

# Big Data Analytics Use Case and Ecosystem

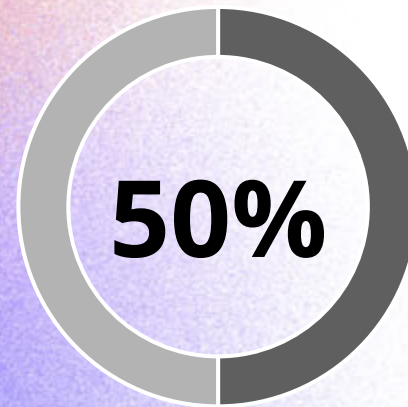


by  
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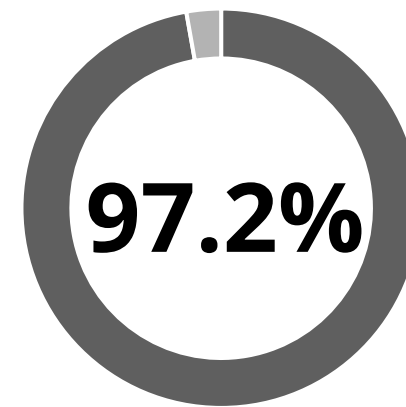




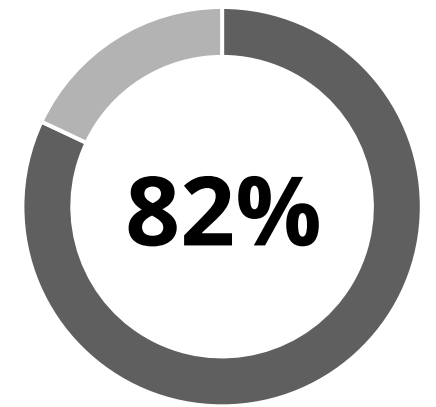
The collaboration between **Cloud, Big Data, and AI** is a powerful synergy that is driving innovation, efficiency, and new possibilities across various industries.



By 2027, more than 50% of enterprises will use industry cloud platforms to accelerate their business initiatives.  
Gartner, 2023



As of 2022, 97.2% of organizations are currently making investments in AI and big data.  
Findstack, 2022



In 2023, 82% of organizations plan to boost their investments in data modernization, with a focus on big data and AI/ML.  
Forbes, 2023



Together, these three technologies have a synergistic effect.



