



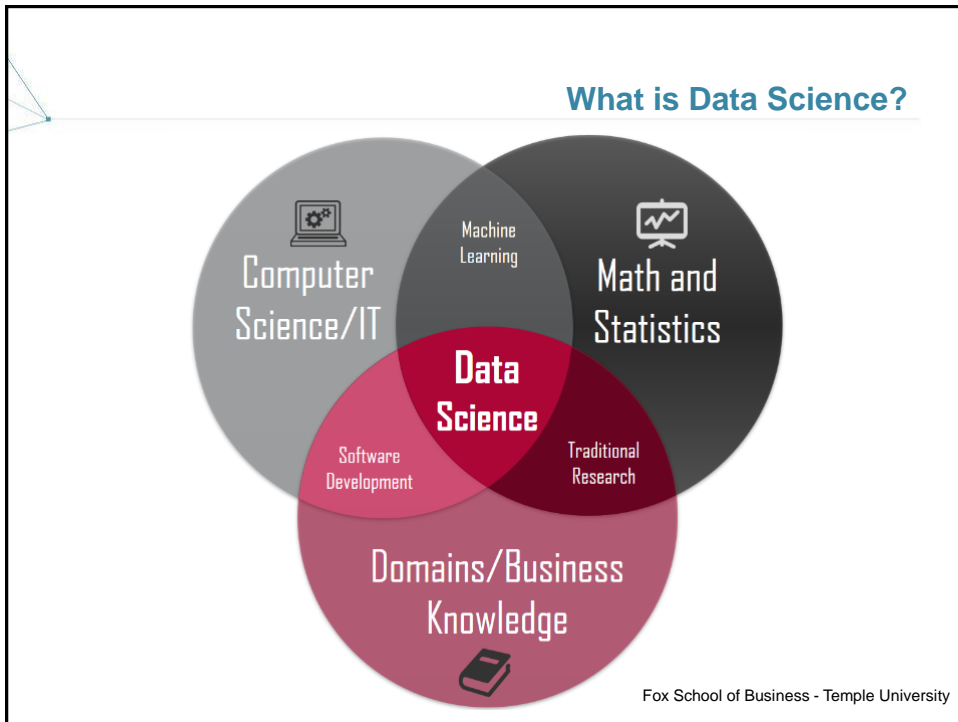
## “Data scientist – the sexiest job of the 21<sup>st</sup> century”

Sanjay Mazumdar  
CEO, D2D CRC

The image shows the cover of the Harvard Business Review magazine for October 2012. The main title "Harvard Business Review" is in red. Below it, the text "GETTING CONTROL OF" is above the large, bold, black words "BIG DATA". A cartoon illustration of a man in a white shirt and red pants running while carrying a chair is at the bottom left. A quote from the cover reads: "How vast new streams of information are changing the art of management" with "PAGE 59" below it. On the right side of the cover, there is a list of articles:

- 46 The Big Idea: The True Measures Of Success by Michael J. Mauboussin
- 84 International Business: 10 Rules for Managing Global Innovation by Kelley Wilson and Yves L. Doz
- 93 Leadership: What Ever Happened To Accountability? by Thomas E. Ricks

Below the cover image, the text reads: "Data Scientist: The Sexiest Job of the 21st Century - Thomas H. Davenport and D.J. Patil, October 2012".





### How can something involving science be sexy???

*"If your competitors are relying on data-driven decision making and you aren't, they will surpass you and steal your market share. Therefore, you must either adapt and employ data science tools and techniques, or you will simply be forced out of business."*



*"By Improving our ability to extract knowledge and insights from large and complex collections of digital data, the (\$200M Big Data) initiative promises to help solve some of the Nation's most pressing challenges"*



*"The amount of data in our world has been exploding, and analysing large data sets – so-called big data – will become a key basis of competition, underpinning new waves of productivity growth and innovation"*

McKinsey&Company

*"Smart leaders across industries will see using big data for what it is: a management revolution"*



