“BIG DATA” Defined

Oxford English Dictionary defines as “data of a very large size, typically to the extent that its manipulation and management present significant logistical challenges.”

Wikipedia defines as “an all-encompassing term for any collection of data sets so large and complex that it becomes difficult to process using on-hand data management tools or traditional data processing applications.”
Mayer-Schönberger and Cukier define as “The ability of society to harness information in novel ways to produce useful insights or goods and services of significant value” in their book *Big Data: A Revolution that Will Transform How We Live, Work, and Think*.

“A new attitude by businesses, non-profits, government agencies, and individuals that combining data from multiple sources could lead to better decisions.” – Forbes Magazine
In the Freight Context

technology, transportation, information, logistics, service, analytics

Big data, operations, BI, systems, providers, trucks, supply chain

customers, road, freight, companies, management, opportunities

drivers, sensors, costs, use, time, also, monitor, Con-way

new, help, real-time, every, Insight, performance, operational

traffic, sensor, generated, value, chain, processes

organization, moving, office, go, made, going

shippers, equipment, pricing, safety, improvement

make, critical, smarter, point, area, infrastructure

keep,optimize, reducing, routes, systems, big

customer, need, carrier, solution, provider

data, drive, IBM, industry, solution

environment, technology, systems, health, culture

performance, insights, decision, solutions, crisis

tools, including, multiple, across, opportunity

leverage, increase, better, intelligence

asset, order, partner, conditions, international

percent, shipper, many, possible, variety

possible, location, long, part, analyze

many, international, percent, shipper

customer, need, carrier, solution, provider

data, drive, IBM, industry, solution

environment, technology, systems, health, culture

performance, insights, decision, solutions, crisis

tools, including, multiple, across, opportunity

leverage, increase, better, intelligence

asset, order, partner, conditions, international
TRB Task Force on Understanding Big Data in Freight Transportation

Three-year task force to explores the current state of knowledge regarding the use of big data to understand and manage the movement of goods throughout the supply chains.

It addresses private and public sector use of big data to improve the performance of the freight system.

Topics include: data collection and transmission technology, data storage and stewardship, data analysis and dissemination, uses of analysis results, institutional issues of data ownership, privacy, and sharing, suggestions for improving the application of big data by public agencies.