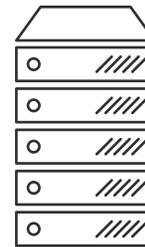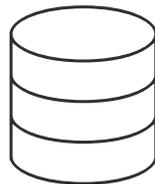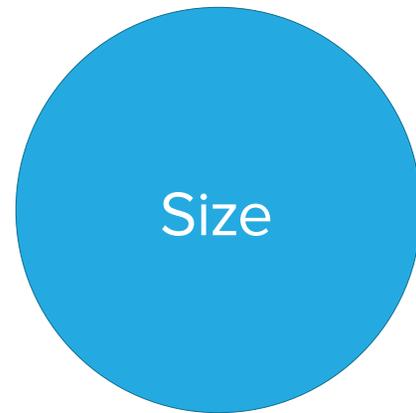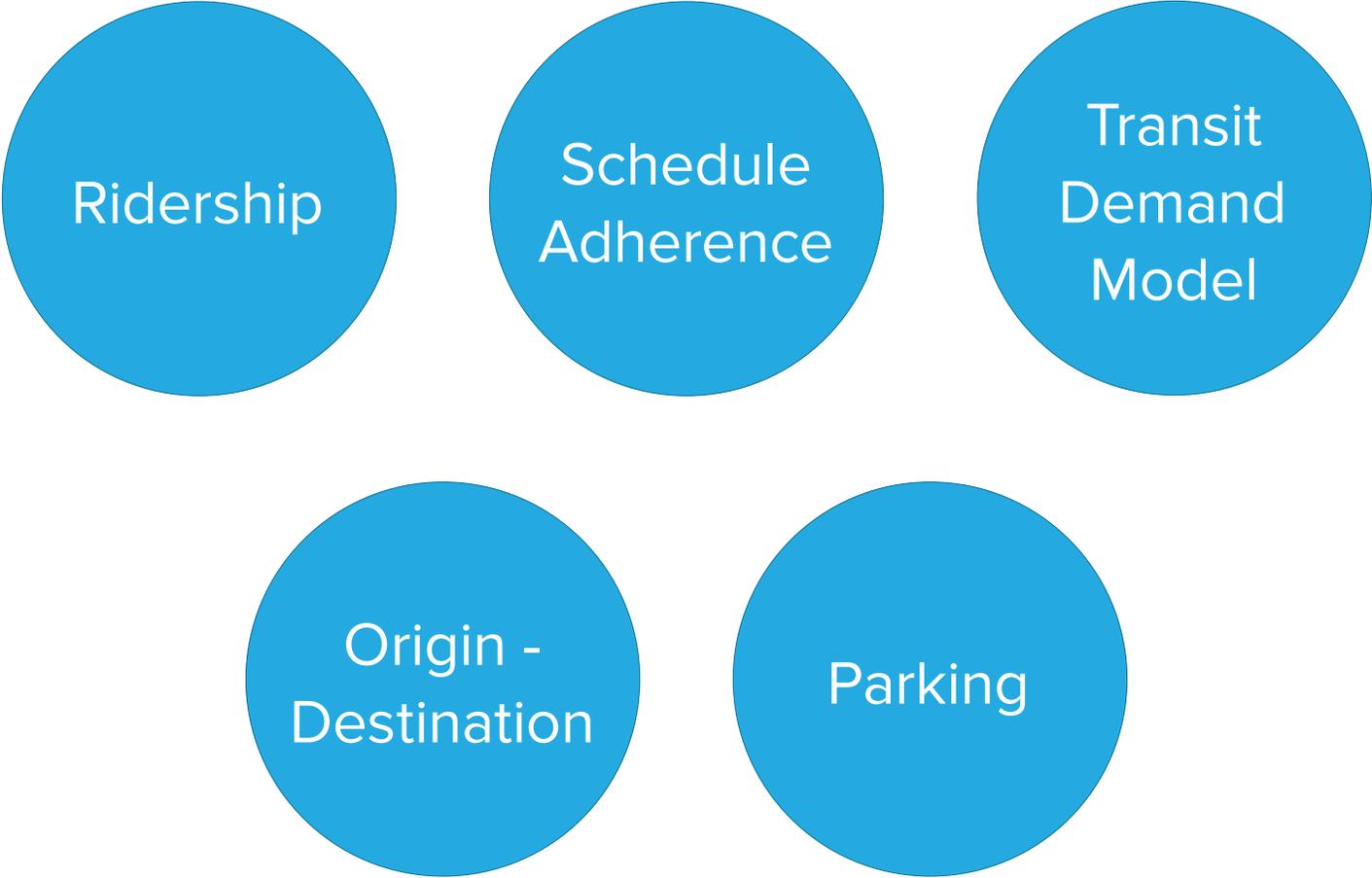# Big Data in Transit

Are our Heads in the Clouds?

