LexisNexis®
Making Data Accessible
Data Solutions for the 21st Century

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General Manager of Academic & Nonprofit at Nexis Solutions

Strategy, market and product direction across global markets to deliver customer-first initiatives that drive growth.

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We'll cover:

- Big data and Data Science trends
- How they are impacting academia today
- A new approach to big data analysis for academia

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Trend: Big Data is Growing

$180B

In global spend on big data and business analytics

175ZB

Data in global datasphere by 2025

$16T

Contribution of AI to the global economy in 2030

€200B

EU Investment strategies for AI, Data & Blockchain

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The Big Opportunity: Jobs for Your Graduates

#1
Job on Glassdoor for 4 years Data Science

11.5M
new Data Science jobs by 2026

5 of 15
top growing careers today are in Data Science

28,500
Data Science jobs on LinkedIn – across sectors.

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Trend: Citizen Data Scientist

"In 2022, companies will need to embrace the role of the ‘citizen data scientist,’ which are employees who work with predictive/prescriptive analytics models but whose primary job function lies outside the field of data science and analytics,”

- Alicia Frame, Director of product management for data science, Neo4j.

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Levi's

Created their own team of Data Scientists through an **in-house AI Bootcamp**.

- 8-week Course
- 101 people in 2021
- Across roles & departments

Bain, M. (2021, November 22). *Can Levi's turn regular employees into data scientists?* The Business of Fashion. Retrieved May 23, 2022.

- **Power chatbots**
- **Foster customer loyalty**
- **Predict equipment failures**

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Trend: Data Lakes & Data Fabric

Organizations are building more data silos, not fewer, and with the growth of cloud computing, the problems surrounding data diversification are bigger than ever

Alex Woodie, datanami.com

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Big Data.

Big Hassle?

Hosting
and storing issues

Multi-step & Products
needed

Dev & Access
management

Finding & Licensing
data sources

Reproducibility

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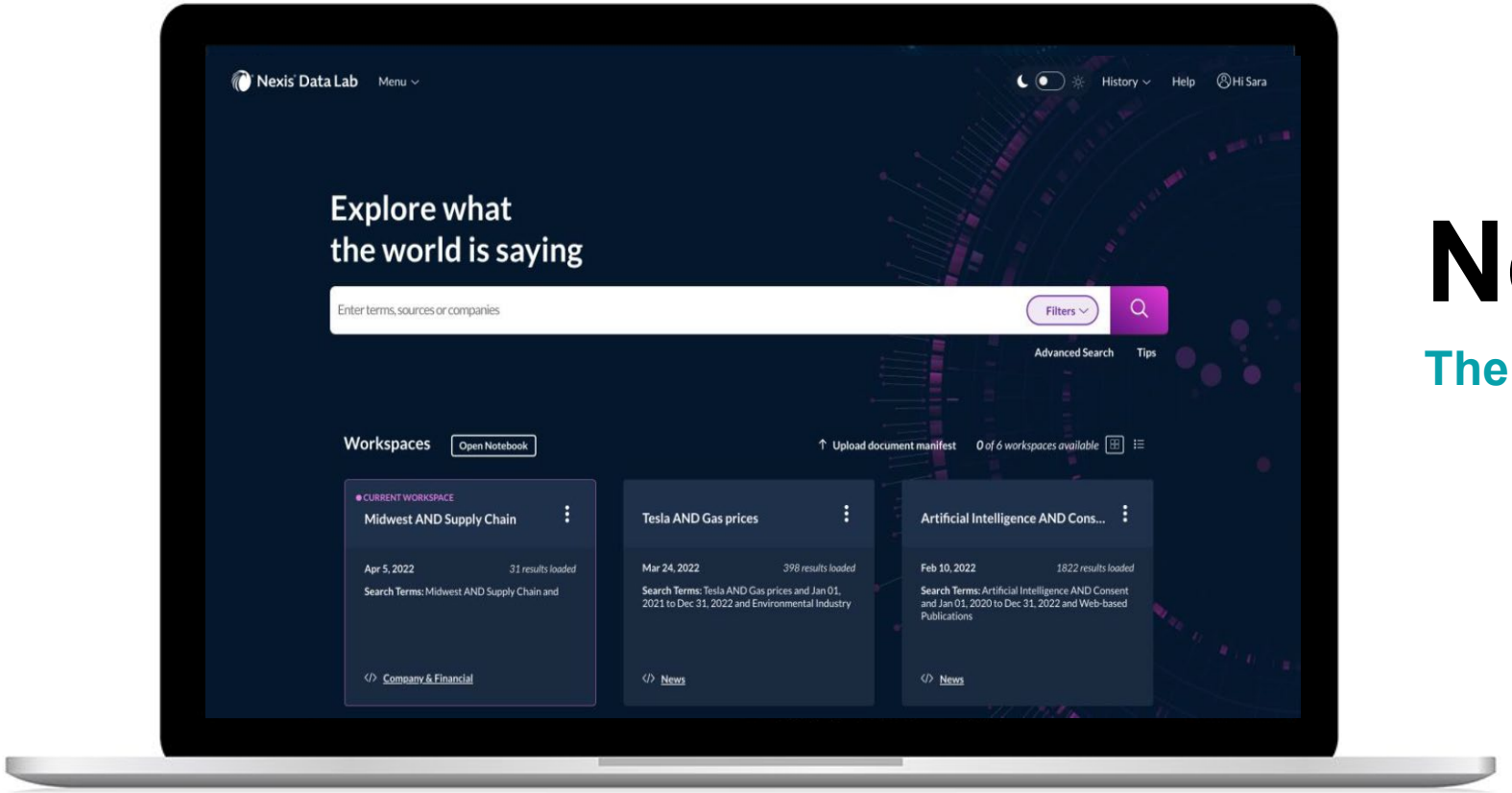

