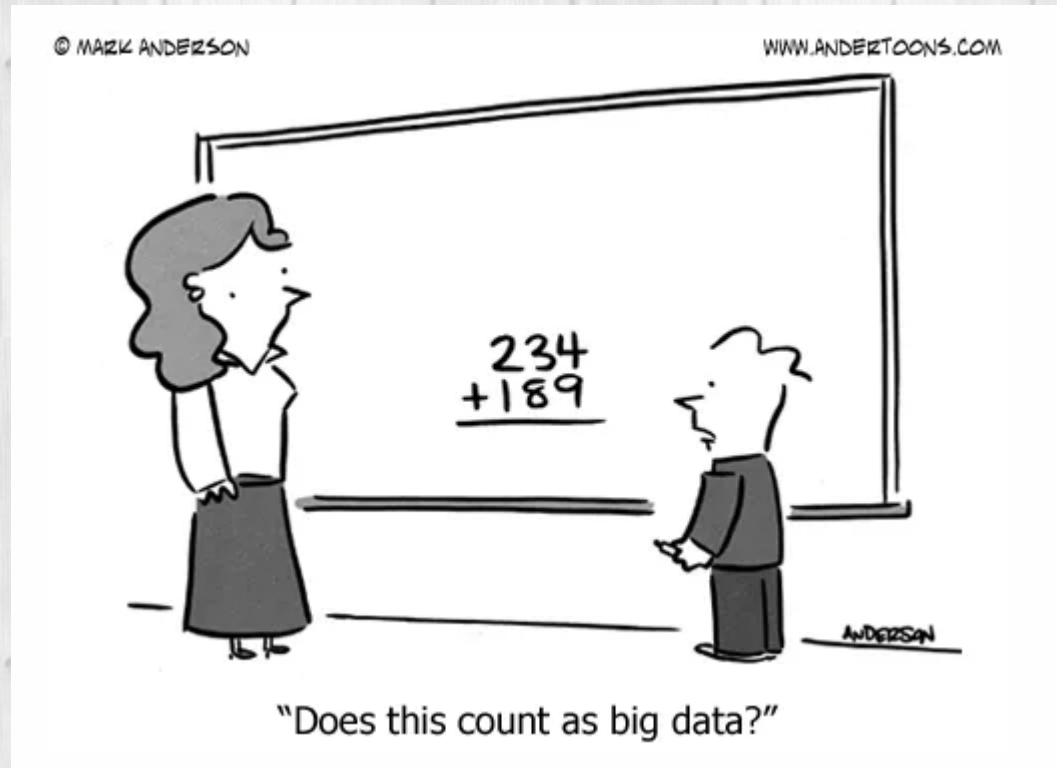




BIG DATA, THE MUST KNOWS, THE CAREER

Introducing Big Data

WHAT IS **BIG DATA**





HOW BIG IS BIG DATA?

900
EB

Digital Universe

70%

Amount of Data Created by Individual

80%

Unstructured Data

50%

Unprotected Data

0.5%

Data that has been Analyzed



WHAT IS **NOT** BIG DATA?

BIG DATA -

Is **NOT** about the **DATA**,

It is about the **APPROACH**

and **ANALYTICS**



4 CHARACTERISTICS OF BIG DATA





WHAT IS **NOT** BIG DATA?

BIG DATA -
Is NOT Magic,
Is NOT the
Solution to Every
Problem





FROM DATA TO WISDOM

Wisdom ...

Effective use of knowledge in decision making

Knowledge ...

What we can learn from the information

Information ...

Potential valuable aspects from the Data

Data...

As raw unorganized facts, is in and of itself worthless



BIG DATA AND YOU

Big Data is Everywhere



RETAILERS

- Knows what you are going to buy beforehand
- How much meat is consumed in your family
- How many people are in your family



CREDIT BUREAUS

- FICO & Equifax
- Take your online behavior into consideration
- Knows how long you stayed at your job
- What you talk about



INSURANCE COMPANIES

- Knows what you buy
- How often you exercise
- What kind of lifestyle (hobbies, interests, websites you go to, income level)
- Auto Insurance : Your driving habits



CRIME FIGHTING

- Drunk Drivers (Tweet about having nights out)
- Facebook, Google knows your idea before you think of it! (Social Influence)
- LAPD





FUTURE JOB MARKET

Now

Recruiters contacting you

Apply to jobs online

Couple Round of
interview

Administrative HR

Future

Companies know what
kind of job you are
interested in, capable of
doing based on data

No need to interview

Strategic HR



WHAT WILL HAPPEN ?

- Help us to monitor our health
- Help us to land the right job
- Help us to find the ONE
- Help us to identify criminals

There will be a consequence ...



