The New Big Data


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Industry research and academic labs will present the latest big data techniques during the 17th ACM conference on Knowledge Discovery and Data Mining (KDD). Data mining was a concern of only the scientific community until the explosive growth of the Internet, says Usama Fayyad, executive chair of ACM's Special Interest Group on Knowledge Discovery and Data Mining and former chief data officer at Yahoo! Businesses amassing large volumes of data about customers online began to understand the power of data mining and started to invest in the field. One goal of the conference is to bring new data mining techniques to the attention of business, so they can apply them more quickly, says conference chair Chid Apte. The KDD organizers also hope to provide academics with a better sense of the most pressing challenges for business. "People are able to come up with a lot more predictive models, and more importantly score them [to determine how well they work]," Fayyad says. "It takes analysis to a level that's truly beyond human brain comprehension."

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