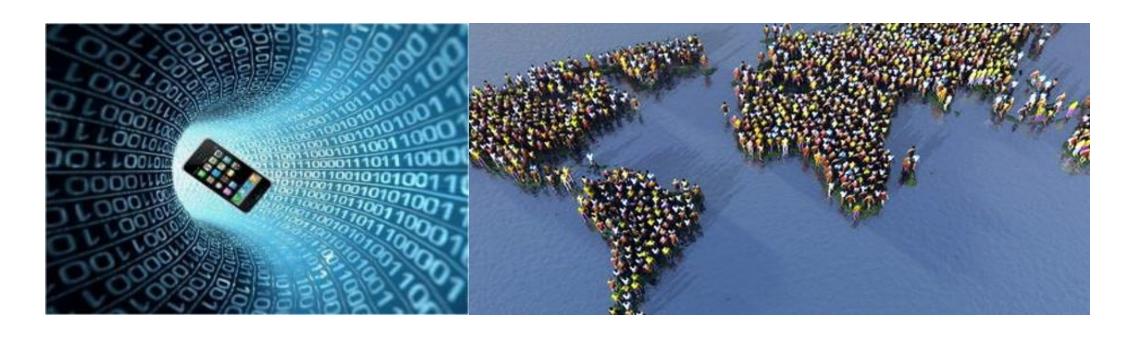
#### **Big Data & Big Trends**



#chainpoint18

#### A DATA REVOLUTION FOR THE SDGS





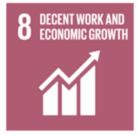
































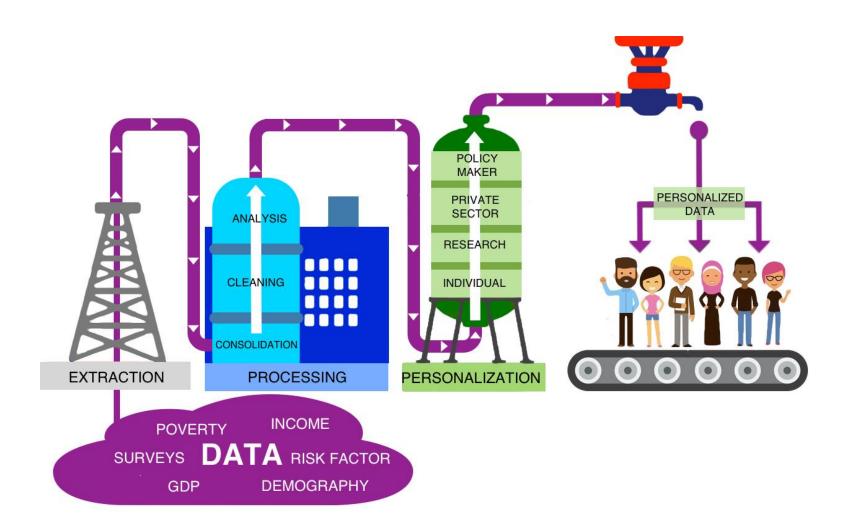
#### Already today, there is more data than grains of sand