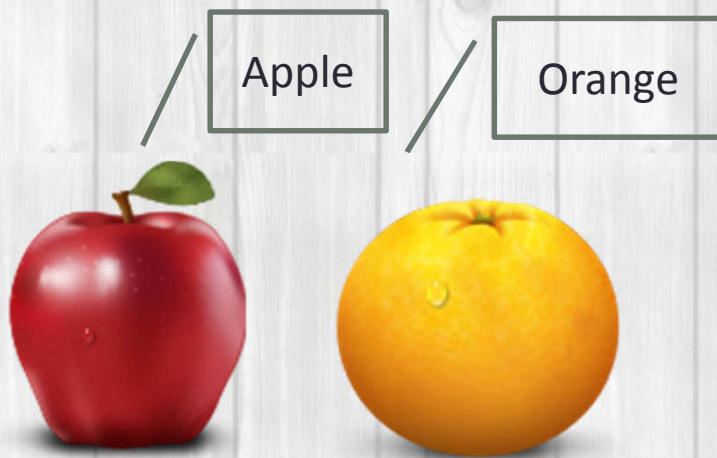


MACHINE LEARNING

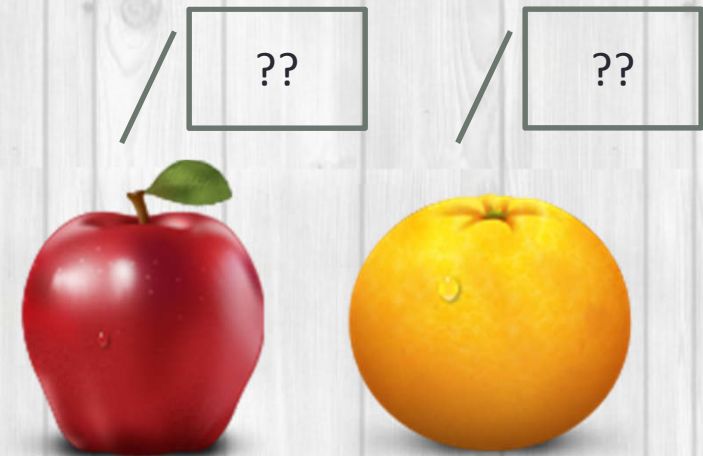
Or Artificial Intelligence, Or Deep Learning ... Whatever You Call it

TYPE OF ALGORITHM

Supervised Learning



Unsupervised Learning





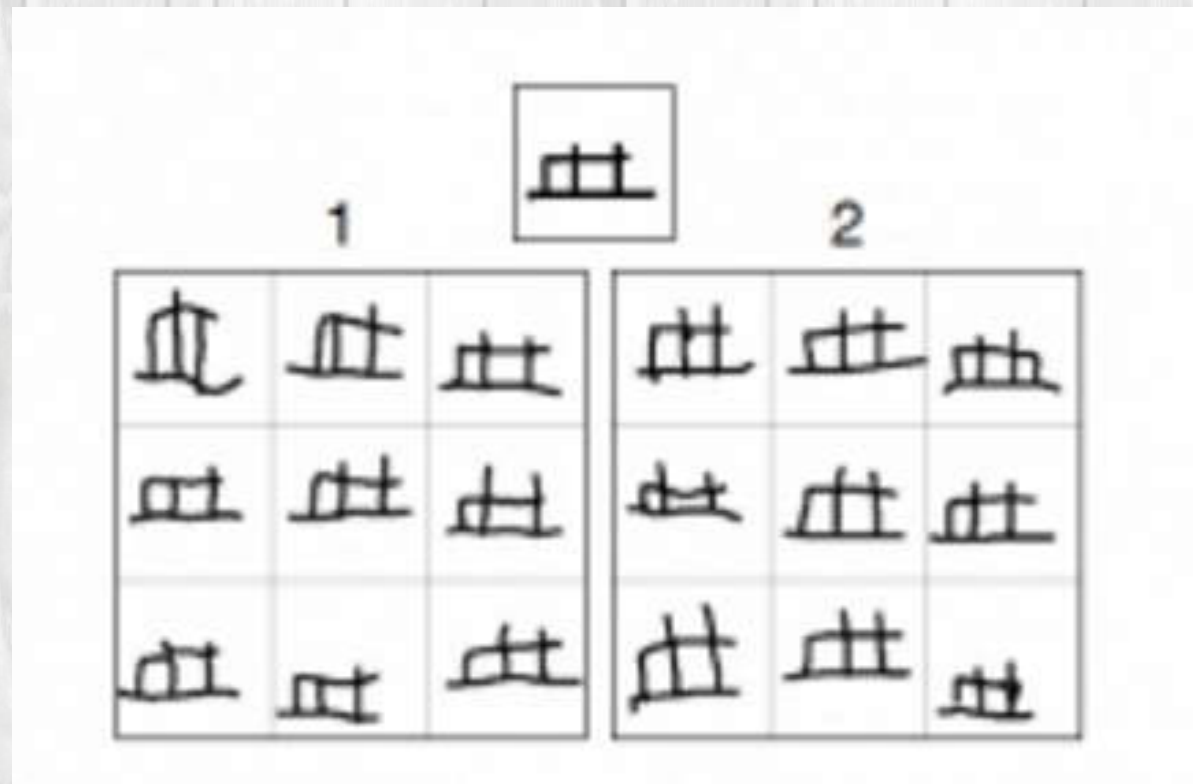
HEY SIRI, HOW DO YOU WORK?