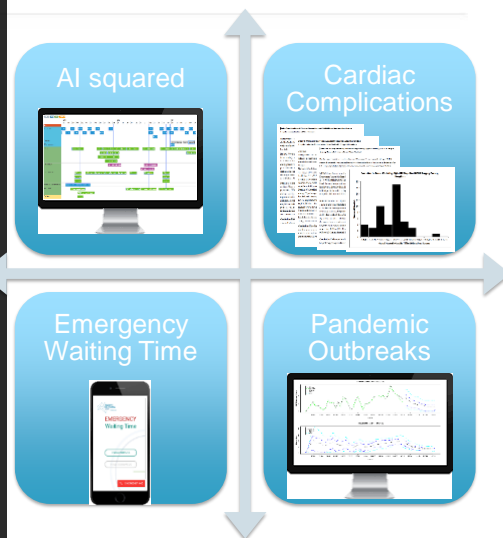
Harvard  
Business  
Review



## Big Data for Health

- Linked health data (MBS/PBS) to provide alerts and patient timeline
- Anomaly detection - analysis of mortality and readmission rates
- Demand forecasting/patient support
- Population wide health predictions

commercial-in-confidence

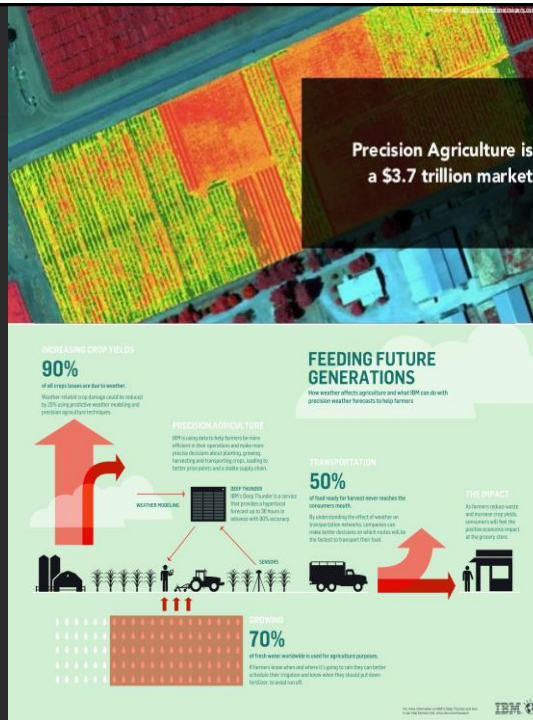




## Big Data is a big part of Precision Agriculture's future

- Game changer: Monsanto purchase Climate Corp for ~\$1B
- Key is to focus on "farm to fork economics"
  - Optimising yield while minimising inputs (water, fertiliser, labour etc.);
  - Predictive maintenance of machinery
  - Minimising environmental impacts
  - Maximising the price paid at the market; and
  - Regulatory compliance and operational/admin efficiency.

