

Actuaries, Analytics & Asia

Ada Tong

26 May 2014

Young Actuaries Program

Hong Kong

What is Big Data?



Volume

Variety

Velocity

Big Data is like teenage sex

Everyone talks about it

Nobody really knows how to do it

Everyone thinks everyone else is doing it

So everyone claims they are doing it...

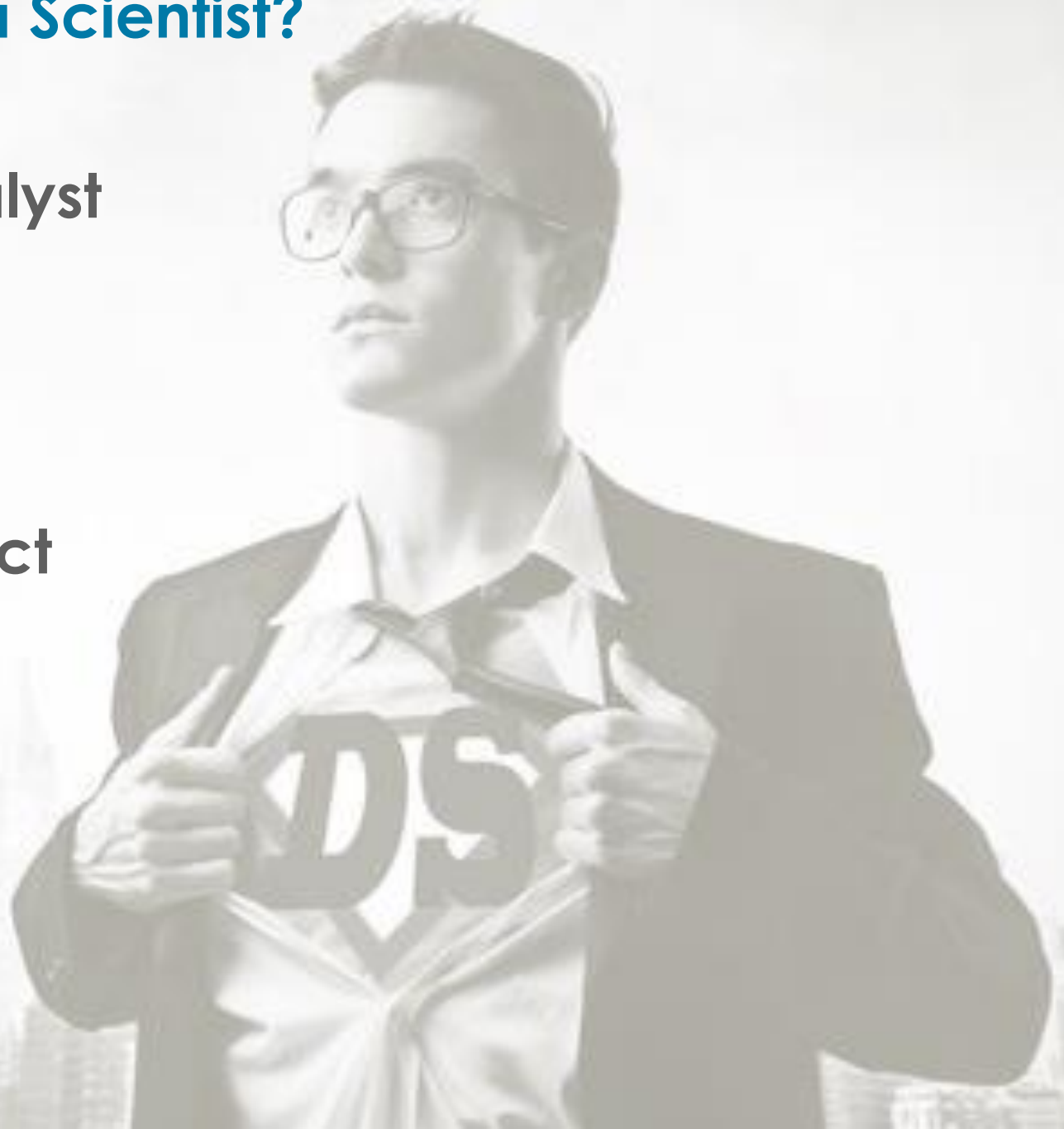


What is a Data Scientist?