Data Storage and Scalability

Data Processing and Analytics

**AI Model Training**

Resource Allocation and Cost Efficiency

**AI-Enhanced Data Analysis**

Real-Time Processing and Automation

Innovation and Rapid Development

**Risk Management**

Targeted Marketing and Advertising

Operational Efficiency

**Enhanced**

**Process**

**Decision-Making**

**Automation** Predictive Maintenance

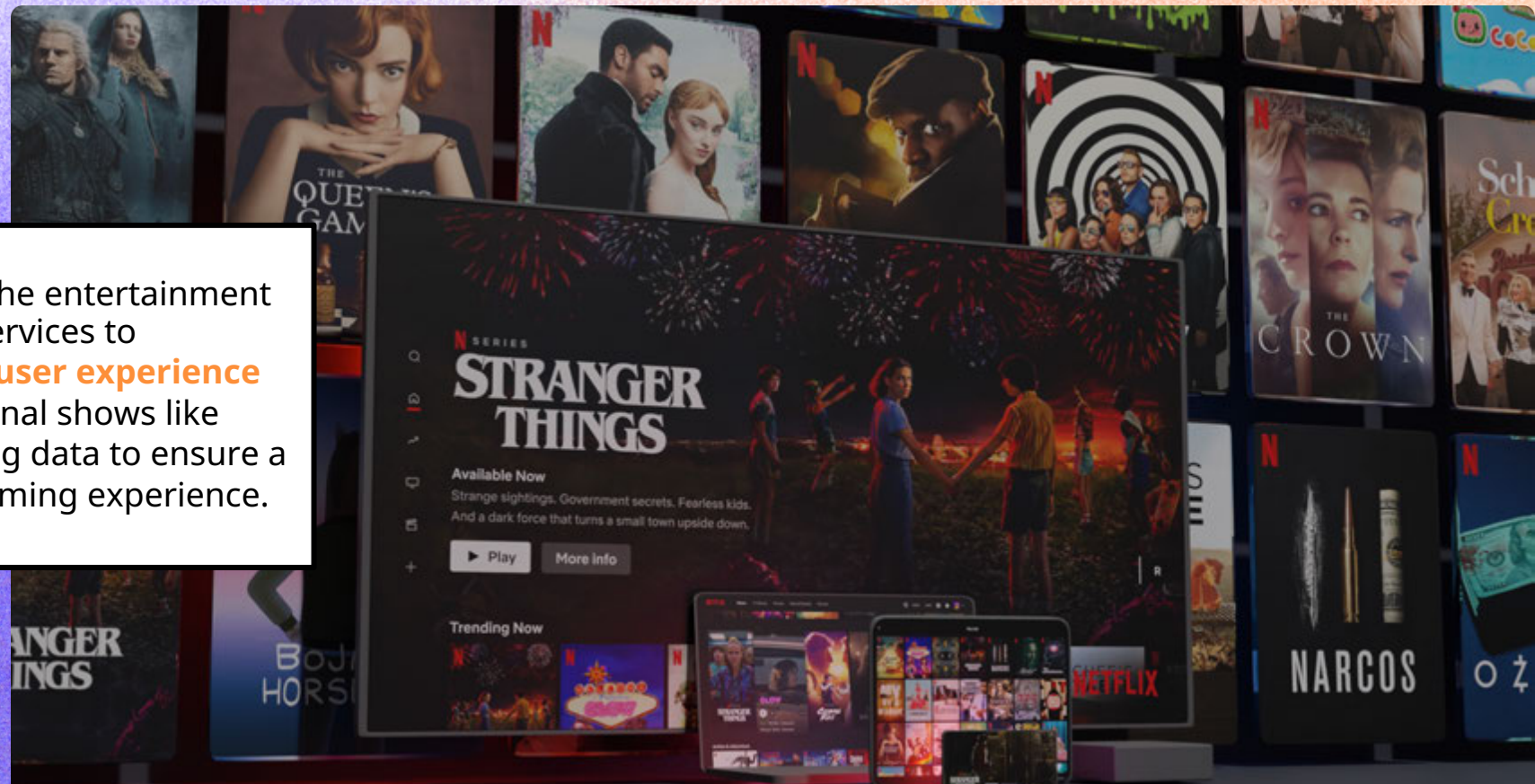
Predictive and Prescriptive Analytics



# Global Use Case

## NETFLIX

**Netflix** leverages big data to revolutionize the entertainment industry. Initially started as DVDs delivery services to streaming platforms, they **personalize the user experience** by analyzing subscriber activity. Netflix original shows like "House of Cards" is developed by utilizing big data to ensure a global appeal and enhance the overall streaming experience.





# Blendata's Success Case

## Insurance Lead Qualification

### Customer Challenge

An insurance company with over 1 million customer contacts wanted to identify the **most promising potential customers to purchase specific insurance products** and send the list to the direct sales team.

### Solution

Propensity models are trained with historical data of previous policyholders to find **common characteristics, interests, or behaviors**. These rules are then applied to a contact list to **identify potential leads**.

### Outcome

Over two months, the model resulted in an average **17.49% conversion rate increase** when contrasted with the group that didn't employ the model for lead qualification.

## Telecommunication Near Real-Time Campaign Triggering

### Customer Challenge

The company prefers sending campaigns in real-time to their customers when they are in target locations to enhance customer engagement. But **identifying the customer's location and real-time processing** is crucial.

