Foursquare on backbone or twitter essay

One of the most practical and fundamental portions of Big Data included a excerpt on an individual named Orin Edition. Edition, co-founder of one of the internet's first search engines Metacarpals, is responsible for " Project Hamlet," an application that used a sample of 12, 000 price observations to help customers buy the cheapest flight tickets available at a certain time and place. This ingenious idea dawned on Edition after booking a flight in advance expecting the ticket price to be the lowest at that point in time. Only after boarding the plane and curiously asking is fellow passengers did Edition come to his realization that he had not only paid more than a majority of the other passengers, but most had also purchased their tickets substantially later than he had for his. Infuriated by this newly found information Edition gathered large amount of data by " scraping information from a travel website over a 41 -day period.

" After years and years of of the system being fed more data and becoming more efficient Project Hamlet " was making the correct call 75 percent of the time and saving travelers, on average, $50 per ticket," by the year 012. The Silicon Valley startup anadem analyzes an individual's DNA for a reasonable price. The benefit of having an analysis on your DNA is miraculous. " It can reveal traits in people's genetic codes that may make them more sustainable to certain diseases like breast cancer or heart problems. " In other words with the analysis or your DNA and big data combined physicians can diagnose their patients more effectively.

One of the more heart-felt and touching aspects of the book described Steve Jobs, Apple's chief executive, and his fight against terminal cancer. Jobs had his DNA analyzed like anadem but on a much larger scale; he had his entire

DNA sequenced along with his tumor in hopes of Jumping from therapy to therapy dependent upon how well they worked given his specific genetic makeup. Unlike anadem; Jobs, instead of receiving a sample, acquired a data file containing his entire genetic codes. In the likelihood that one treatment lost its effectiveness due to the cancer mutation, Jobs and his physicians could change treatment. " Jumping from one lily pad to another," Jobs cleverly put it.

Having all his data on his genetic makeup opposed to Just a portion extended his life by a few years. Unfortunately Jobs lost his battle with cancer but made a major breakthrough in medicine with this approach. " I'm either going to be one of the first to be able to outrun a cancer like this or I'm going to be one of the last to die from it. " Another interesting segment of big data is the collection and application to online shopping. Amazon for instance were one of the first of many to store and analyze previous purchases and viewed products; even if they were accidental. With this information collected and stored the website could suggest and predict books users might find interesting and possibly be enticed into purchasing. Needless to say this genius plan " had the cash register ringing. " So much so, that Amazon found it more cost-efficient to say goodbye their editorial group of book reviewers (humans).

A major point Big Data tries to convey is the undeniable fact that more data trumps better data. With billions of data files, digital and analog, it's impossible only to allow perfect data; preventing and eradicating messiness. With this in mind Douglas Merrill, former chief information officer of Google founded the company Assistance. The new technology of Assistance helped

lenders determine weather or not to offer loans to people with poor credit based Off number of " weaker," variables. At a time when traditional credit scoring was based Off handful of strong signals, for example previous late payments etc.

; Assistance embraced the messiness of big data. According to estimates approximately 5 percent of all digital data is perfect or " structured. This left 95 percent of the unstructured data unused; Hereford, allowing for imprecision " we open a window into an untapped universe of insights. " Ultimately, with the incorporation of messy data, big data will most likely require us to adapt to become more comfortable with disorientation and uncertainty. " The structures of exactitude that seem to give us bearing in life – that the round peg goes into the round hole; that there is only one answer to a question – are more malleable than we may admit; and yet admitting, even embracing, this plasticity brings us closer to reality. " Much like Amazon, Walter also utilized big data and mass storing.

After searching their database and reviewing old sales receipts, they came to a shocking correlation between hurricanes and Pop-Tart sales. After finding this crucial information Walter decided it was a good idea to place the Pop-Tart breakfast items at the front of their stores in locations that were about to experience hurricanes. This proved to be effective and sales of Pop-Tarts went through the roof in those specific locations. Ultimately Walter has been analyzing data and forecasting information to increase sales since. As big data becomes more and more relevant throughout society we can either ignore or embrace the fact that big data knows more about us then we know about ourselves. Just by clicking an item on Amazon or checking in via

Foursquare on Backbone or Twitter, this information is constantly being generated and stored. Big Data alone gives a look into the world of processed information and puts into perspective how many documents and files have been analyzed. It also sheds some light on the amount of information that we'll never know, let alone will never be discovered.

Overall the use of big data in the business world is undeniably accurate and if used in the correct manner has proven to be extremely lucrative. Big data has turned companies like Amazon and Walter into billion dollar corporations and in term has helped feed itself more data. Only big data knows what the future holds. For some it might be a new book on Amazon with recognition to previously viewed literature.

For others it may be avoiding a fatal and deadly car accident thanks to big data's insight into the world of car safety and foreseeing a crash merely on the pressure of one's back-side.