TRANSITLABS

What is Big Data?

Size

Scope

What is Big Data in Transit?

Ridership

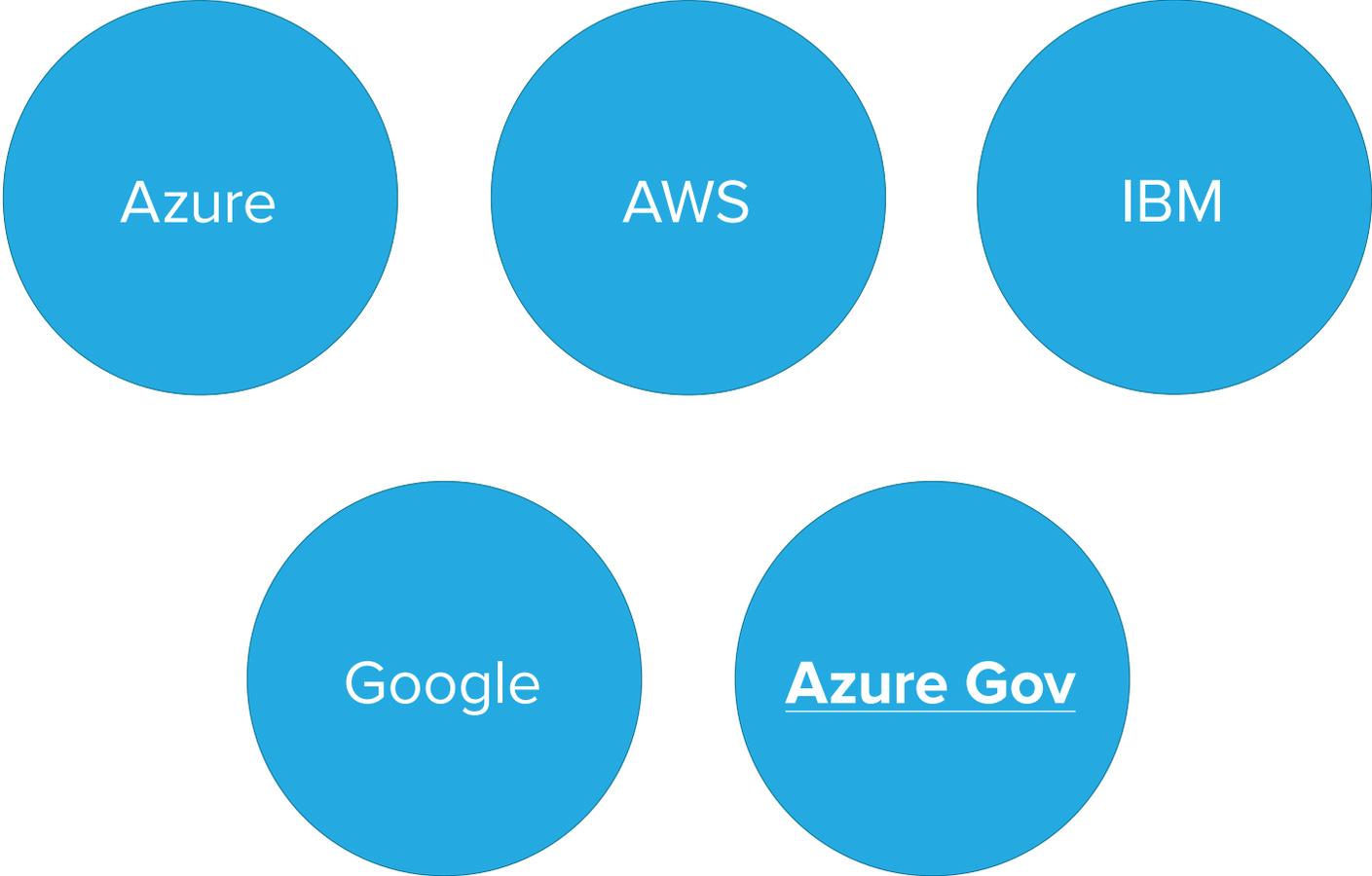Schedule Adherence

Transit Demand Model

Origin - Destination

Parking

What is not Big Data?

