CONTENTS

Introduction 1

1 Walmart: How Big Data Is Used To Drive Supermarket Performance 5

2 CERN: Unravelling The Secrets Of The Universe With Big Data 11

3 Netflix: How Netflix Used Big Data To Give Us The Programmes We Want 17

4 Rolls-Royce: How Big Data Is Used To Drive Success In Manufacturing 25

5 Shell: How Big Oil Uses Big Data 31

6 Apixio: How Big Data Is Transforming Healthcare 37

7 Lotus F1 Team: How Big Data Is Essential To The Success Of Motorsport Teams 45

8 Pendleton & Son Butchers: Big Data For Small Business 51

9 US Olympic Women’s Cycling Team: How Big Data Analytics Is Used To Optimize Athletes’ Performance 57

10 ZSL: Big Data In The Zoo And To Protect Animals 63

11 Facebook: How Facebook Use Big Data To Understand Customers 69

12 John Deere: How Big Data Can Be Applied On Farms 75

13 Royal Bank of Scotland: Using Big Data To Make Customer Service More Personal 81

14 LinkedIn: How Big Data Is Used To Fuel Social Media Success 87

15 Microsoft: Bringing Big Data To The Masses 95

16 Acxiom: Fuelling Marketing With Big Data 103
CONTENTS

17 US Immigration And Customs: How Big Data Is Used To Keep Passengers Safe And Prevent Terrorism 111
18 Nest: Bringing The Internet of Things Into The Home 117
19 GE: How Big Data Is Fuelling The Industrial Internet 125
20 Etsy: How Big Data Is Used In A Crafty Way 131
21 Narrative Science: How Big Data Is Used To Tell Stories 137
22 BBC: How Big Data Is Used In The Media 143
23 Milton Keynes: How Big Data Is Used To Create Smarter Cities 149
24 Palantir: How Big Data Is Used To Help The CIA And To Detect Bombs In Afghanistan 157
25 Airbnb: How Big Data Is Used To Disrupt The Hospitality Industry 163
26 Sprint: Profiling Audiences Using Mobile Network Data 169
27 Dickey's Barbecue Pit: How Big Data Is Used To Gain Performance Insights Into One Of America's Most Successful Restaurant Chains 175
28 Caesars: Big Data At The Casino 181
29 Fitbit: Big Data In The Personal Fitness Arena 189
30 Ralph Lauren: Big Data In The Fashion Industry 195
31 Zynga: Big Data In The Gaming Industry 199
32 Autodesk: How Big Data Is Transforming The Software Industry 205
33 Walt Disney Parks and Resorts: How Big Data Is Transforming Our Family Holidays 211
34 Experian: Using Big Data To Make Lending Decisions And To Crack Down On Identity Fraud 217
35 Transport for London: How Big Data Is Used To Improve And Manage Public Transport In London 223
36 The US Government: Using Big Data To Run A Country 229
37 IBM Watson: Teaching Computers To Understand And Learn 237
38 Google: How Big Data Is At The Heart Of Google's Business Model 243
CONTENTS

39 Terra Seismic: Using Big Data To Predict Earthquakes 251
40 Apple: How Big Data Is At The Centre Of Their Business 255
41 Twitter: How Twitter And IBM Deliver Customer Insights From Big Data 261
42 Uber: How Big Data Is At The Centre Of Uber’s Transportation Business 267
43 Electronic Arts: Big Data In Video Gaming 273
44 Kaggle: Crowdsourcing Your Data Scientist 281
45 Amazon: How Predictive Analytics Are Used To Get A 360-Degree View Of Consumers 287

Final Thoughts 293
About the Author 297
Acknowledgements 299
Index 301