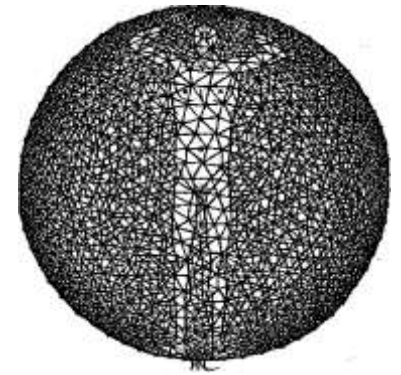**МІЖДИСЦИПЛІНАРНИЙ СЕМІНАР ОБРІЇ НАУКИ**

спільно із **COFFEE@DATA SCIENCE**

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New York University

Big Data for urban innovations

A technological revolution of the past few decades resulted in the broad penetration of digital technologies into everyday life. Digital media facilitating various aspects of human activity makes them leave digital traces behind, thus increasing production of big data related to human dynamics, social interactions, shopping and other types of behavior. Numerous big datasets are now available for research purposes, creating tremendous opportunities for making cities smarter, more adaptive, livable and resilient. This comes through development of new data-powered solutions to well-known research and operational problems in different fields (including but not limited to human geography, urban planning, economics and other social sciences) based on direct digital sensing of human activity in the urban context. The relevant sources of data include cell phone call records, geo-localized social media, credit card transactions, vehicle GPS traces, public transportation as well as carpooling and bike-sharing usage data, various data from utility companies and service providers, data from personal apps and many other datasets, all opening new horizons for understanding human behavior, its laws and patterns. The presentation will give examples of research findings on those patterns, together with their applications to three important areas – support of planning decisions, optimization of urban operations (specifically transportation) and creating new data-driven business models and solutions.

Семінар відбудеться за адресою:
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