Nexis® Data Lab

The Next Generation of Text & Data Mining

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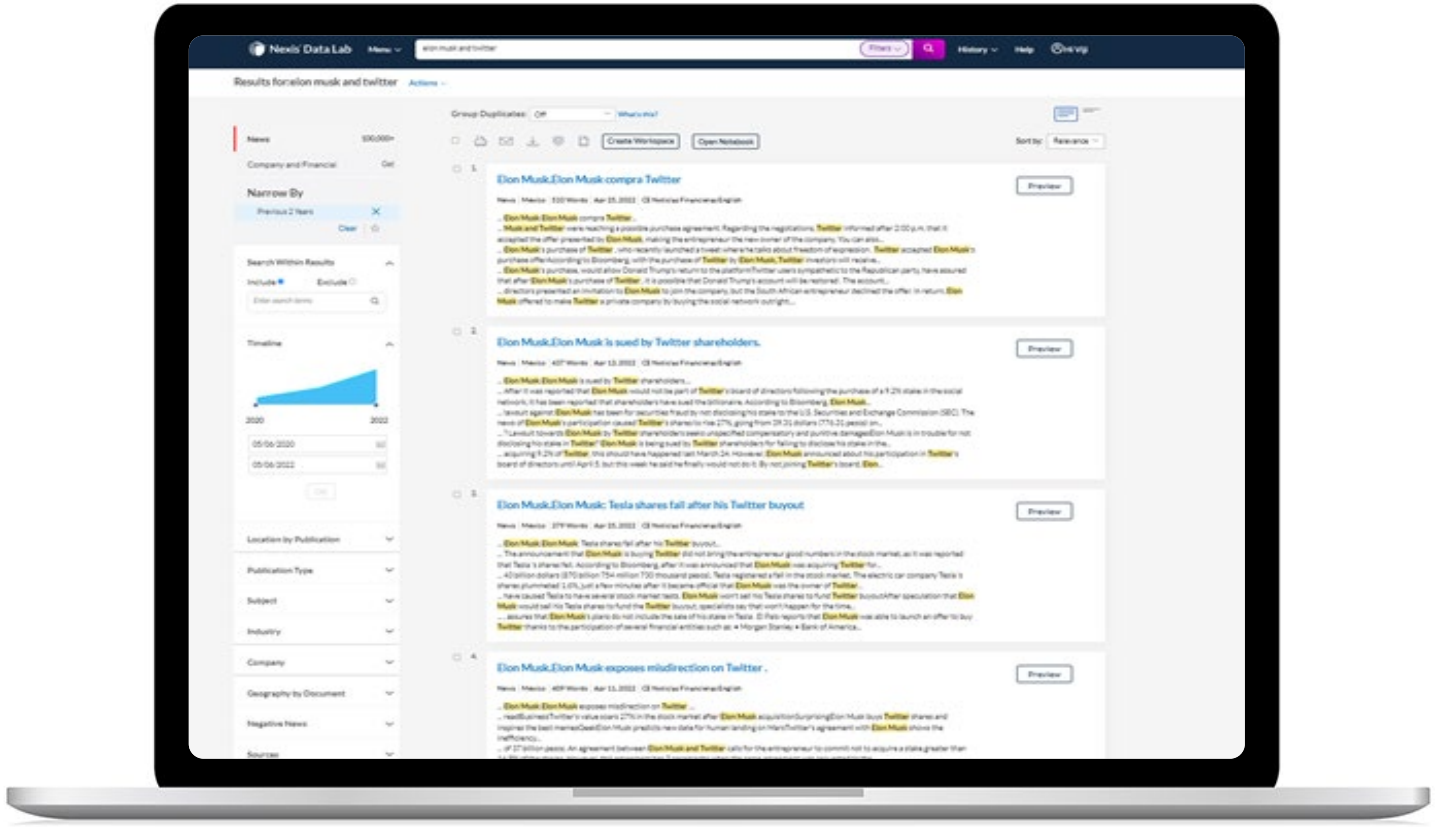
Search & Refine

