the end of 2012 the term "data scientist" was largely unknown. However, following Tom Davenport's Harvard Business Review article "Data Scientist: The Sexiest Job of the 21st Century," the term sprang forth and has entered the corporate lexicon. To this end, universities and colleges are creating big data majors and degrees, and new generations of students are pursuing the discipline with a furor reminiscent of doctoral programs focused on derivatives back in the 1980s. This too is a good thing: Free market economics will eventually drive the price of these talents down so that they can be embraced by small to midsized enterprises, not just the technology giants of this world.

Big data got real
Finally, big data realism is being brought into the equation by the public. Before Edward Snowden in 2013 revealed to the world that the NSA was watching everyone, it was a thought people had in the back of their minds but brushed off as fanciful, hoping it was not true. Having the knowledge that it is in fact true in many senses makes us stronger as individuals: We all now think about every transaction, every phone call, and every interaction through a big data lens. We think about positive things companies we interact with can do with our data if they had the will to do it, but we also realize the potential power data has over us if unleashed by unscrupulous users.

2013 has been a great year for big data, a coming of age in some respects. 2014 looks to be an even more transformative year, now that the foundations are in place, and one in which truly innovative things can happen on many levels.

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AlphaEdge, User Rank: Exabyte Executive
1/31/2014 | 10:03:37 AM

Re: What's Next?
I think it is probably going to be an important year for Big Data analytics success stories for 2014.

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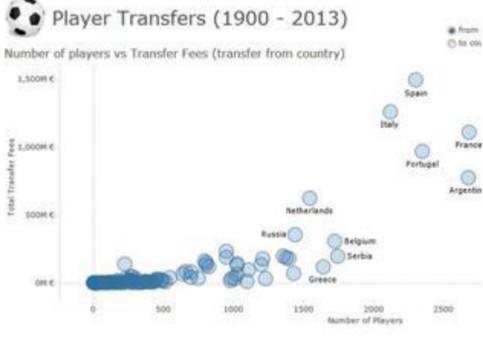
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Visualizing Sporting Value: Football Player Transfers

Player Transfers (1900 - 2013)
Number of players vs Transfer Fees (transfer from country)

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Explore this data here.

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Big Data Explained: What is a Data Mart?

18

AlphaEdge, User Rank: Exabyte Executive
1/31/2014 | 10:00:40 AM

Re: what to expect from 2014?
In general, I just felt we need to look at more sucessful big data stories....

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Pradeepta Mishra, User Rank: Exabyte Executive
12/31/2013 | 6:55:14 AM

what to expect from 2014?
We saw a significant development in transitioning from concepts to reality from big data and Hadoop implementation to cloud integration, from lab to actual real world and from theory to practicality. The next thing we expect in 2014 could be how the Hadoop can be made user friendly so that a non-technical or a person with little tech skill can be able to implement and run. Things will definitely change in 2014.

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umar.ejaz, User Rank: Bit Player
12/31/2013 | 4:01:09 AM

Re: Will we look back and laugh?
@Pubudu; In successful countries data science has already emerged as separate field and universities are offering degrees and courses on data science, even workshops are also conducted on data science. Plus I do believe combo of data science and business is valuable because in such scenario you are looking both perspectives.

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Pubudu, User Rank: Exabyte Executive
12/30/2013 | 12:23:44 PM

Re: Will we look back and laugh?
Umar I also do agree with you on this, now is the good time to start the structured degree programs which focused on the handling of big data. Then it will really add the value to the positions of CIO

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umar.ejaz, User Rank: Bit Player
12/30/2013 | 9:34:10 AM

Re: Will we look back and laugh?
Kim; Big data is newly emergency sceince in world right now, mostly of the students are future concious and they want to avail good jobs after degree. So depending upon the market need universities are offering such degrees, but i hope big data will emerge in world soon.

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umar.ejaz, User Rank: Bit Player
12/30/2013 | 9:30:08 AM

Re: What's Next?
@Diana: Very true, you cannot live with same protocol, every day is new day with latest emerging technologies in security. In order to survive in market you have to be on the top, I have seen companies doing same practice and getting maximum out of it.

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Brian Dean, User Rank: Bit Player
12/29/2013 | 8:10:28 PM

Re: Will we look back and laugh?
Yes it could be a real possibility. Maybe, software is created that allows individuals to play with data and numbers -- motivating them to pursue a math related degrees, software similar to Sandbox universe.

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Pubudu, User Rank: Exabyte Executive
12/29/2013 | 11:30:59 AM

Re: HPCC
And also CyberH, Bring Your Own Device policies also will help to thriving the community.

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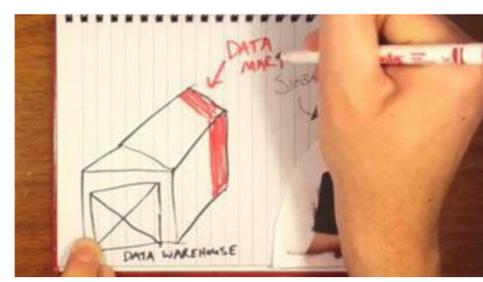Pubudu, User Rank: Exabyte Executive
12/29/2013 | 11:22:46 AM

Re: Will we look back and laugh?
Yes Briann Who knows that in 2014 there will be a another new thing which regards to big data. And then it will be wonderful than anything which is exists.

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