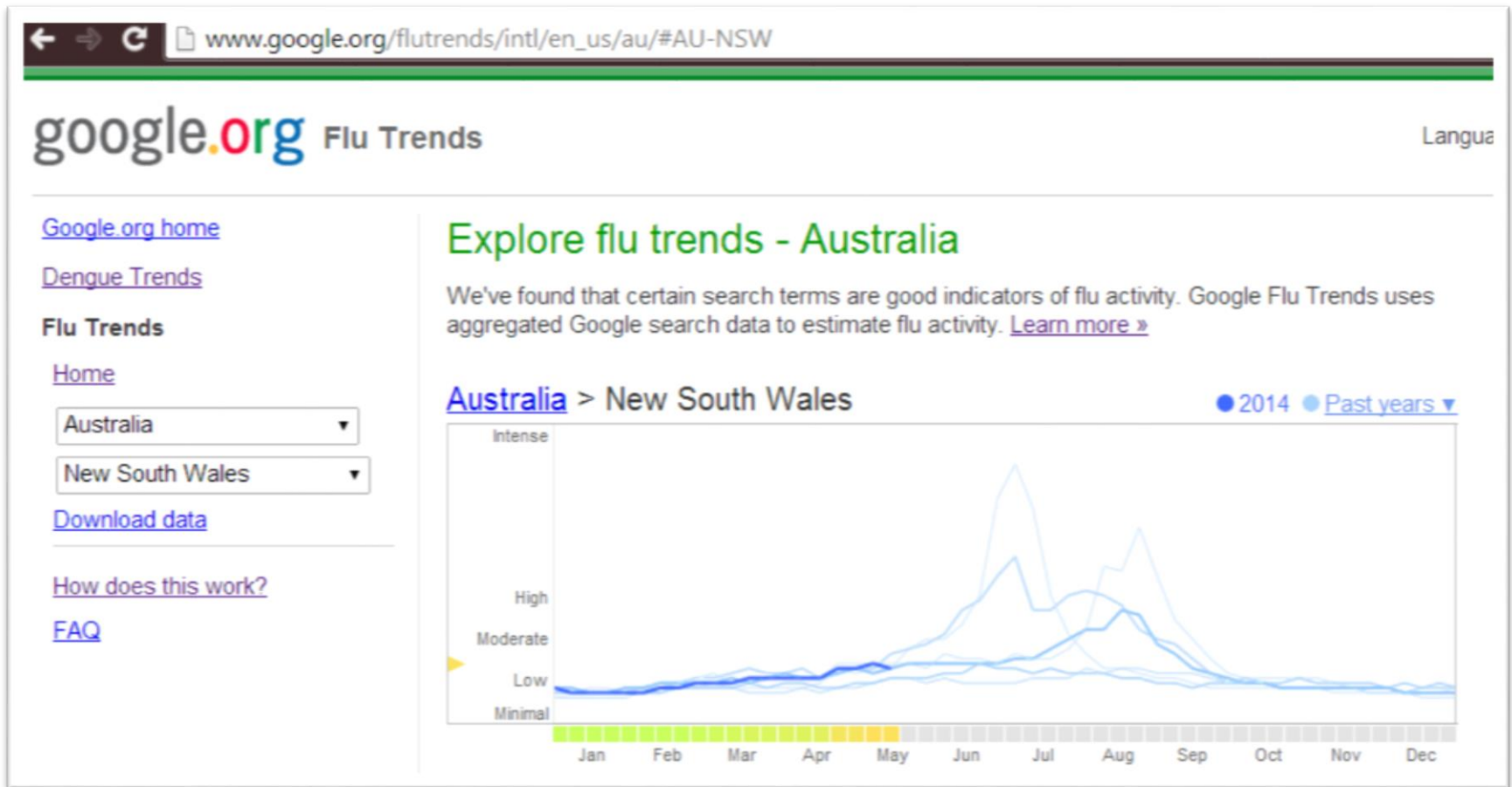
Business Analyst

Statistician

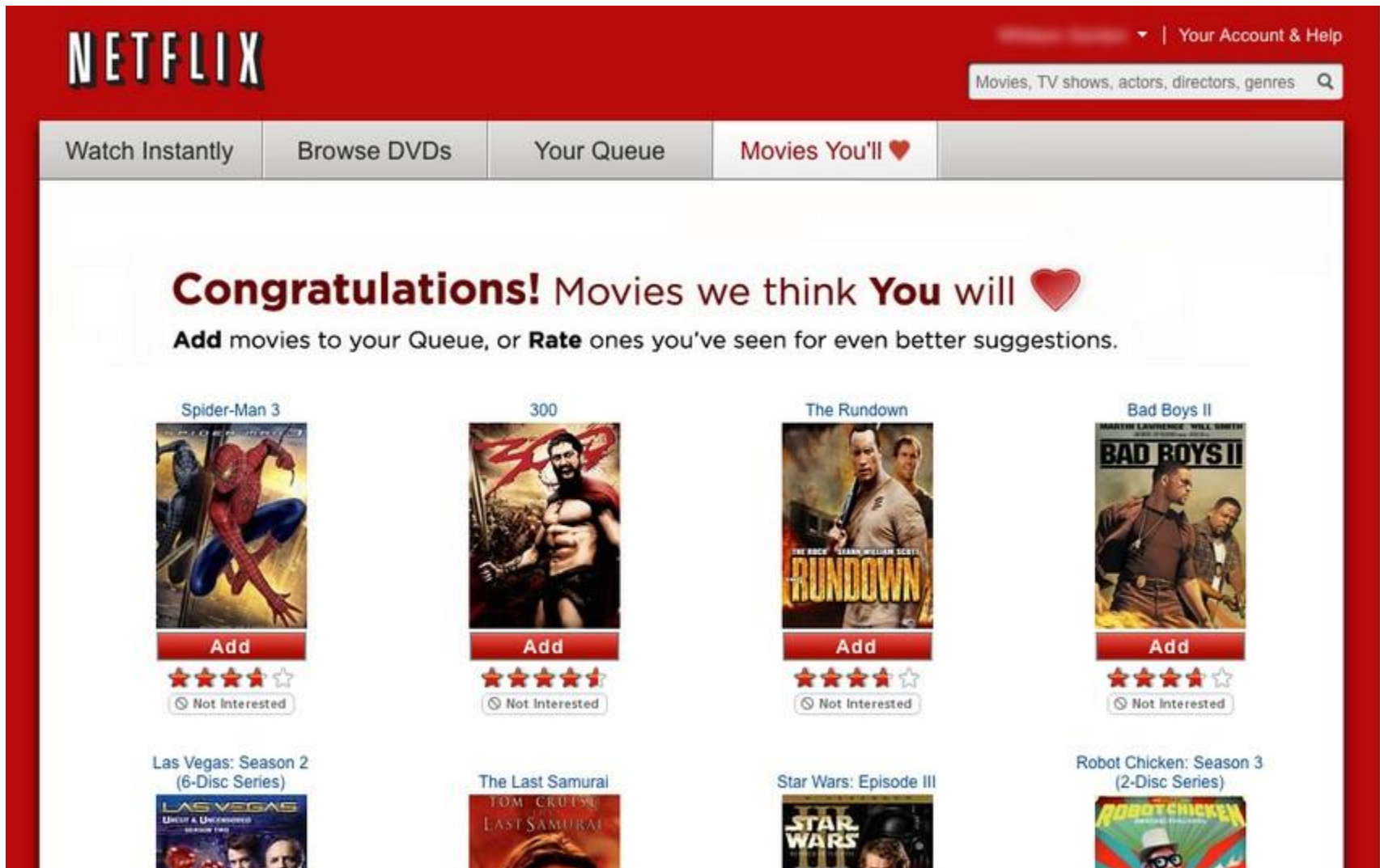
Data Architect



Some cool examples of big data in action...



Some cool examples of big data in action...



The screenshot shows the Netflix homepage with a red header. The Netflix logo is on the left, and a search bar is on the right. Below the header is a navigation bar with tabs: "Watch Instantly", "Browse DVDs", "Your Queue", and "Movies You'll ❤️". The main content area features a large heading "Congratulations! Movies we think You will ❤️" and a subtext "Add movies to your Queue, or Rate ones you've seen for even better suggestions." Below this, there are eight movie recommendations arranged in two rows of four. Each recommendation includes a movie poster, a title, an "Add" button, a star rating, and a "Not Interested" button.