Tap into our vast data lake and quickly build customized data sets using LexisNexis SmartIndexing technology



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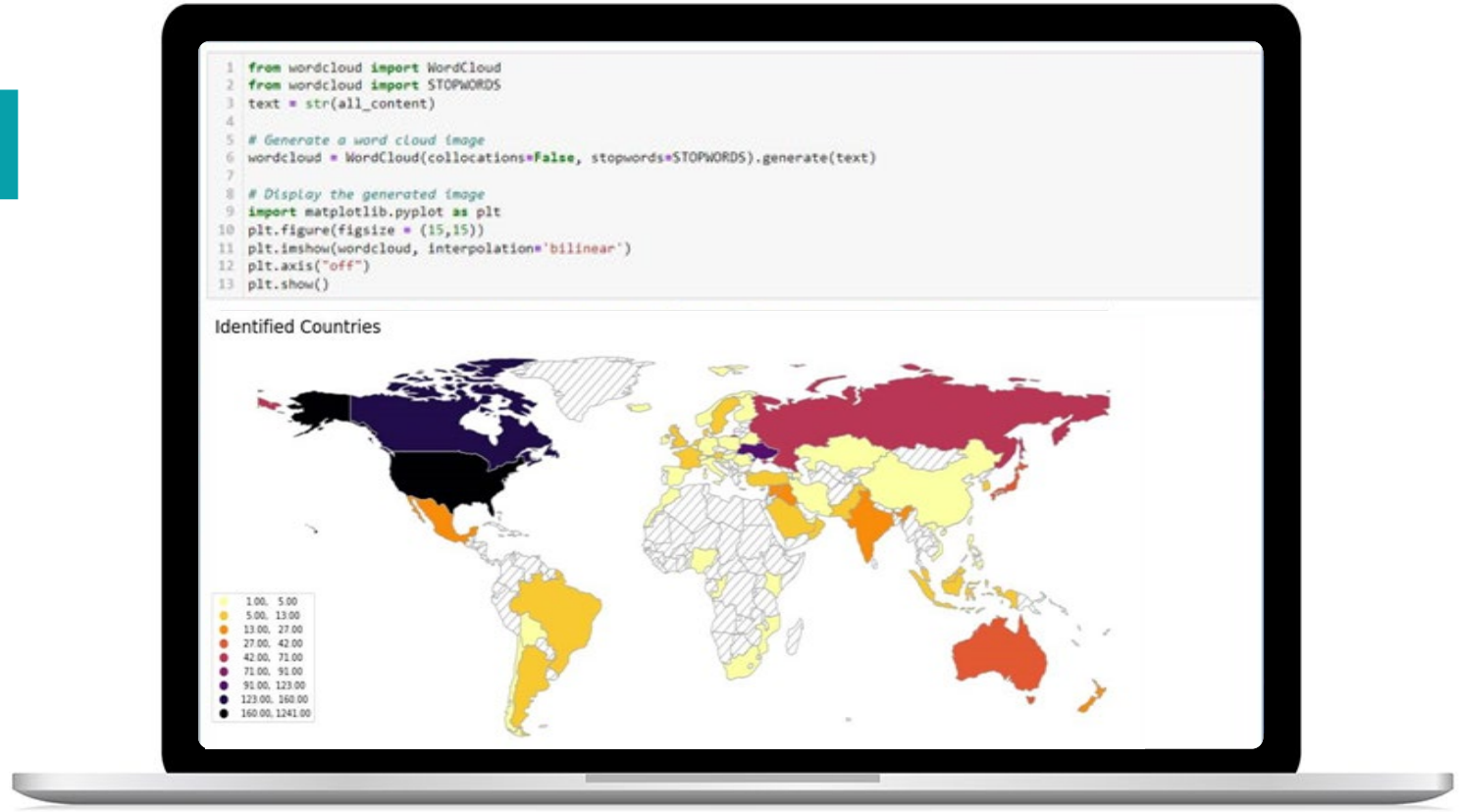
Empowered Analysis

