

# The Big Data Opportunity: Commercializing Big Data

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What can we do with BIG DATA?

- Big Data ?
- Why Now?
- **The BIG Value**
- The Market
- Challenges
- The Digital Data **Ecosystem**
  
- **Case in Point 1: Fotuna Retail Stores**
- **Case in Point 2: Public Sector (DWASA)**
  
- Way Forward

## Variety | Volume | Velocity

- Vast amount of data available in every economy, sector and organizations (**like never before**)
  - 90% of the data in the world today has been created in the last two years
  - "Big Data" is growing exponentially
- Drivers:
  - “It is thousands of football stadiums filled with numbers in which patterns and hidden meanings can be extracted to **make better and faster decisions**”
  - “Technology has enabled **information to be captured, stored and processed faster** to understand human behavior and patterns”

- *Business*
  - Opportunity to enable innovative new business models
  - Potential for new **insights that drive competitive advantage**
- *Technical*
  - Data collected and stored continues to grow exponentially
  - Data is increasingly everywhere and in many formats
  - Traditional solutions are failing under new requirements
  - Expertise available to “**Make Business Sense of Data**”
- *Financial*
  - Cost of data systems, as a percentage of IT spend, continues to grow
  - **Cost advantages of commodity hardware & open source software**
  - Capture Instruments costs are at all time low (Smartphones, Data Sensors, Tablets)

*Generate Insights and Solve **Specific Problems***

*Improved **Core Operating Processes***

*Faster and Better **Decisions***

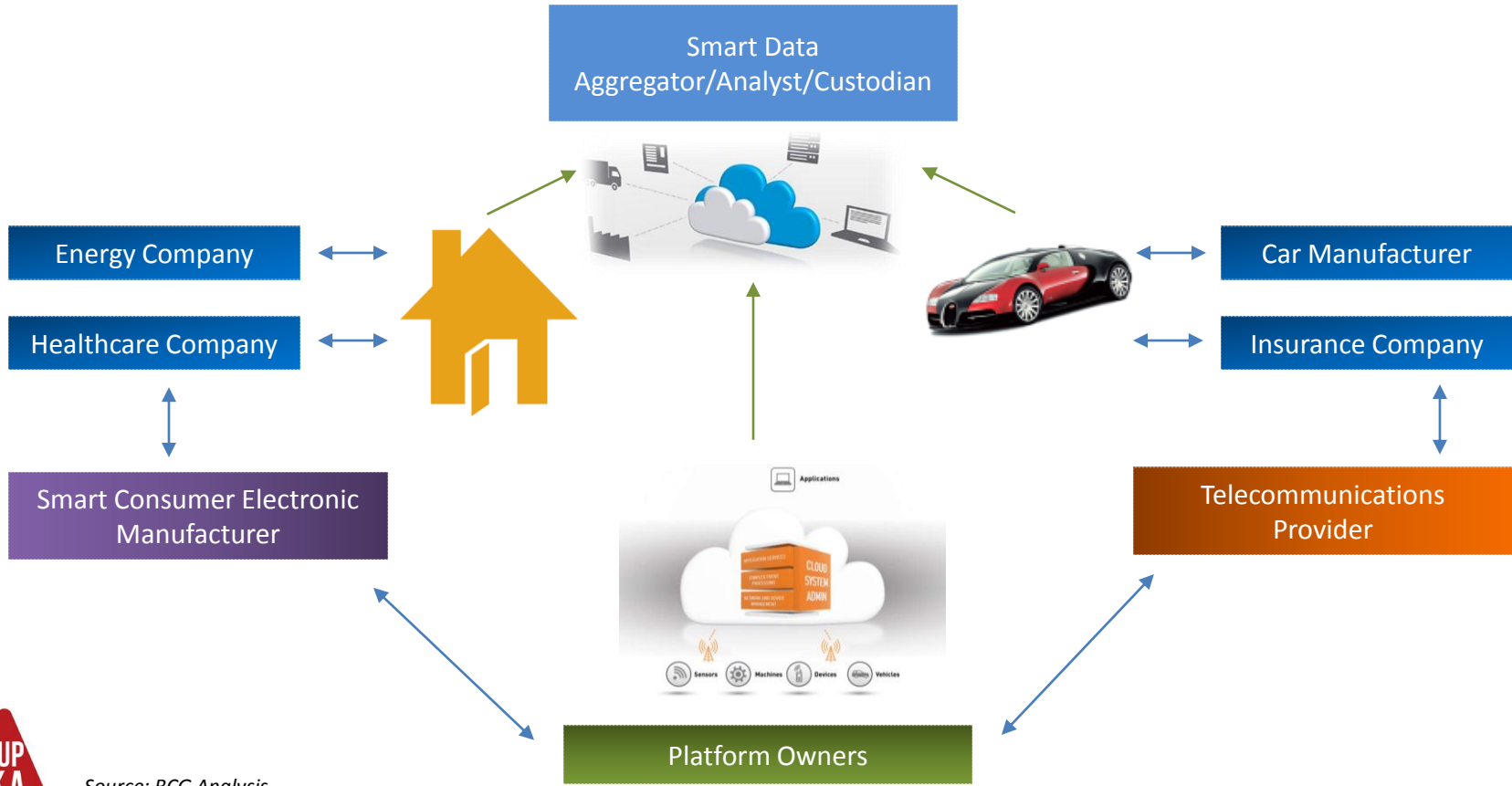
*Data Centric Revenue Channels and **Competitive Advantages***

- Selling Aggregated Data Based Insights about **Consumer Behavior**
  - Grocery retailers like Tesco analyzes customer transactions and sell insights about shopping behavior to manufacturers like Unilver, Nestle or Heinz
- **Market Data** Capture and Sell (One Time plus Repeat Sells)
- Implications in **Integrated Marketing Communication** (Target Promotions and Product Offerings)
- Big Data Enabled **ITES (Capture, Store and Structuring)**
- Data Science (Analysis, Visualizations and Reporting)

- Data Privacy
  - Trust
  - Transparency
- Insider Information
- Management Adaptation



# The Digital Data Ecosystem



- 4 years of Solid Sales Volume Data
- Predictive Behavior analysis
- Faster & Better informed Decisions on Pricing, Inventory, Color trends
- New Product Development and Pricing using insights from Data
- Faster Targeted promotion on unsold inventory
- Data is synchronized on Real Time basis daily



- 80% Sewage Connection in Dhaka City not linked
  - Flows to the River/Clogged dump sites
- Analyze last ten years data – (Topline Findings)
  - Identification of High Risk Areas (with **most likely Point of Failures** of Sewage Network)
  - Would be difficult for DWASA to allocate and scale in-house resources
  - Solution would be to engage Private Sector Sanitation Entrepreneurs (via a Lease Model)
    - Where they provide households with **Sludge Cleaning Services**
- Results – Impact Investment (WB), Pilot in 2014
  - If successful scale up by 2015
- Sludge Management as a **“Professional Private Service”**

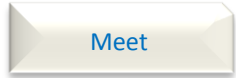
- Develop a strategy for BIG Data and not be tactical
- Develop team and skillset of data scientists through training and capacity building
- Develop Transparent Sharing Policy to derive insights through partnerships

“Don’t ask the question what to do with BIG Data but ask yourself why aren’t you doing something with it?”

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**THANK YOU**



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