NETFLIX | Your Account & Help





Movies, TV shows, actors, directors, genres

Watch Instantly | Browse DVDs | Your Queue | **Movies You'll ❤️**

Congratulations! Movies we think **You** will ❤️

Add movies to your Queue, or **Rate** ones you've seen for even better suggestions.

Spider-Man 3	300	The Rundown	Bad Boys II
			
Add	Add	Add	Add
★★★★★	★★★★★	★★★★★	★★★★★
Not Interested	Not Interested	Not Interested	Not Interested

Las Vegas: Season 2 (6-Disc Series)	The Last Samurai	Star Wars: Episode III	Robot Chicken: Season 3 (2-Disc Series)
			

Some cool examples of big data in action...



<http://blogs.wsj.com/chinarealtime/2014/01/27/map-visualizes-chinese-new-year-migration/>

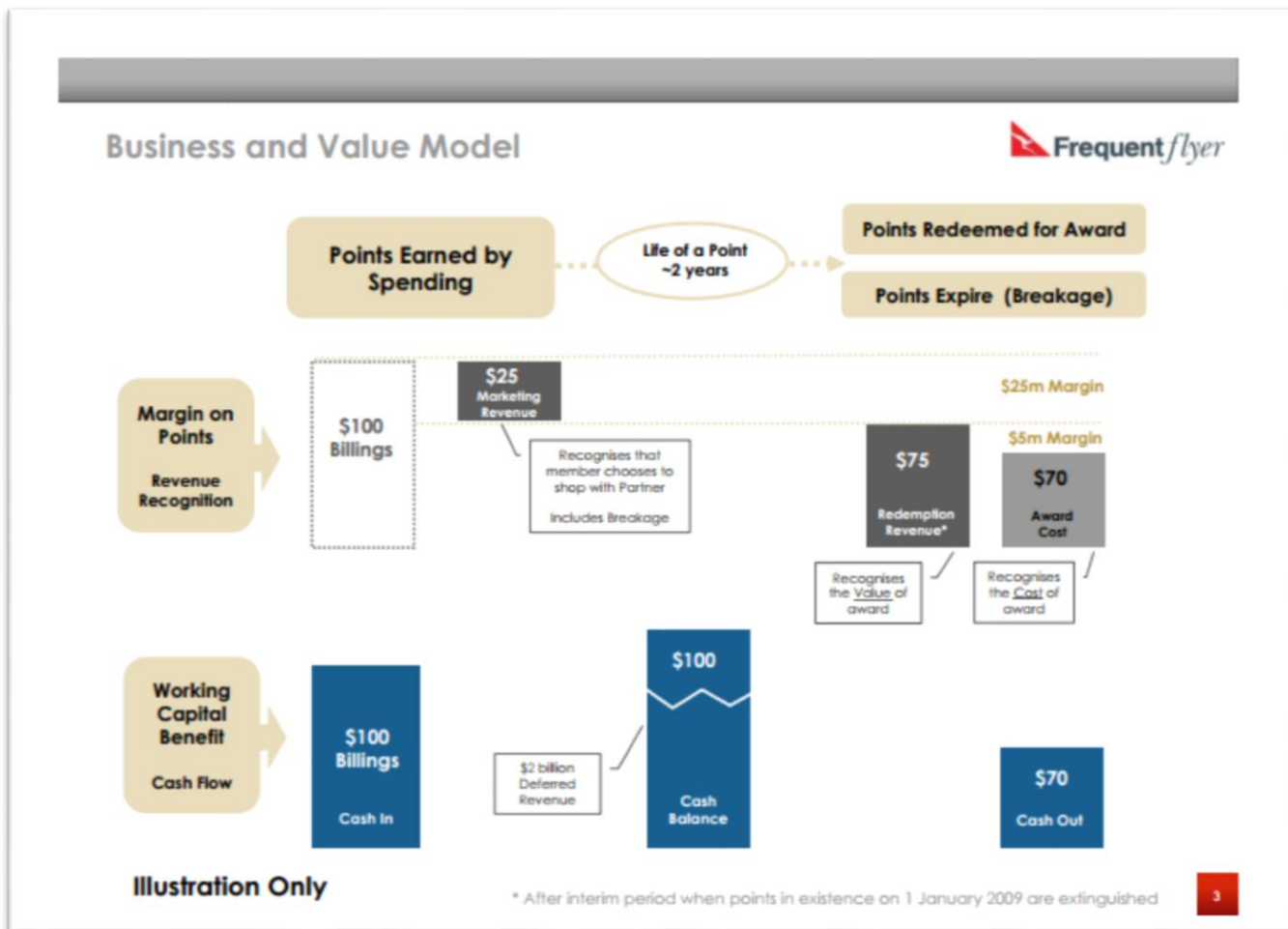
My career so far...

