

# 报告 16

大数据与数据科学

**Big Data Analytics and Data Science**

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## 报告摘要 Abstract

本报告将叙述大数据与数据科学及其应用。首先，本报告描述大数据时代的数据科学需要解决的具有普遍性挑战性问题，即将非结构化与半结构化数据转化为可分析的数据形式、大数据复杂性描述与建模、数据异构性与决策异构性、数据驱动管理、从大数据中获取智能知识。然后，本报告汇报在这些科研问题上所取得的初步成果。最后，本报告展示大数据挖掘在金融工程、电商及多个信息服务行业中应用。

Big data has become a reality that no one can ignore. Big data is our environment whenever we need to make a decision. Big data is a buzz word that makes everyone understands how important it is. Big data shows a big opportunity for academia, industry and government. Big data then is a big challenge for all parties. This talk will discuss some challenges of Big data analytics as well as Data Science, the scientific issues behind Big data. Then, this talk will provide a number of real-life Big data Applications.