

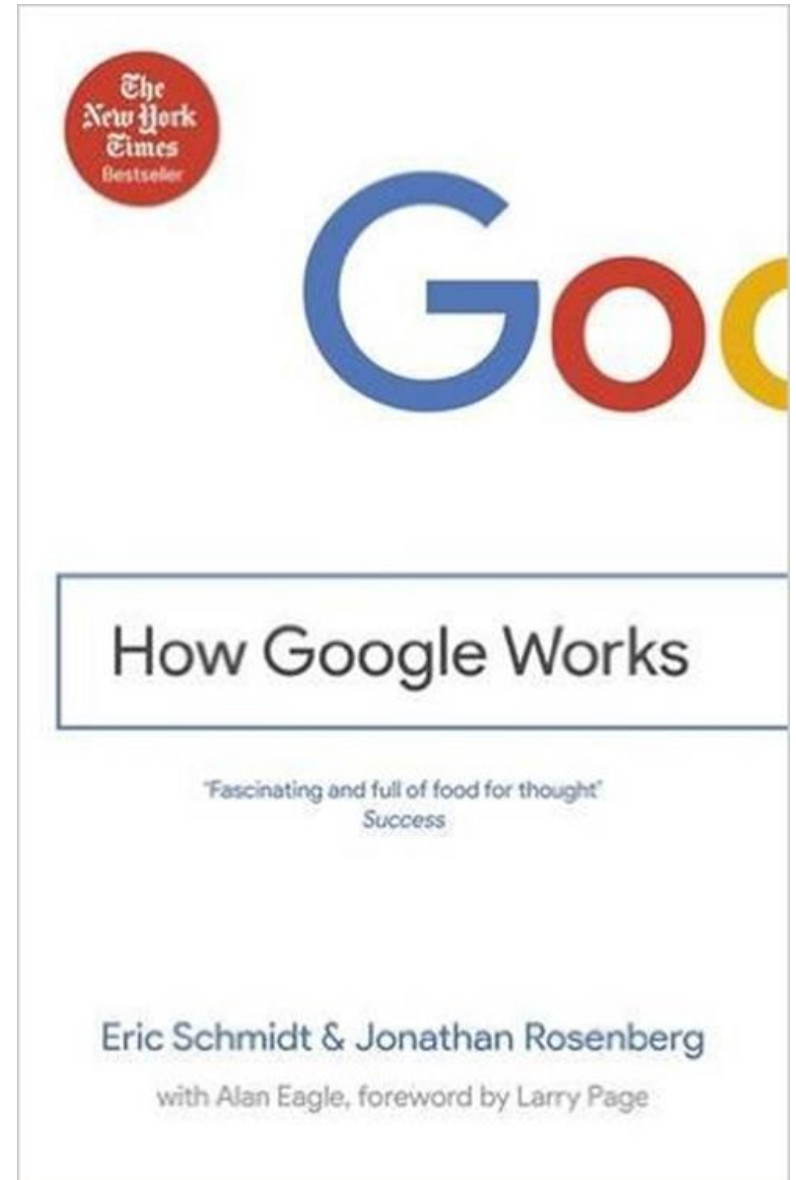


Consumer Data Research Centre

An ESRC Data
Investment

“We are in the era of big data, and big data need statisticians to make sense of it. The democratization of data means that those who can analyse it well will win. Data is the sword of the twenty-first century, those who wield it well, the samurai.”

