JOINT SEMINAR

Spatial-Temporal Brain:
the spatial-temporal big data mining platform of Baidu

By

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Date: 21 April 2017 (Friday)
Time: 3:00pm
Venue: LT-K (Lift 31-32)

Abstract

Each day Baidu handles more than 20 billion location requests from 600 million mobile users. In order to transform such large-scale data into business insights, they develop a spatial-temporal data mining platform in Baidu called STEB (Spatial-Temporal Brain). In this talk, Dr. Wu will first show how STEB is used in user profile modeling, location based advertising, cross-device tracking, user privacy quantification and credit scoring system. STEB has also been applied in Smarter City applications, and he will demonstrate two cases: chain store location selection system and human crowd forecasting system for public safety. Most recently, STEB underpins their data-driven economic measurement and investment decision system MobiMetrics. He will show how MobiMetrics demystifies China's economy and shed light on answering the following questions: where are the ghost cities in China exactly located? Can we measure the unemployment rate of China? Is China shifting its economy from investment-led to consumption driven? How does STEB accurately forecasts the Apple's revenue in Greater China for hedge fund investors?

Speaker's Profile

Dr. Haishan Wu is a senior data scientist in Big Data Lab of Baidu Research. He got his PhD from computer science department of Fudan University in China in 2011. He then joined IBM Research focusing on business data mining and analytics. Since 2012, he worked in Princeton University as a postdoc researcher. He joined Baidu in 2014 and leads a spatial-temporal data mining group. His research has been widely reported by MIT Technology Review, New Scientist, Communication of ACM, The Economist, Wall Street Journal, Bloomberg, BusinessWeek, Forbes, CNN Money, Washington Post, NPR and so on.

All are Welcome!

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