Uncover unique insights, trends and connections with

- Jupyter notebook
- Python and R programming
- Coding Libraries



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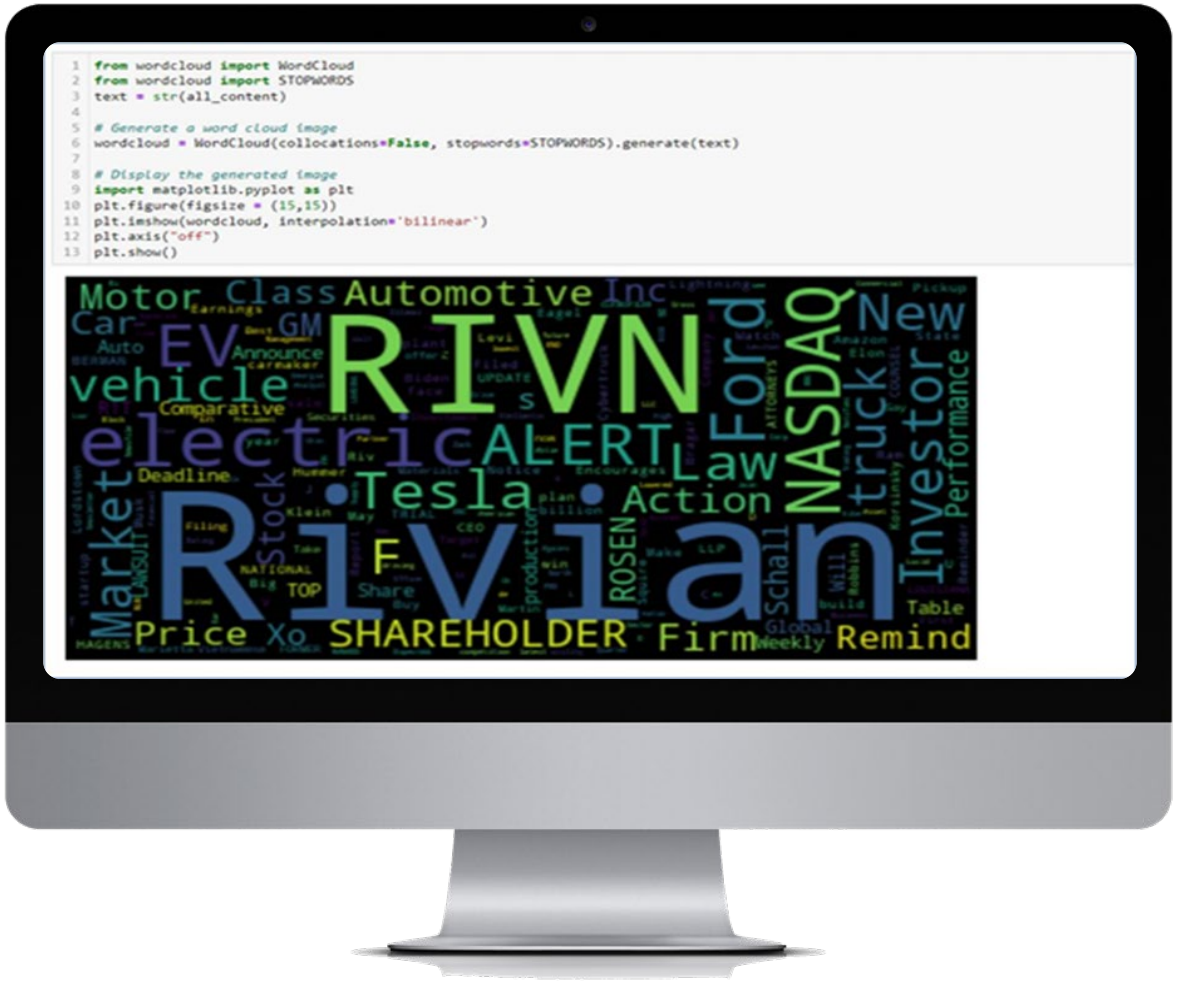
Reproducibility

Export your coding, analysis, and document manifest to recreate and validate your work.



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Focus on the data analysis, and we'll take care of the rest.

Hassle Free.

- **No hosting** on your end
- **Turnkey** all-in-one solution
- **Quick access**
- **Unrivalled** data source collection
- **Reproduce your** findings easily

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VU UNIVERSITY AMSTERDAM

Research Goals

- **Uncover firm-to-firm relationships** through public corporate announcements
- **Organize high-volume data** to properly train an automated text processing algorithm

Approach Using Data Lab

1. Broad Content Discovery

Found more than **1.8 million relevant results**

2. Powerful Filtering Tools

Utilized metadata **to search within results** and create relevant subsets

3. Analyze & Visualize Data

Quick **data visualizations** to "sanity check" each step in the process

4. Custom Code Environment

Imported code into the Jupyter notebook environment for custom analysis

Results

"I can do things that weren't possible before."

