



## Dr Shahriar Akter

12 September 2018, 12:30pm-1:30pm  
AHSRI, Enterprise 1, Innovation Campus  
Training Room

### The Future of Business Analytics is in Big Data

Our everyday purchases – both online and offline – coupled with the social media channels we browse, or the movies we stream in our leisure time, generate data about our preferences, intentions and habits. The business models of behemoths like Amazon, Netflix and Google hinge on this data: to recommend your next book, to develop the newest series you'll binge watch, to fast-track your purchases through targeted advertising. But how can smaller enterprises make sense of – and monetise – this mass of customer data? The answer is big data analytics, developed to be scaled to the capability of the organisation – large or small.



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