The Emergence of Big Data: from zero to 100 sextillion in five years



Source: IBM

#### THE NEED FOR A DATA REFINERY



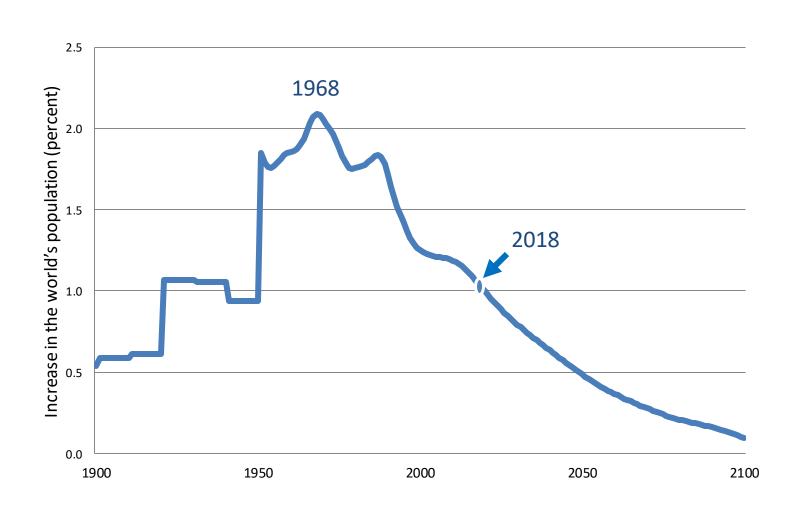
### Big Shifts



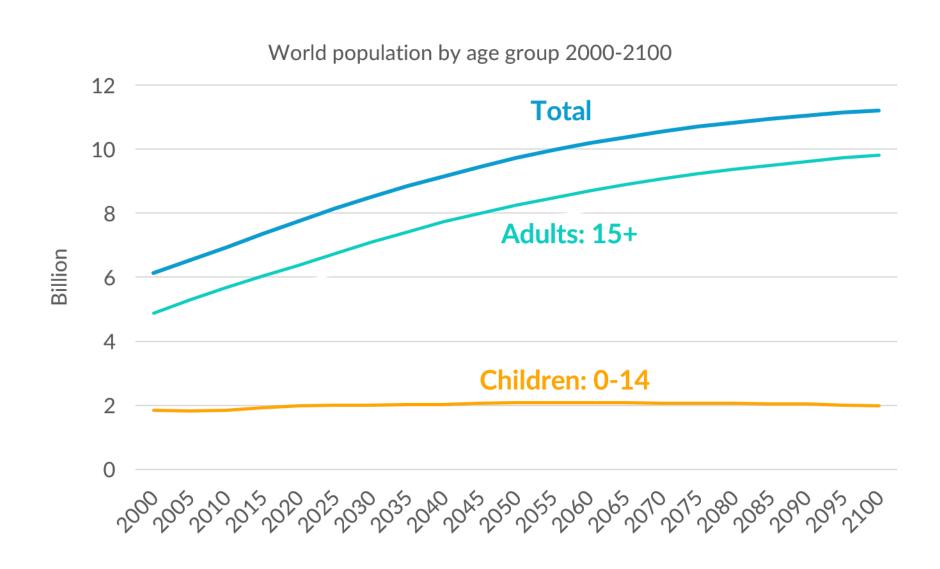
#### Number of people in the world

7,60

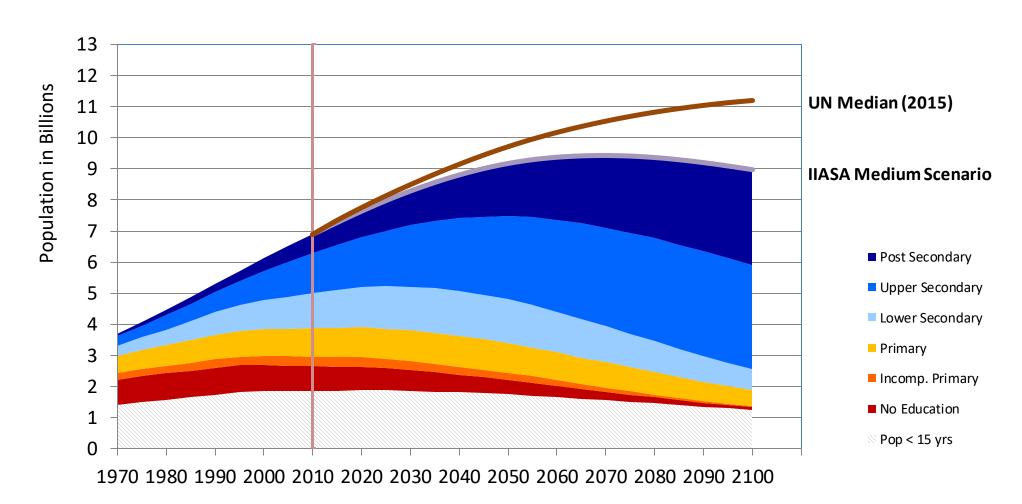
#### Population growth is slowing down rapidly