PricewaterhouseCoopers Sydney

- Worked in traditional GI reserving, pricing roles
- Qualified as an actuary!
- A wide variety of work

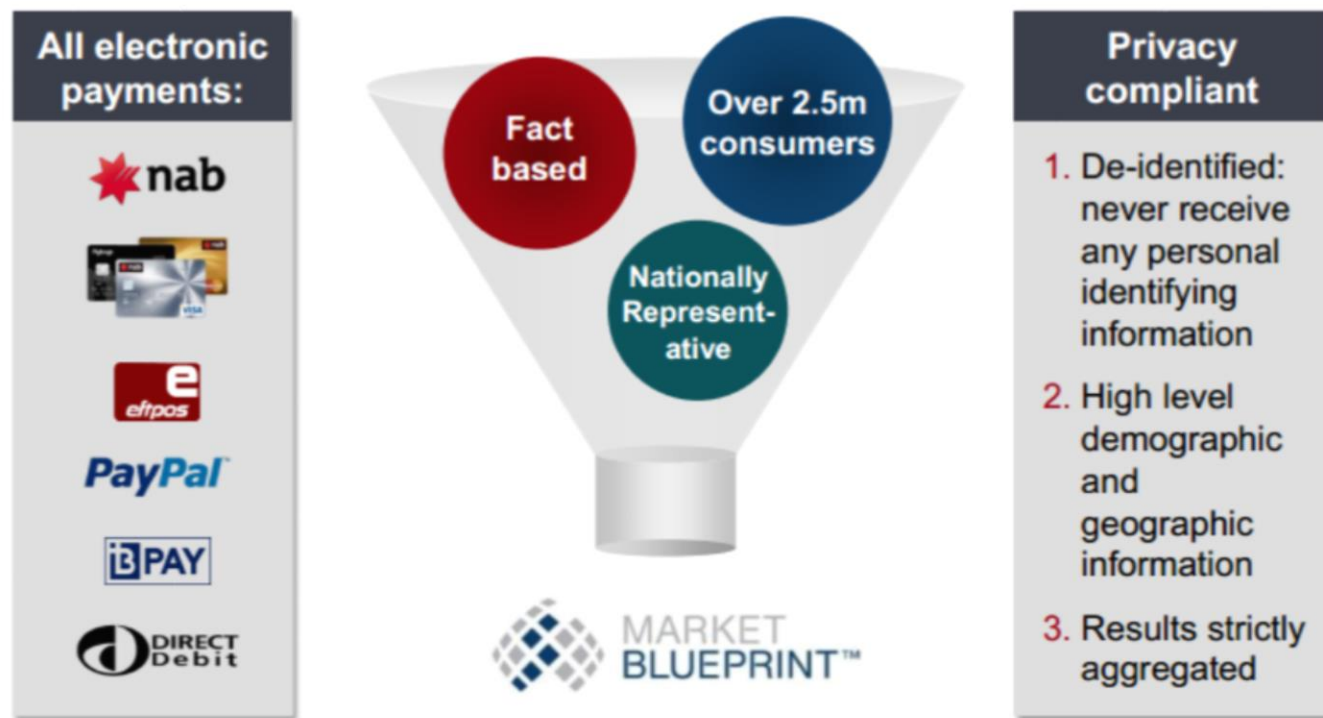


How actuaries can help a frequent flyer program



Quantum

Market Blueprint®: using big data to deeply understand Australian consumers



<http://www.quantum.com.au/privacy-policy>

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Asia Miles



Where to learn more

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