

报告 10

商业分析与大数据

Business Analytics and Big Data

沈海鹏教授 | 香港大学创新及信息管理学教授



报告摘要 Abstract

当今社会正经历工业化革命 4.0 - 数字化革命。各行各业都在以空前的速度产生或者收集大量高纬、多源、高复杂度的数据，并想从数据产生价值。我将分享自己在银行运营管理和临床医疗方面的科研经历，谈谈有效的数据分析如何产生增值帮助决策。

Industry 4.0 and digitalization have created a lot of "big data". I will share some of my personal experience and discuss how to use business analytics (and big data) to assist in decision making under uncertainty. Examples include workforce management in financial customer services and healthcare management.