### Outcome

Process data from signal towers providing **customer's location** by analyzing their history of accessing particular base stations, and **trigger personalized campaigns** to millions of customers whenever they enter assigned locations

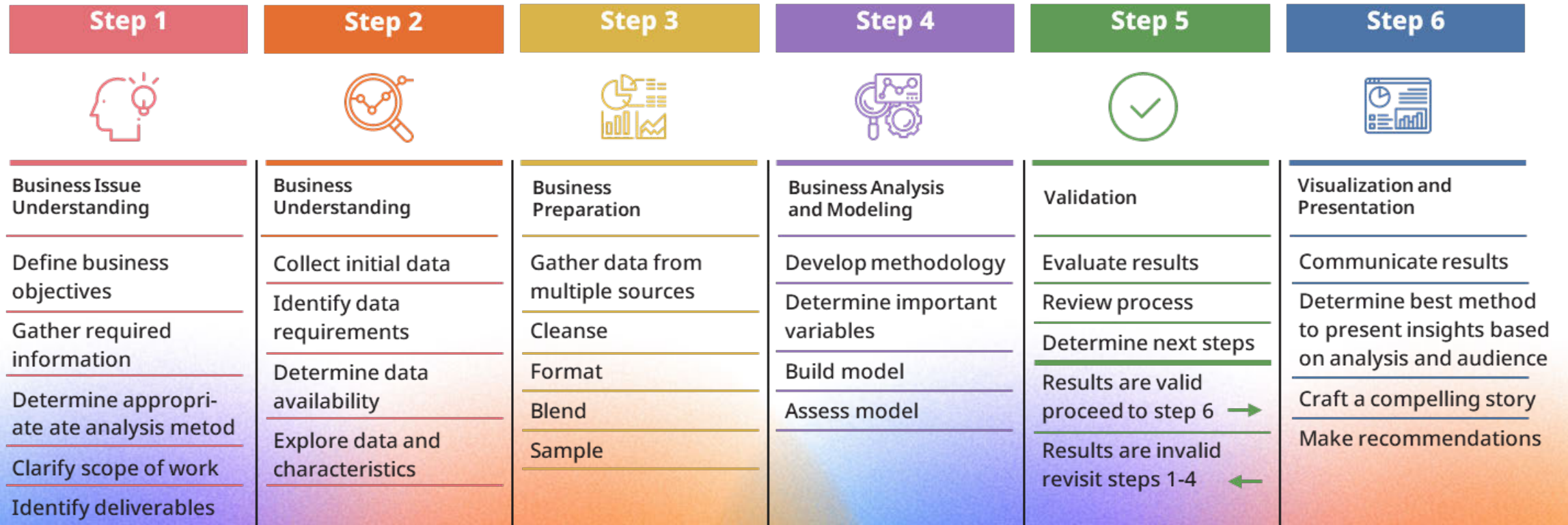
- ✓ Reduce time to process **from hour(s) to a few seconds**
- ✓ Over **330,000** events processed per second





