



NEWSLETTER



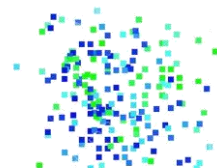
What is Data?

The simple definition of data is everything like numbers, text, picture, audio, video etc.

What is Big Data?

Big Data is also **data** (can be online and offline) but with **huge size**. Big Data is a term used to describe a collection of data that is huge in volume and cannot be process with conventional processing systems.

TYPE OF DATA



BIG DATA

Velocity

Variability

Huge
Volume

Variety



“Google’s director of research, Peter Norvig, explained it well by saying: “We don’t have better algorithms. We just have more data.”

-Sanders, 2014, p.7-



**DOES
SMEs
need**



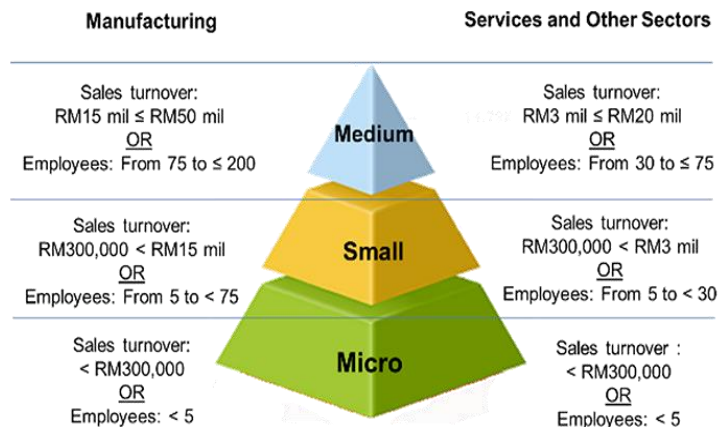
What is SMEs ?

Manufacturing sector

SMEs are defined as firms with sales turnover not exceeding RM50 million OR number of full-time employees not exceeding 200.

Services and other sectors

SMEs are defined as firms with sales turnover not exceeding RM20 million OR number of full-time employees not exceeding 75.



“...the capability of big data by changing competition by process transformation, altering corporate ecosystems and innovation; exposing value of business organization by releasing organizational capabilities and value; as well as tackling key challenges of business.

-Wamba et al., 2015-

Characteristics of Big Data for SMEs



Flexibility
and Choice



Cost

Simplicity



Having lower revenue and fewer employees does not mean that SMEs do not need big data. With the proliferation of mobile devices, mobile apps and social media, SME's may need to embrace big data to create new market opportunities, understand customer needs better, focus on targeted market and reduce operational costs.

- SME Corp Malaysia-

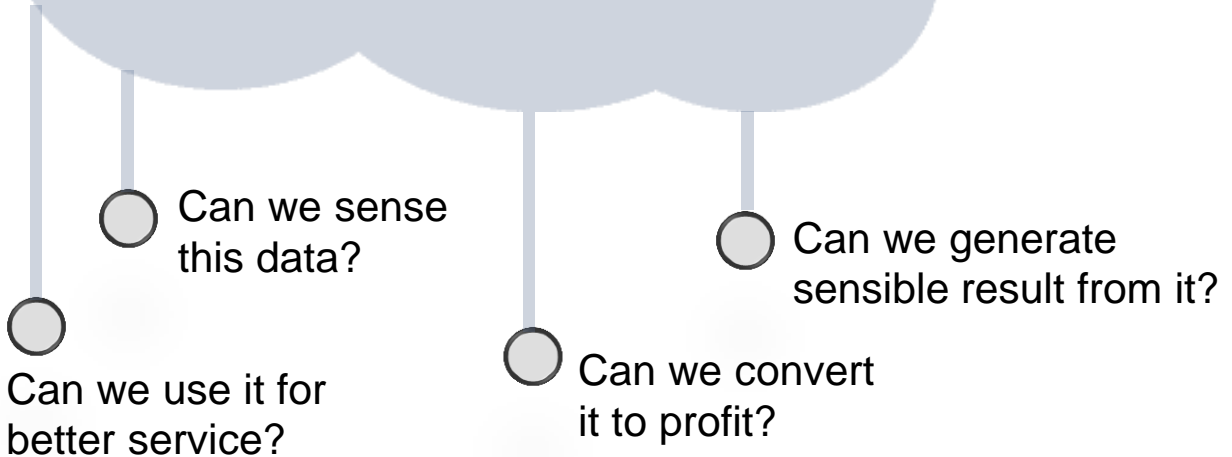
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Everyone can use

Big Data

when they have the **answer** for this

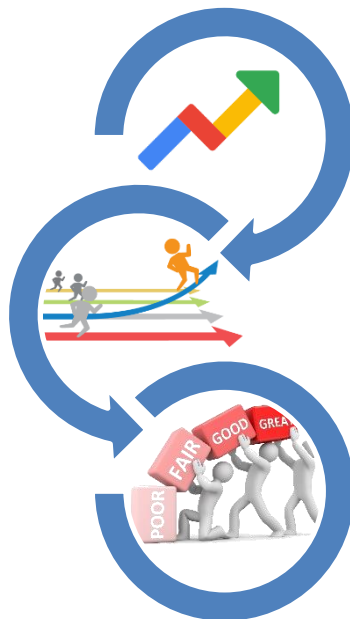


How SMEs can benefit from Big Data?

Identifying trends

Checking out the competition

Improving operations



Lazada

-Online shopping-

Lazada monitors the amount of data arriving in their system especially during their Birthday Sale and Online Revolution event.

Lazada also proposed most of reliable seller on top of the searches.

Lazada use Big Data to understand more about the buying decisions of their customers.

Lazada often shows customers ads related to searches they have done before



TNB can get the data for interval of 30 minutes



Payment can be done through TNB apps (myTNB)



User can check the daily use of electricity and plan for better use.

Tenaga Nasional Berhad

-Smart Meter-

4 Real-World Examples of How BIG DATA is Used to Inspire SMEs

Starbucks

Here is the question.



How Starbucks can open three branches on the same street?

Does Starbucks business suffer



Starbucks make an estimation on the possible success rate and choose the locations based on propensity towards revenue growth.

The coffeehouse behemoth uses **big data** to determine the potential success of each new location, taking information on location, traffic, area demographic and customer behaviour into account.

McDonald's

Use of Mobile Apps allow the customers to gain exclusive deals and they can collect the information of the customers such as types of food, ordered by customers for planning targeted promotions and deals

<https://www.icas.com/thought-leadership/technology/10-companies-using-big-data>

https://disruptivetechasean.com/big_news/lazada-adopts-big-data-to-improve-customer-experience/

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