Big Data is a Measurement Revolution

- Clickstream/Page views/Web transactions
- Web links/Blog references/Facebook
- Google/Bing/Yahoo Searches
- Email messages
- Mobile phone/GPS/Location data
- ERP/CRM/SCM transactions
- RFID (Radio Frequency Identification), Bar Code Scanner Data
- Real-time machinery diagnostics/engines/equipment
- Stock market transactions
- Twitter feeds
- Wikipedia updates
- Etc....

→ "Nanodata" and "Nowcasting"

Big Data is a Management Revolution

"I think we, as an industry, do a lot of talking... We expect to have open dialogue. It's a culture of lunches. Amazon doesn't play in that culture. [It has] an incredible discipline of answering questions by looking at the math, looking at the numbers, looking at the data. . . . That's a pretty big culture clash with the word-and-persuasion-driven lunch culture, the author-oriented culture."

- Madeline McIntosh, Random House's President of Sales & Operations

A-Lab Overview

  - Instructors: Professors Sinan Aral and Erik Brynjolfsson
  - Meets Tuesdays, 4:00pm-5:30pm in September & October, plus half-day matching workshop in September and half-day final presentation session in December (dates TBA)
  - No regular meetings in November or December

- Based on success of inaugural course in 2014, expanding class size to 60 students

Project Oriented

Proposals from organizations affiliated with the Initiative on the Digital Economy (IDE)
  - E.g. Google, Amazon, IBM Watson, GE, Brooks Bell, Microsoft, GE, Thomson Reuters, BMW

http://stellar.mit.edu/S/course/15/fa14/15.S06/
Guest Speakers from 2014

- In class lectures by:
  - Fowar Provost (NYU Stern)
  - Jeremy Howard (Google)
  - Michael Hernandez and Jay Sellesino (IBM Watson)
  - Brooks Bell (Brooks Bell) and Chris Hall (Imagia)

- Final presentation session judges:
  - Andrew McAfee (MIT, Sloan)
  - Tod Loofburrow (MIT, Sloan)
  - Marta Gonzalez (MIT, Dept. of Civil and Environmental Engineering)

- Plus optional session in conjunction with Conference on Digital Experimentation (CODE), which included:
  - Susan Athey (Stanford)
  - Esther Dyson (Edventure Holdings)
  - Eric Horvitz (Microsoft)
  - Senhil Mullainathan (Harvard)
  - Hal Varian (Google), and others

How to Apply

- Selective admission
  - Open to Sloan MBAs, EMBA’s, and other MIT graduate students
  - Applicants complete a questionnaire, available May 1 through May 7 on digital.mit.edu/a-lab
  - Notifications of admission decision will be sent in mid-May
  - No bidding for 15.S06 is necessary

If you are interested, please contact:
Susan Young <susany@mit.edu>

Sloan courses with analytics content

- 15.324 Metrics for Managers: Big Data and Better Answers (Doyle)
- 15.564 IT Essentials II: Advanced Technologies for Digital Business in the Knowledge Economy (Brynjolfsson)
- 15.568 Digital Evolution: Managing Web 2.0 (Madnick)
- 15.573 The Economics of Information: Strategy, Structure, and Process (Brynjolfsson)
- 15.577 Leadership Lab: Leading Sustainable Systems (Senge, Orlikowski)
- 15.578 Global Information Systems: Strategy, Design, and Organizational Perspectives (Madnick)
- 15.579-15.580 Seminar in Information Technology (Madnick, Malone, Orlikowski)

Closing Thought

"Technological progress is going to leave behind some people, perhaps even a lot of people, as it races ahead. But there’s never been a better time to be a worker with special skills or the right education, because these people can use technology to create and capture value."

The Second Machine Age, p 11.