

AI 101: Dark Data

VIDEO TRANSCRIPT

What is dark data?

Imagine you have a library card that gives you access to everything in the library. You want to identify famous historical figures- so you check out historical biographies. But there's lots of other sources you aren't using – historical documentaries, history-focused magazines, hundreds of years of newspapers. It's all there, in the library, you just aren't using it.

Dark data is data that's available to your company... but isn't being used. Whatever the reason – whether it doesn't seem relevant, or doesn't feel easy enough to use – it's data that's left in the dark – as the name suggests.

Imagine a security camera at the mall. It's capturing footage to help prevent shoplifting. But it's capturing so much other information -- shopper patterns, congestion, even the effectiveness of in-store displays. But if stores aren't using it – that's dark data.

We hope we helped shed some light for you.