commercial-in-confidence

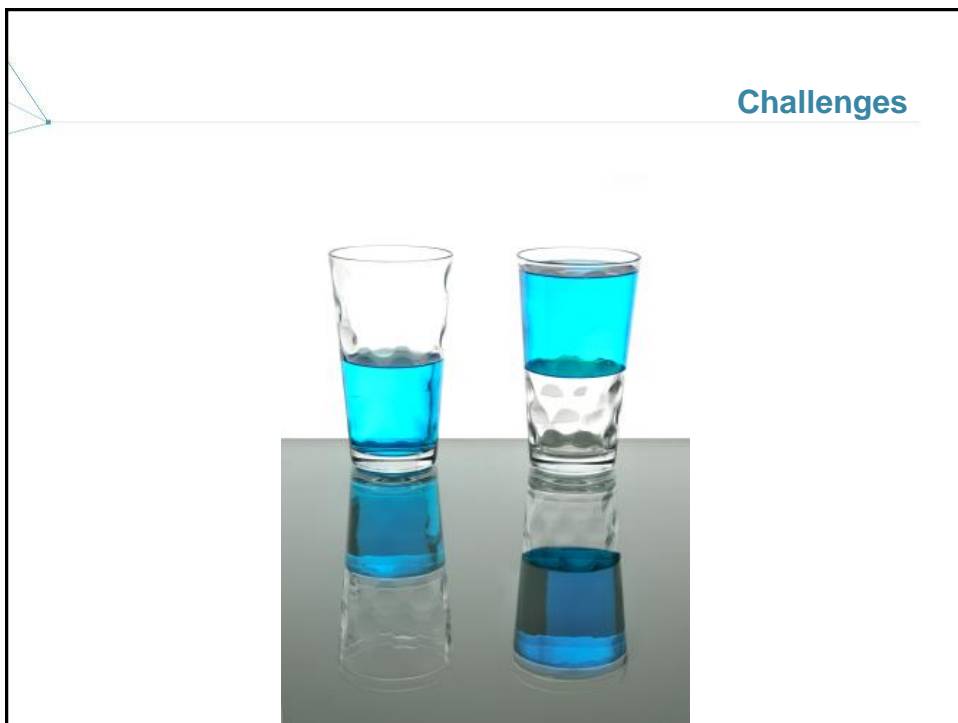
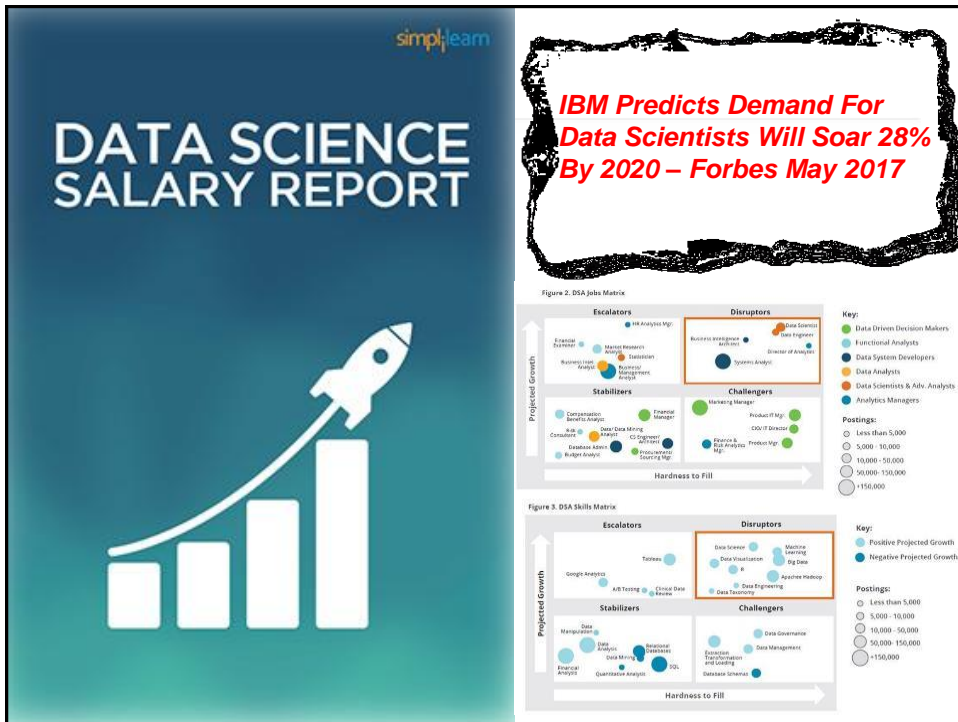


**STATS MATTER**

"You won the exact same number of games that the Yankees won, but the Yankees spent one point four million per win and you paid two hundred and sixty thousand."


**John Henry From the Movie Moneyball**

SPORTS ILLUSTRATED  
 THE NEW MONEYBALL  
 BY ALISTAR WATSON  
 IT'S MORE THAN A MOVIE...  
 IT'S HOW THE RED SOX LIVE OR DIE  
 BY TEN PERHALL (P. 38)











## Train the current workforce







## Encourage the future workforce

[Sthreecareers.com](http://Sthreecareers.com)  
[Insidesmallbusiness.com.au](http://Insidesmallbusiness.com.au)







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