

Big Data is coming for you



TWEET: A*Star has used machine learning to analyse tweets on public transport breakdowns, to figure out commuters' sentiment. The project means training the system to analyse communication expressed in emoticons, Singlish, and sarcasm. It has been a tall order – senior scientist Yang Yinping quips that some humans can't detect sarcasm, too – but the test results have proven to be largely significant.



EAT: More than 32,000 dining transactions a day are made on UOB cards. UOB has used Big Data to pinpoint where customers have dined and ask them to submit reviews on UOB Mighty's dining feature, says Susan Hwee, group head of technology. The bank then customises dining recommendations based on customers' preferences and location.



SHOP: CapitaLand is using data from its rewards programme, CapitaStar, to map shops likely to be visited together, says Ng Kok Siong, its chief corporate development officer, with CapitaStar's membership more than doubling in the past three years to about 770,000. Meanwhile, cosmetics retailer Luxasia is planning pop-up stores to complement its online presence, says CEO Wolfgang Baier. Digital consumers are picking up global trends, but still want to smell fragrances and test beauty products, he says.