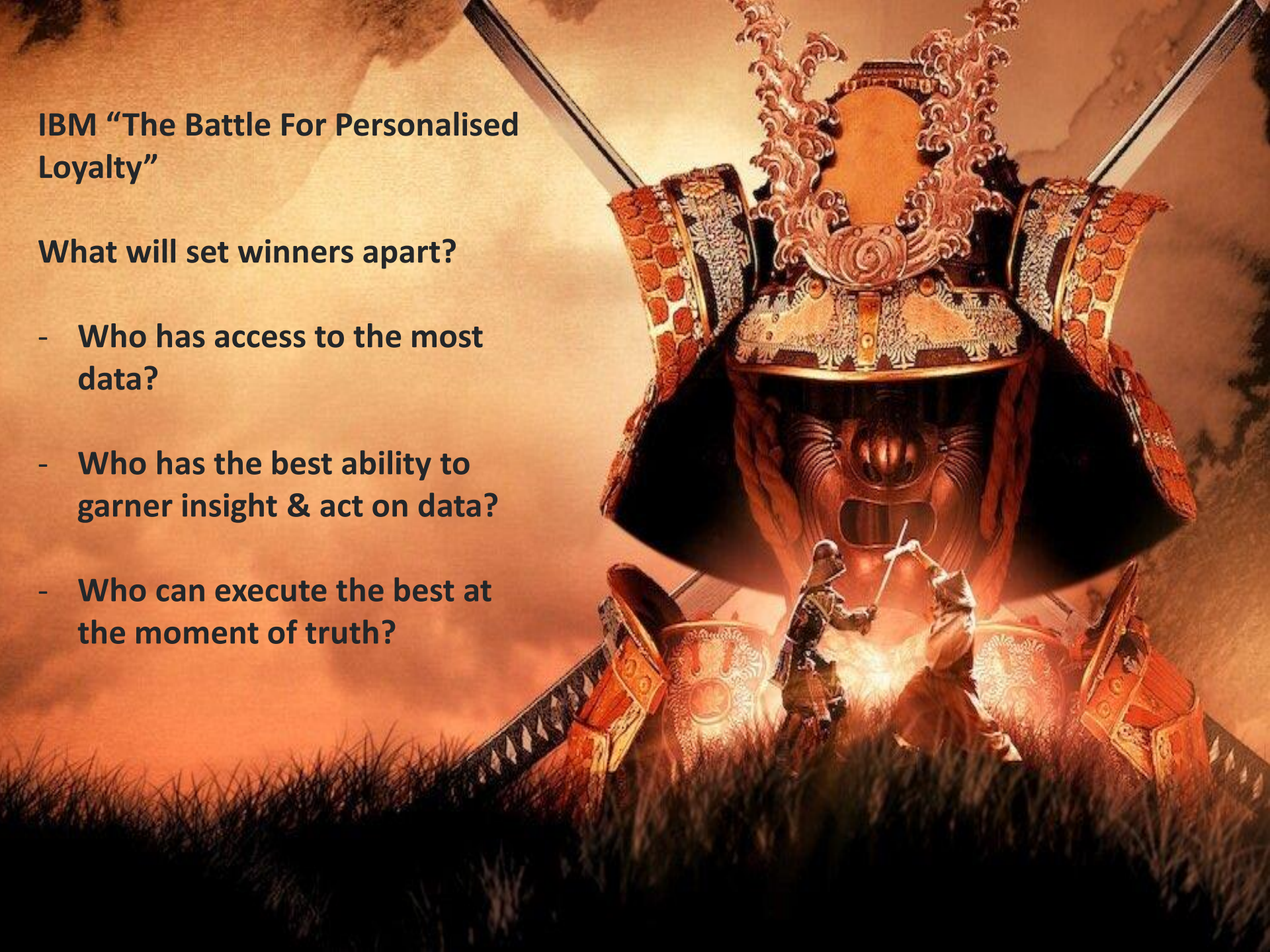
Eric Schmidt & Jonathon Rosenberg “How Google Works”



IBM “The Battle For Personalised Loyalty”

What will set winners apart?

- Who has access to the most data?
- Who has the best ability to garner insight & act on data?
- Who can execute the best at the moment of truth?



