Creating a data-driven society

www.insight-centre.org
About Data Analytics

In today’s society, a growing torrent of data is created every second of every day from industry-generated transactional data, to sensor data capturing a wealth of information about how we live, work, and play. Harnessing this Big Data requires a new set of technologies and skillsets to transform raw data into valuable insights that can inform better decisions. Ultimately the promise of Big Data is better decisions: better decisions about society, about government, about healthcare, about the global economy.

Insight will play a leading role in the development of next generation data analytics technologies that are capable of delivering on this promise.

The Global Data Analytics Market

Big Data is also big business as Ireland stands to benefit significantly from the scale of the Big Data Analytics opportunity.

In 2012 the business analytics software global market was estimated to be worth $33.9 billion, while a recent analysis by the McKinsey Global Institute estimated the potential value of Big Data Analytics across a number of different sectors.

The annual value of data analytics for the US healthcare system was estimated to be $300 billion, while $250 billion was the estimated annual value of Europe’s public sector Administration, with Big Data driving a 60% increase in the operating margins of retailers.

Insight is Ireland’s leading research centre for the study of Data Analytics.

In a joint initiative between Dublin City University, NUI Galway, University College Cork and University College Dublin, Insight brings together more than 200 researchers from these and other Higher Education institutions, with 30 industry partners, to position Ireland at the heart of global data analytics research.

Supported by Science Foundation Ireland and industry partners, Insight focuses on new ways to capture and understand data from the world around us, make better decisions for people, communities and industry, and create a more informed society in a healthier, more productive world.

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The Insight Approach
Combining fundamental science and enabling technologies, and working with a wide range of industry partners, Insight conducts platform research across a series of application themes. Current research themes fall into two categories, **Connected Health** and **The Discovery Economy**.

**Chronic Disease Management and Rehabilitation**
Modelling the progression of disease or rehabilitation based on data that can be acquired from patients using ambulatory sensing strategies.

**Novel Personal Sensing**
Technologies which can monitor the physiology, activity and behaviour of people, for a variety of health, work or leisure related activities.

**Connecting Health and Life Sciences**
A data engineering strategy for personalised medicine, enabling the industry to leverage the knowledge concealed in many increasingly complex datasets in chemistry and life sciences.

**Smart Enterprise**
Technologies to enable organisations to make better business decisions.

**The Future of News and Media**
The role of data analytics in next generation news production, media consumption and targeted advertising.

**The Analytical Society**
The role of data analytics in society and e-government initiatives, such as health service delivery, natural resource management, public transportation management.

**Discovery Analytics**
The application of data analytics to support information service, product discovery for consumer and enterprise applications, from retail and auctions to social network.

In Partnership with Industry
Insight represents a new approach to research and development in Ireland, by connecting the scientific research of Ireland’s leading data analytics researchers with the needs of industry and enterprise.

Insight works with 30 industry partners, ranging from small Irish startups to established SMEs and large multinationals, on a range of defined projects to position Ireland at the heart of global data analytics research.

Education and Training
Insight also plays a key role in the education and training of future generations of data analytics experts.

At present, Insight partner universities offer 18 postgraduate Masters and Higher Diploma programmes in information technology and data analytics, with students benefiting from placements with Insight centres. In addition, Insight currently has over 150 PhD students and Post doctoral researchers, working in the field of data analytics.
Who we are
Insight brings together more than 200 researchers to advance the development of data analytics research in Ireland.

Insight is led by some of Ireland’s leading researchers, each with globally-recognised expertise in the field of data analytics.

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