LET'S PLAY A GAME

1			ੴ	2		
ੴ	ੴ	ੴ	ੴ	ੴ	ੴ	ੴ
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Turing Test:

The Turing Test is a test of a machine's ability to exhibit intelligent behavior equivalent to, or indistinguishable from, that of a human.

Weak AI



- Simulate
- “As – If” Consciousness
- Very good at the given task (play chess, go, driving cars, etc)
- Limitation

Strong AI



- Reason
- Make Judgment
- Learn
- Communicate
- Consciousness
- Self-Awareness
- Sentience
- Sapience



Moral Question:

Is strong AI Still AI?





WHAT IS COMING NEXT?

Top Questions About Big Data:
Should I Be Worried?

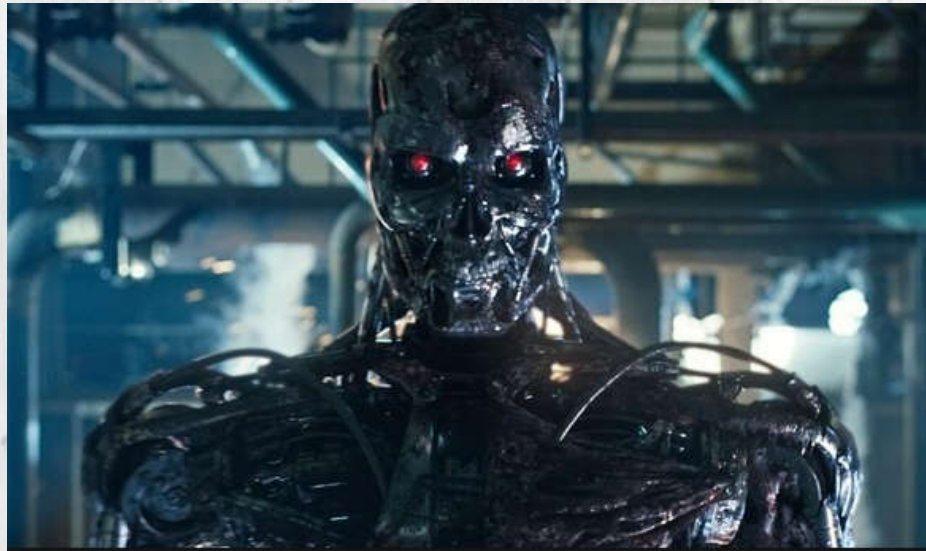


Is Big Brother Watching Me?



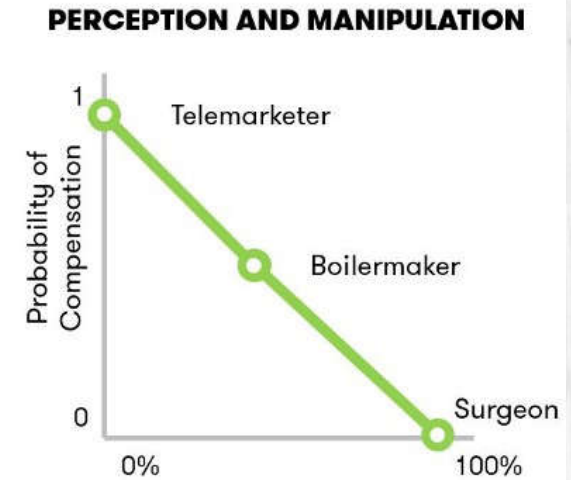
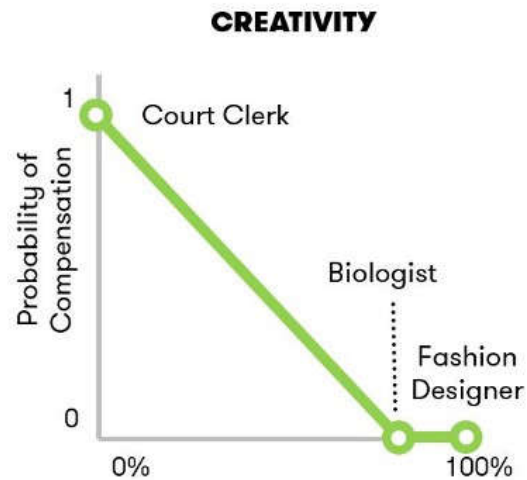
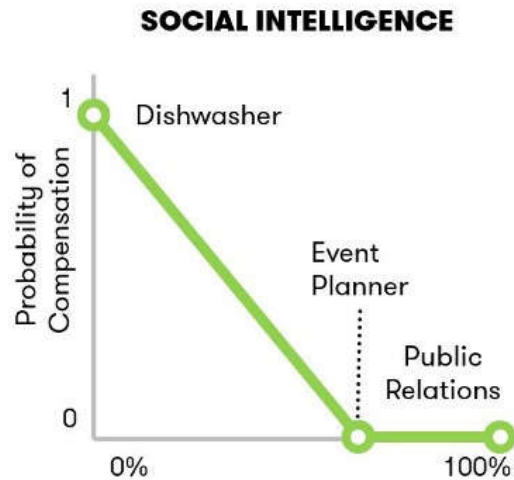


