

Big Data: The New Oil?

Big Data is a field that treats ways to analyze, systematically extract information from, or otherwise deal with data sets that are too large or complex to be dealt with by traditional data-processing application software.

Data generation is massive. There are 2.3 billion Facebook users in 2019. Back in 2014, Facebook users shared 2.46 million pieces of content per minute. In 60 seconds, Facebook users liked 4.1 million posts.¹

A record number, 97.2%, of organizations participating in a New Vantage study have invested in Big Data and artificial intelligence initiatives.²

Using Big Data, Netflix saves \$1 billion per year on customer retention. The company's budget for technology and development stood at \$651 million in 2015. Last year, the budget reached \$1.3 billion.³

One of the key takeaways from studying Big Data topic is that the market is quickly expanding and with every passing day we have more information. It's about getting value from the data we collect.

1 Domo: Data Never Sleeps | 2 New Vantage 6th Executives Survey | 3 Inside Big Data



Event Overview

Who Should Attend?

Decision makers in organizations and manufacturers that understand that the Big Data market is constantly expanding and that it's important to get value out of the data that is collected.

Why Big Data?

We can expect machine learning Big Data to develop further in the near future. Combined with data analytics, expect it to create predictive models to forecast the future with an even higher level of accuracy.

Who is Presenting?

Attendees will have quality facetime with Dr. Steven Way, Program Coordinator in Analytics for Business Decision Making with Mohawk College. Dr. Way specializes in emergency management information systems, Internet technologies, business strategy, operations, systems design, communications media, project management, intellectual property, and leadership.

What is the Executive Roundtable?

At the Executive Roundtable, you will have a chance to speak with leading Big Data representatives from IBM, Microsoft & Newcomp Analytics.

Event Details



Dr. Steven Way

Presenter

Dr. Steven Way
Program Coordinator,
Analytics for Business
Decision Making at Mohawk
College. Professor, McKeil
School of Business.
Co-owner of Atec
Marketing Ltd.

Event Date & Location

Tuesday, October 8, 2019
8:30am - 12pm

IBM Innovation Space

4th Floor
1 King Street West
Hamilton L9P 1A4

Light snacks & beverages



Online Registration for Big Data:
<https://mcecor.com/program/big-data-the-new-oil>

Sponsored by:



CANADIAN
MANUFACTURERS
& EXPORTERS



W Booth School of
Engineering Practice
and Technology