

## Goldstone Analytics Bulletin



### Seizing Opportunities with Data-As-A-Service Products

2017 is poised to be a year of opportunity for data-as-a-service (DaaS) products, as the rubber will hit the road for a large number of hyped technologies. Business intelligence has moved from the back office to the c-suite in many organizations and is now seen as a strategic must-have. Despite the euphoria around big data and business intelligence, many organizations face enormous challenges implementing analytics technologies and processes.

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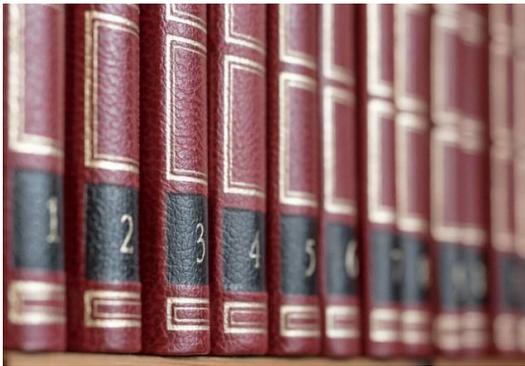
***"What gets measured, gets managed!"***

Edward R Tuft, American statistician and professor

# Data Science vs. Data Analytics – Why Does It Matter?

Jargon can be downright intimidating and seemingly impenetrable to the uninformed. While complicated vernacular is an unfortunate side effect of the similarly complicated world of machines, those involved in computers, data and whole host of other tech-intensive sectors don't do themselves any favors with sometimes redundant sounding terminology. Take the fields of data science and data analytics.

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## Industry Watch!

### RESEARCH AND EDUCATION

University of California, Riverside has launched a programme to exploit the power of big data to understand insects.

There are at least 950,000 living insect species in the world. They spread diseases like Malaria; they feast on crops, causing billions of dollars in food damage each year; and they pollinate wild and agricultural plant communities. Despite their enormous diversity and significance, few scientists have tapped into the power of big data analytics to classify insects and explore their behaviors.

Researchers have developed low-cost, wireless insect sensors that classify species with up to 99.9 percent accuracy and generate masses of data that can be incorporated into classification algorithms. In about three years, and with dozens of sensors running continuously, the team collected tens of millions of data points. By collecting and analyzing large datasets, they can track the mosquitoes that spread the disease in real time, intervene quickly, and help governments plan for future outbreaks.

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