# Big Data Life-Cycle

Based on CRISP-DM Methodology





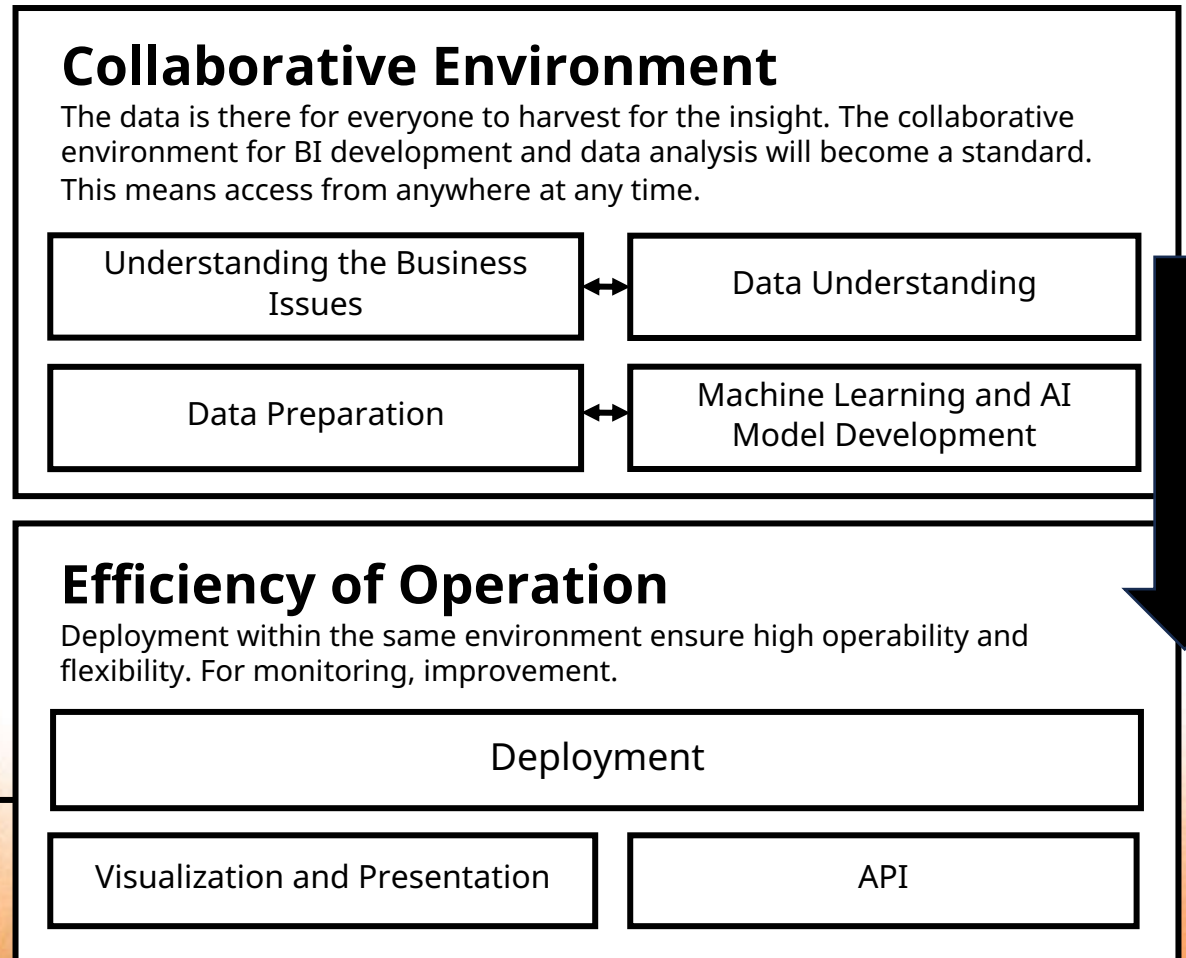
# Big Data Life-Cycle 2023 - 2024

**Need Scaling  
Capability**

**Data Collection and Storage**  
Data are cumulatively collected. The scalability of datastore is crucial to ensure we have what it takes to maximize the benefits of big data analytics.

**Continuous  
Improvement**

**Feedback Loop and Optimization**  
DevOps, MLOps is inevitable. Integration with scalability is crucial to CI/CD in data operation.





# Big Data Analytics Transforming Public Services

## Users:



Government Officers



External Government  
Agencies



Citizens / Businesses



# Big Data Analytics Transforming Public Services

## Data Sources Collected:

### National Statistical

Demographic info

Vital records

### Education

Education data

Student performance

### Labor

Employment Data

Labor force stat

### Public Health

Health and Medical Data

Disease Surveillance Data

### Environment and Welfare

Environmental Data

Climate and Weather Data

Social welfare data

### Police

Criminal justice data

Court records

### Finance

Taxation data

Financial data

Monetary policy data

Economic data

Trade data

Market data

### Transport & Infrastructure

Transportation data

Road and traffic info

Infrastructure Data

IOT data

## Big Data Analytics Use Cases

### National Statistical

Population Demographic Analysis

### Education

Education Improvement

### Labor

Job Matching

### Public Health

Disease Outbreak Prediction

### Environment and Welfare

Disaster Response Optimization

Welfare Fraud Detection

Environmental Monitoring

### Police and Regulation

Crime Hotspot Detection

Cybersecurity and Threat Analysis

Anti-Money Laundering

### Transport & Infrastructure

Traffic Management

Smart City Sensor Analytics

Smart City Sensor Analytics

### Finance

Government Spending Transparency

Economic Forecasting

Tax Evasion Detection



# Simplify Data-Driven Success



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Founded  
**2015**

Faster Time to Market  
**3 Times\***

Customers  
**8 industries**  
**40+ use cases**



We offer technology, tools, and professional services to **simplify your data-driven journey.**

