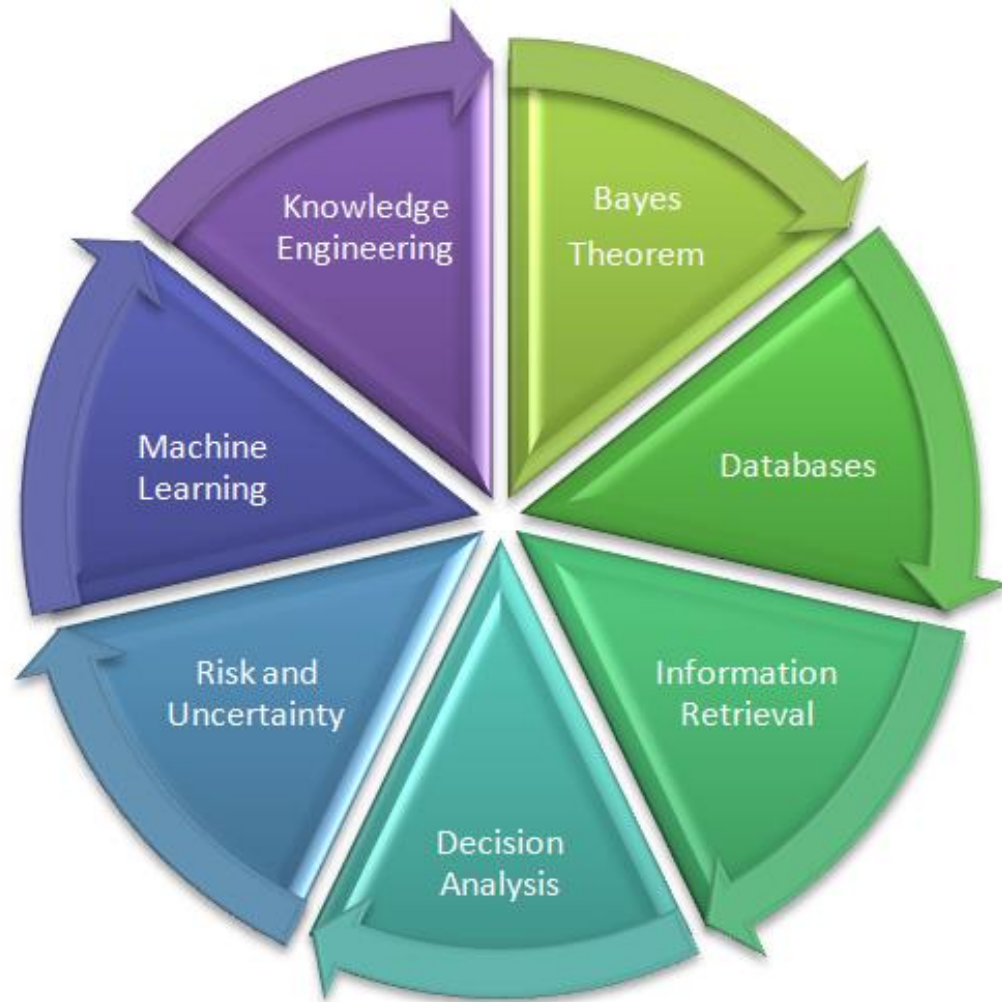


Risk and Information Management (RIM)

Professor Norman Fenton

Risk and Information Management (RIM)

- Interdisciplinary
- Focuses on decision-support under uncertainty
- Methods from computer science, statistics, machine learning and psychology
- Solve problems and challenges presented by scale, complexity and variability



Big Data ... or Smart Data?

Big Data

machine learning

Smart Data

Knowledge

causal models

Customer	Age	Under	Spend	Items	Speed	Elder	Result
1	35	Y	90.5	2	5.60	N	59.2234
2	38	Y	14.7	18	4.83	Y	13.9643
3	36	N	51.0	65	6.94	N	39.9903
4	37	N	14.9	34	3.88	N	43.181C
5	16	Y	99.7	49	7.62	Y	77.120C
6	16	N	47.4	16	4.57	N	72.6761
7	39	Y	90.7	88	4.70	N	96.609E
8	32	Y	30.7	0	0.95	Y	86.8677
9	29	Y	59.2	94	3.32	Y	61.386E
10	13	N	31	21	2.60	N	32.7917
11	39	Y	25	26	3.56	Y	5.57887
12	39	Y	13	83	51.3	Y	50.33187
13	29	Y	91.1	53	4.90	Y	69.5782
14	24	Y	72	8	6.14	Y	65.1971
15	31	Y	57	9.98	Y	39.8883	
16	37	Y	39	7.85	Y	82.693C	
17	36	N	17.1	5	5.40	N	48.366E
18	29	Y	2.5	81	2.88	Y	2.77821
19	37	Y	3.9	33	6.22	Y	67.155C
20	18	Y	59.0	54	6.99	Y	19.8022