The Changing Data Landscape

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Personal Background

- Working in tech since the 90s
- Online travel, online marketing, financial services, oil and gas, healthcare, etc.
- Studied Applied Mathematics

Skyscanner Background

- Started in 2003 with flights
- Now includes hotels and car hire
- Over 600 colleagues
- 9 offices worldwide
- Multiple TB of data from over 35 million unique monthly visitors, plus internal systems and 3rd parties

Big Data (noun):
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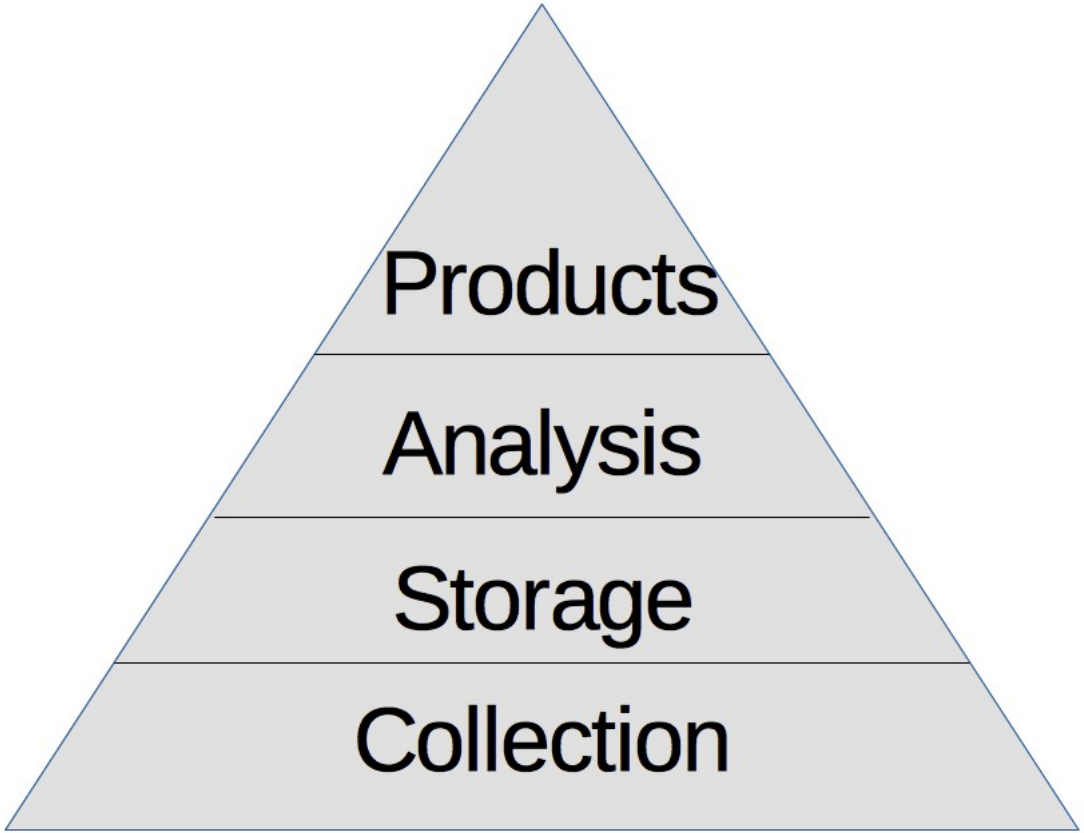
Reality:

Use data more effectively


Products
Analysis
Storage
Collection

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Data landscape changes

- Less batch, more streaming
- Data privacy and governance
- Awareness/hype across the organization
- Non-technical users
- Less up-front modeling and structure at DB level
- Better tools for raw data analysis

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Questions?

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