## Simplified Big Data Platform

 **BLENDATA**  
**ENTERPRISE**



Data Ingestion



Data Management



Data Processing



Data Utilization

## Services

Blendata Consult Service

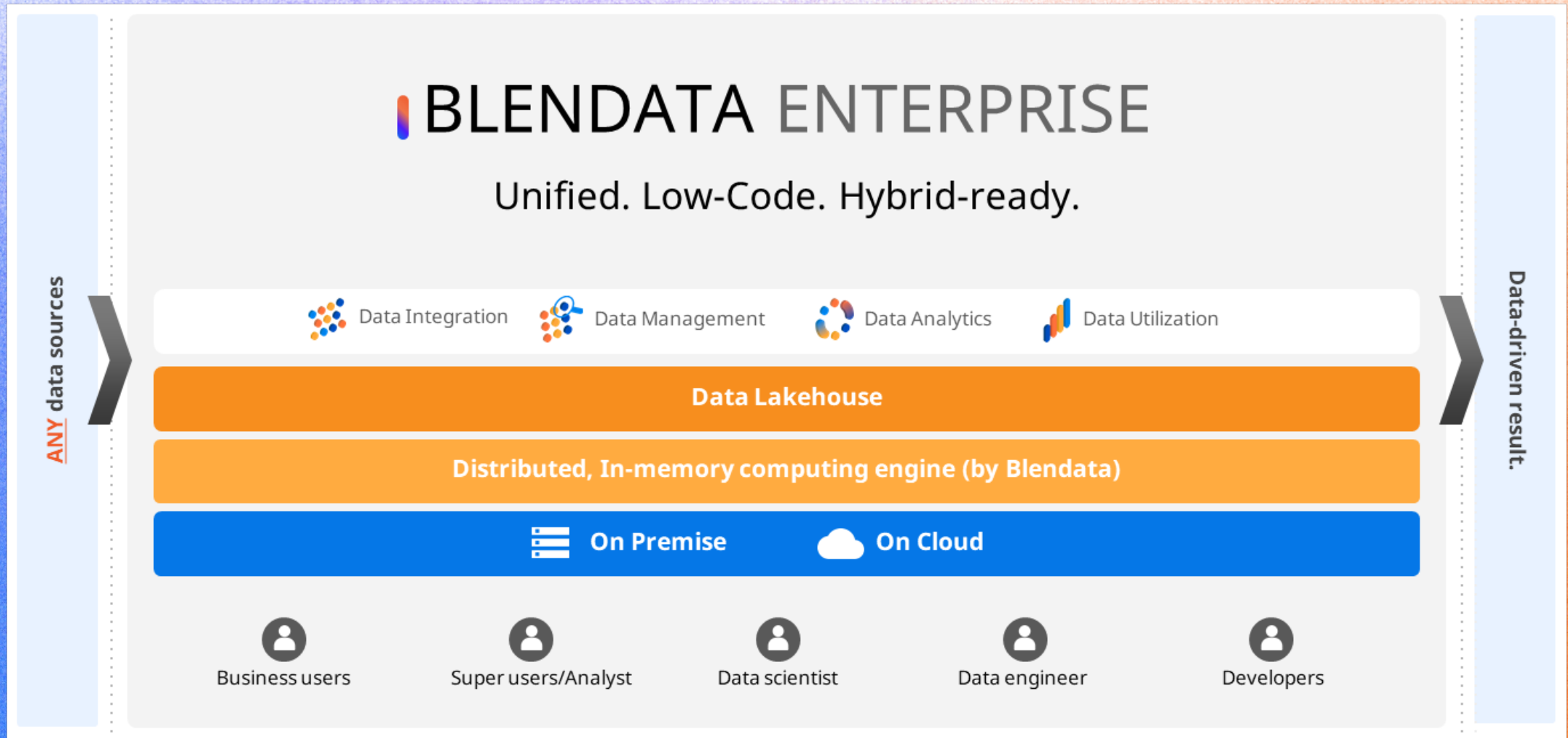
Blendata Training Service

Blendata Professional Service

Analytics as a Service



# Simplified Big Data Platform





# Thank You