Financial

Asset

Safety

What's in the Clouds?

Azure

AWS
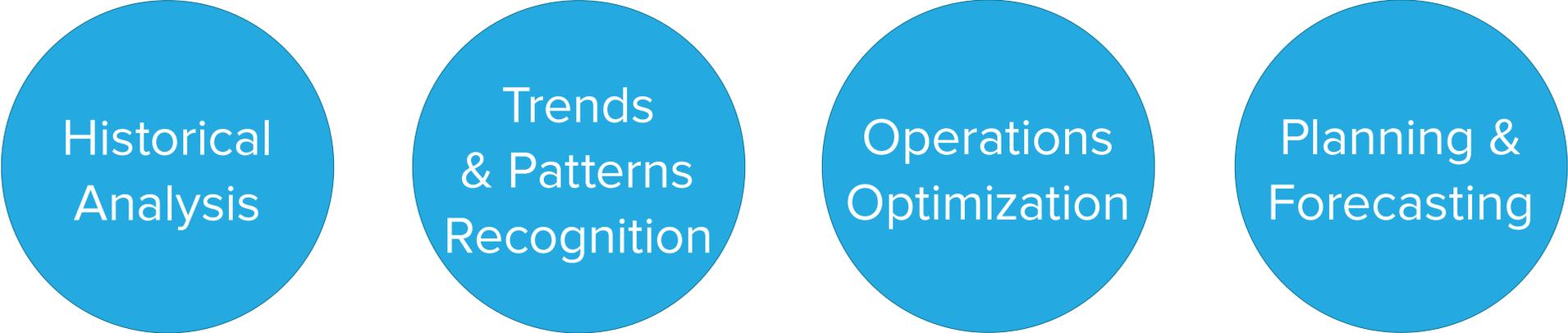
IBM

Google

Azure Gov

Costs

Storage

Transfer / Bandwidth
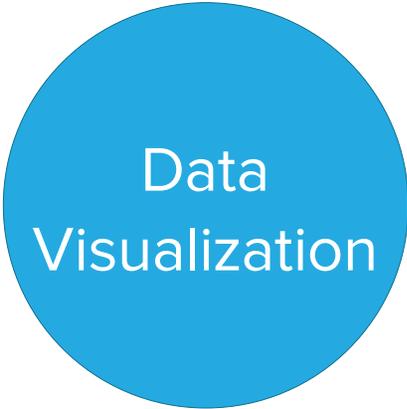
What can I do with this Big Data?

Historical Analysis

Trends & Patterns Recognition

Operations Optimization

Planning & Forecasting

That was easy.

Data Visualization

Big data is useless without Data Visualization.

Agile Standarization

Data Visualization must be standardized, and yet at the same time, agile.

Maximize Value

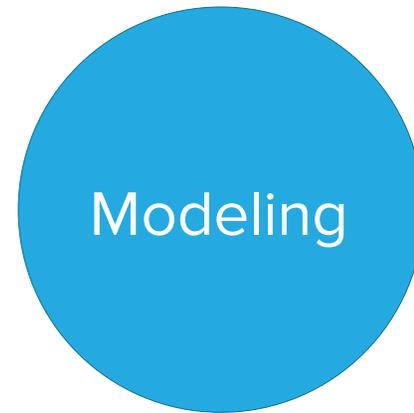Value can only be fully realized through Performance-based Management.

Who benefits from big data?

Everyone.