Will Computer Take Over The World?



BOTTLE NECK VARIABLES

SAMPLE PROBABILITY OF HOW COMPUTERISATION MIGHT VARY*



* Data from the article "Which Careers are most likely to be automated?" By Peter Orr of "80,000 Hours". It gives a detailed prediction of what type of jobs will become automated and sensors that machines will not and do not possess in the near future.



Things I love
to do

Things that
makes
money

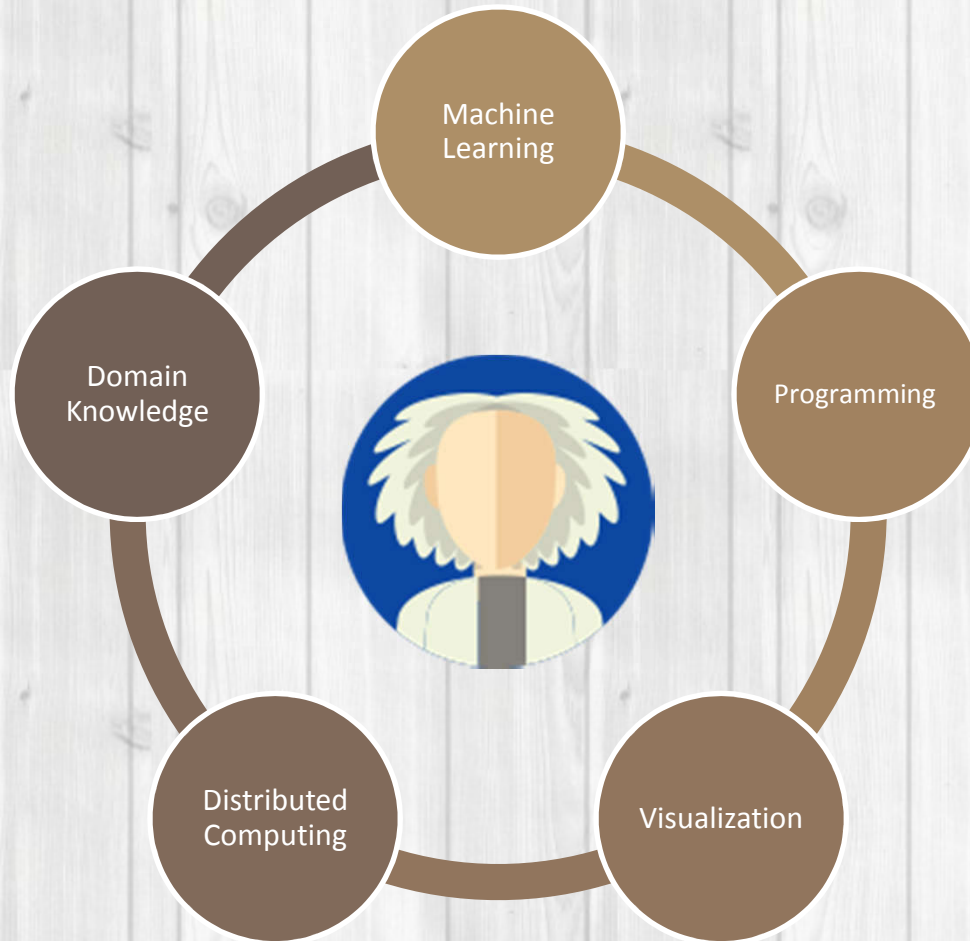
Things that
I am good
at



INTERESTED IN BIG DATA?

How Do I Become a Data Scientist

WHAT DOES IT TAKE?





Thank You ! 😊

