

# BIG DATA DRIVE

More than 200 Ford employees have volunteered to allow the company to collect driving data from in-vehicle sensors. By applying big data analytics, researchers can learn more about how people move and see patterns that can help them derive mobility solutions and improve products based on how drivers actually use their vehicles.



## The Experiment

Ford is studying the driving habits of more than 200 employee volunteers, using data collected by in-vehicle sensors to determine ways to optimize vehicle performance.



## GOALS



Big Data



Analytics Expertise



Data Monetization



FORD **SMART MOBILITY**