

## **BIG DATA**

Session organizers: Donald Kossmann, ETH Zurich, and Sergei Vassilvitskii, Google

Big Data is transforming the way science is done in several disciplines and how business is done in many companies. Rather than manually building a single model to answer a specific scientific or business question by a domain expert, Big Data technologies enable to make decisions based on real experience (e.g., web logs), thereby semi-automatically generating, calibrating, and validating a set of models. As a result, for many organizations and research groups, data such as information about customers and their behaviour or the data of scientific experiments is the most valuable asset.

The goal of this session is to give an overview of the most important Big Data technologies that are enabling this transition of science and business. The session will feature talks that explain the systems that are used today to collect, curate, and process massive amounts of data. It will then delve into the applications of the data: addressing how we can analyze the massive amounts of data both to optimize the business processes and to address long standing social science questions at scales previously unimaginable.