DATA INNOVATION 101

5,000-1



100-1



11-1





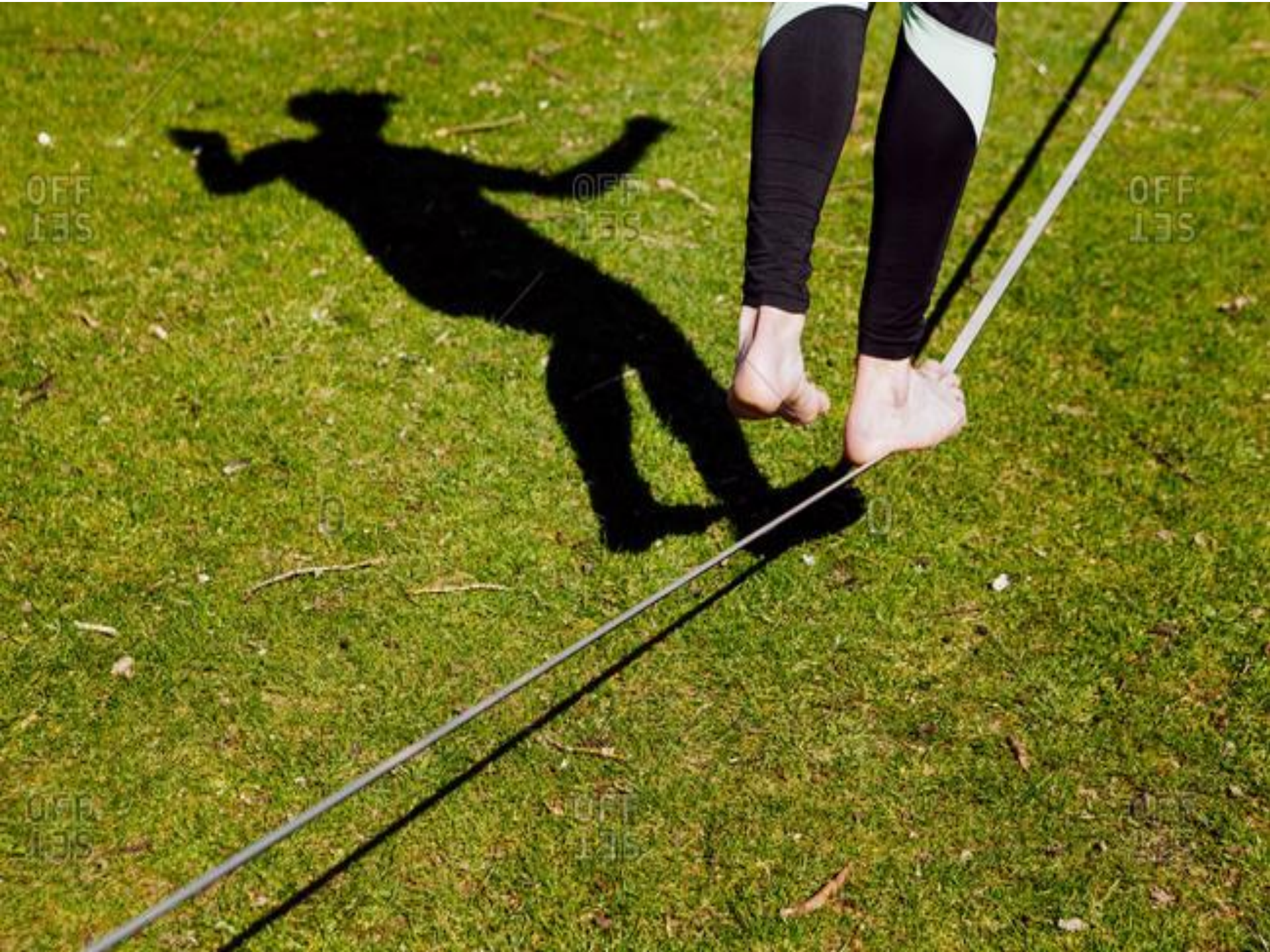
Odds On Favourites

LEARN

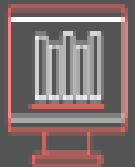
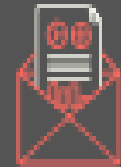
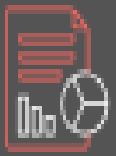
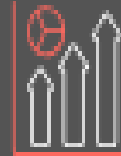








DATA SCIENCE FOR SOCIAL GOOD







Any
Questions?