The Journey from Data to Knowledge to Market

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He will be presenting a few real-world case scenarios in big data projects through the discussion of unique journeys his company and partners have faced when deciding to invest time and resources in new data analytics projects. These experiences go from understanding what data is available, determining which data is really valuable to the organization, transforming the data into knowledge and, most importantly, how to take this new knowledge to market. Actual cases from collaboration between SIVOTEC Analytics and FAU’s Department of Computer and Electrical Engineering and Computer Science, as well as other universities, will be used in this presentation.