- Jakob Rauch, PhD student

- **Algorithm trained** to map firm-to-firm relationships **using high-volume data**
- **Scalable and replicable** code securely organized and stored within the Jupyter notebook through Data Lab

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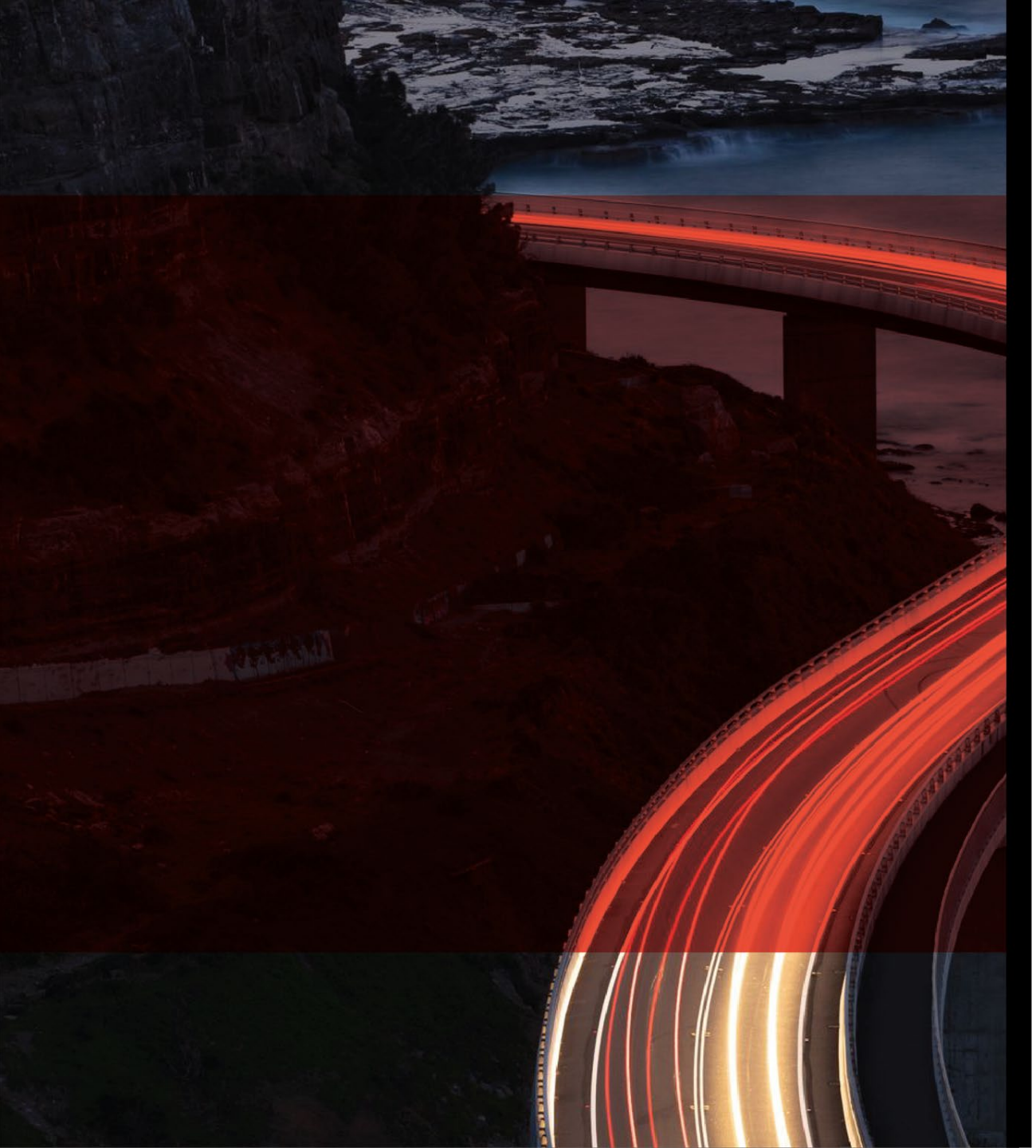

Our learnings along the way.

- Use cases
- Workspace size
- Content types
- More code libraries

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Face the Future with Confidence

- Empower students & faculty
- Partner with your providers to find best-fit technologies

Thank you

Check for more information:

www.lexisnexis.nl