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Director



Bio

Anan has been involved in strategic modelling for many decades in UK, middle east, eastern Europe, Africa and the far east. Started using Big Data over a decade ago in model development.

Presentation

Big data, how it's used, and the future of data

To discuss the future, we need to start with past and present. I shall be focusing on big data and how it has progressed from the beginnings of mobile network devices for OD and journey time data, to their use in applications such as model2Go, now moving into real time data provision feeding into very short term modelling. Their use has gone from model building into appraisal, using digital data to answer strategic questions, expanding their use further into safety, asset management and insightful analysis.

Then moving onto the future, I am surprised to see such frugal use of machine learning using artificial neural networks ANN for example in behavioural demand modelling. We have experimented with that for destination choice and mode choice modelling for air passengers. Such uses can be so effective where the strict four stage modelling cannot give robust results such as the need for cross nested logit models.