Operations Management

Finance & Budgeting

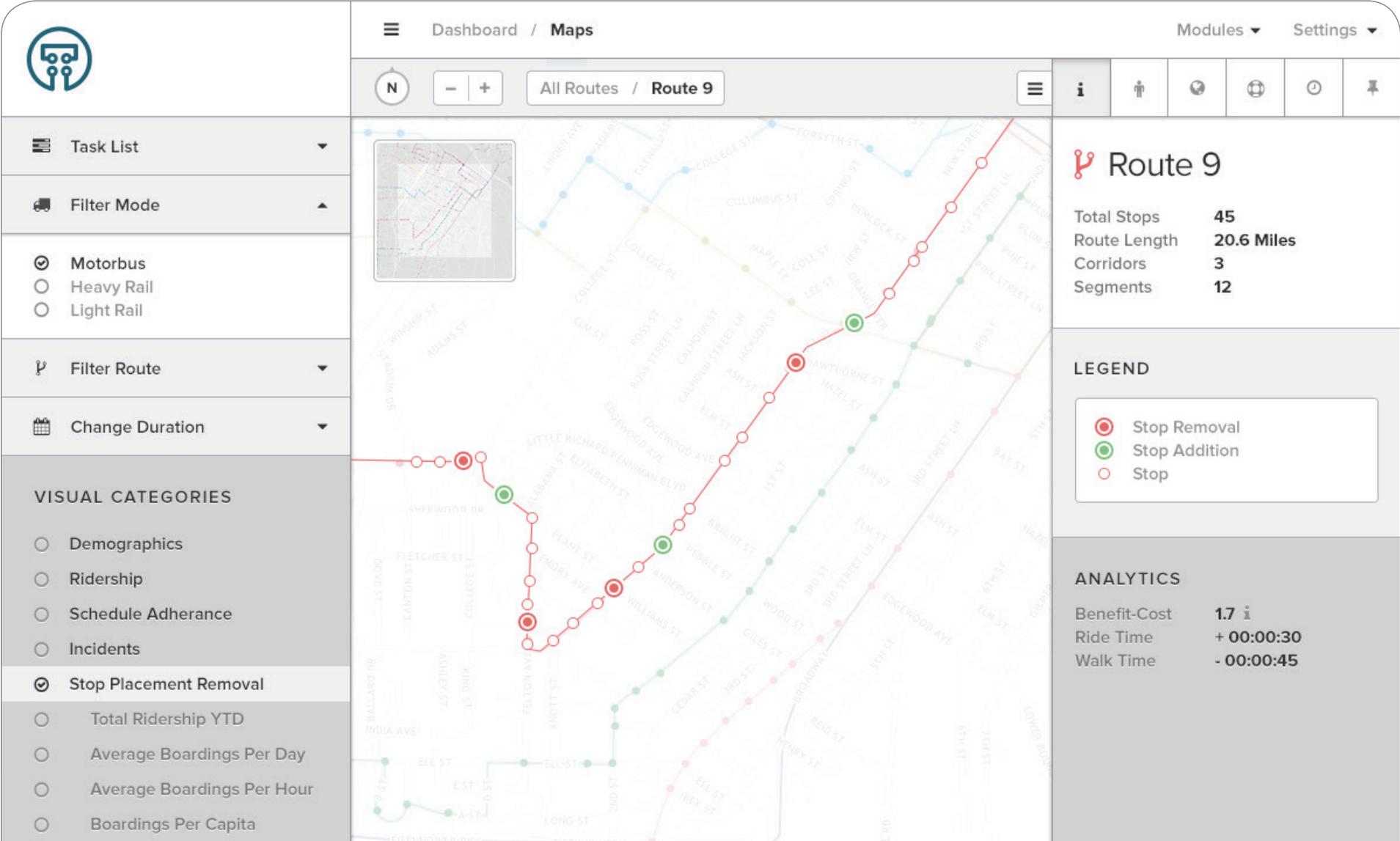**Modeling**

Service Planning

System Expansion / Contraction
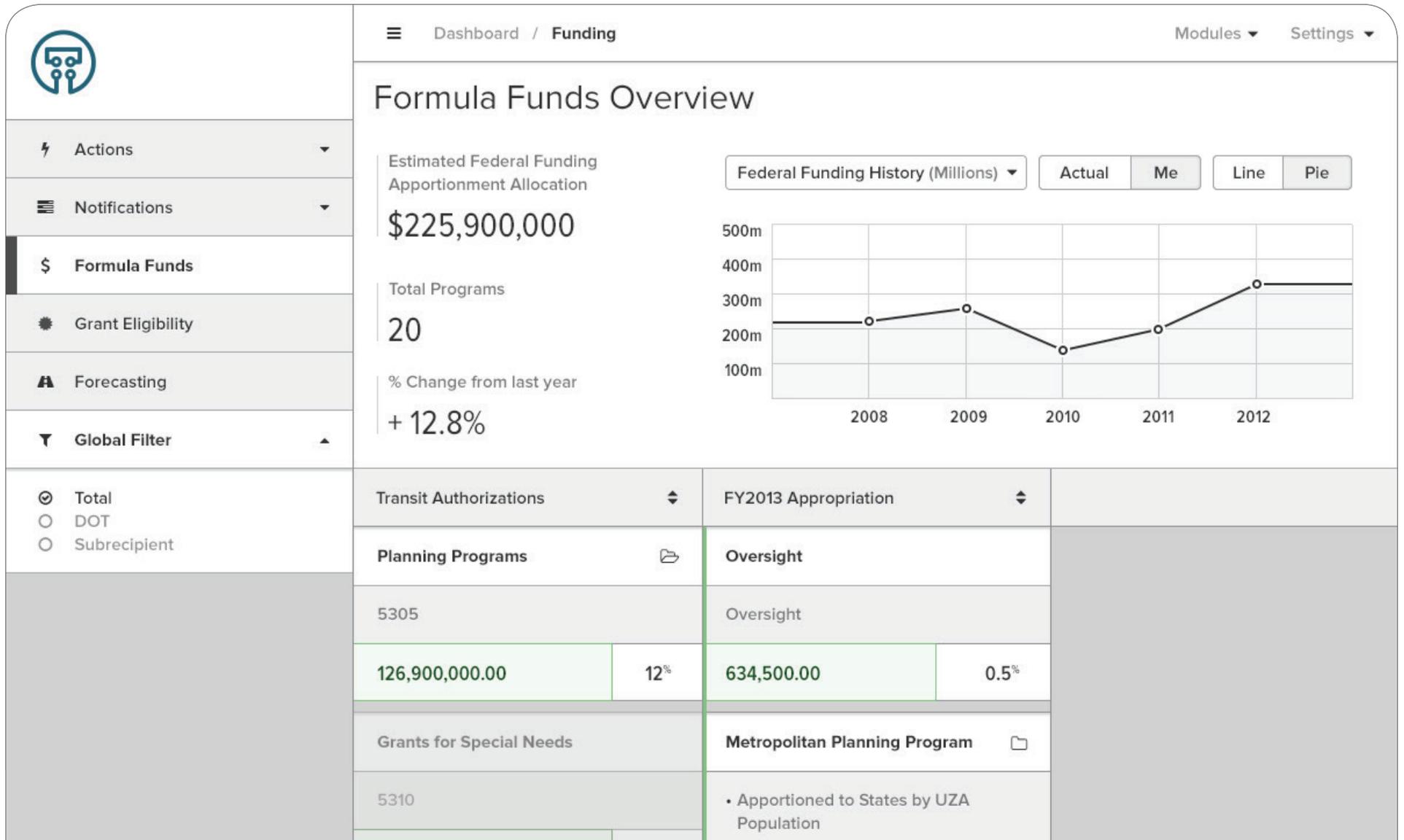
Financial Modeling for Capital Investments

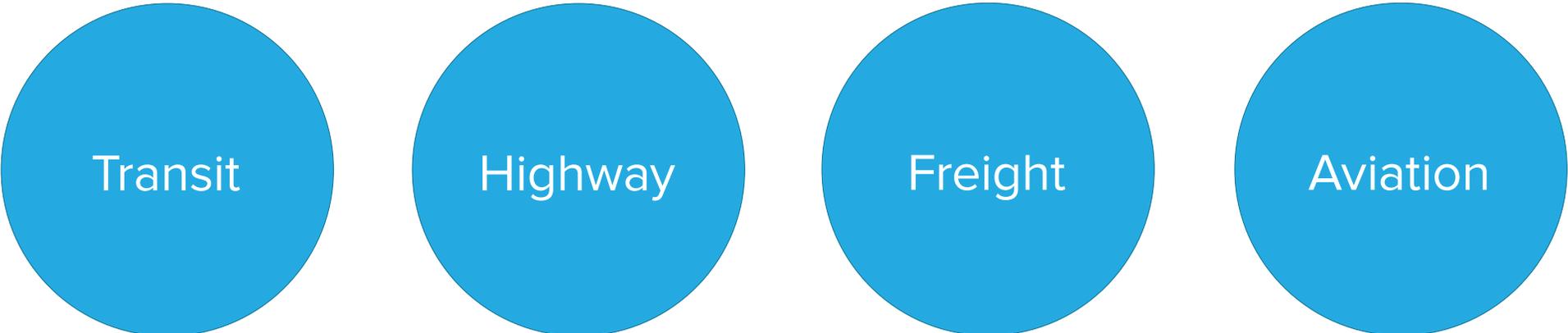**Funding Allocation & Apportionment**

How we do Ops

How we do Budgets

How we do Modeling

Transportation Verticals

Can **Data Analytics** & **Data Viz** be standardized across all modes?

Transit

Highway

Freight

Aviation

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