#### 2000-2100: WHY IS THERE HIGH POPULATION GROWTH?

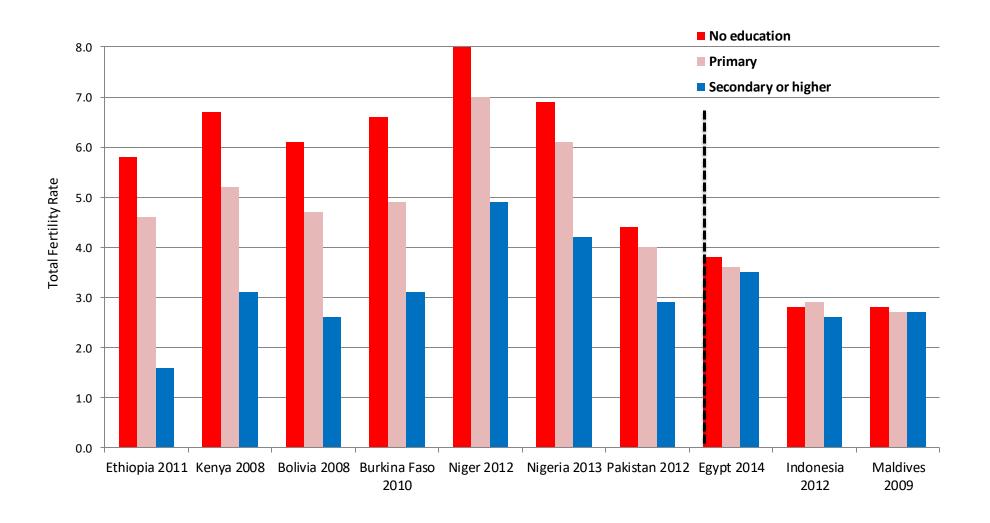


## Despite the recent UN projections, we may not reach 10 billion ...



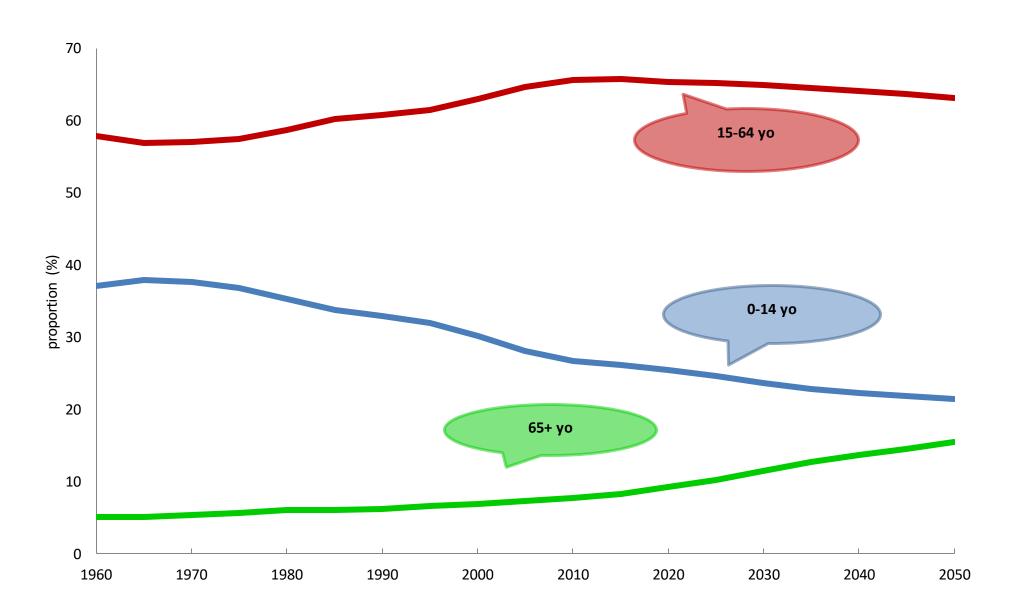
Source: IASA projections

#### ... because education reduces fertility



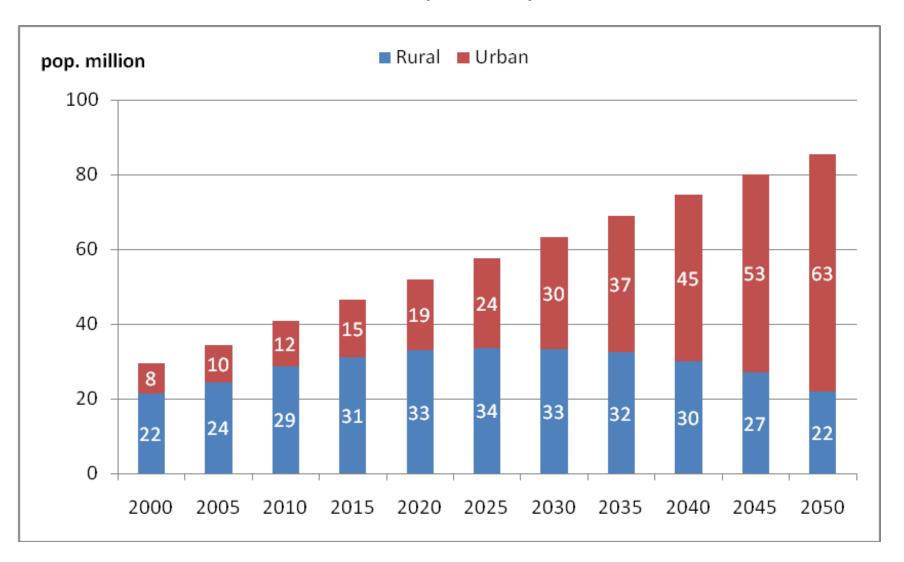
Source: IASA calculations based on DHS

Shift 1. From Young to Old

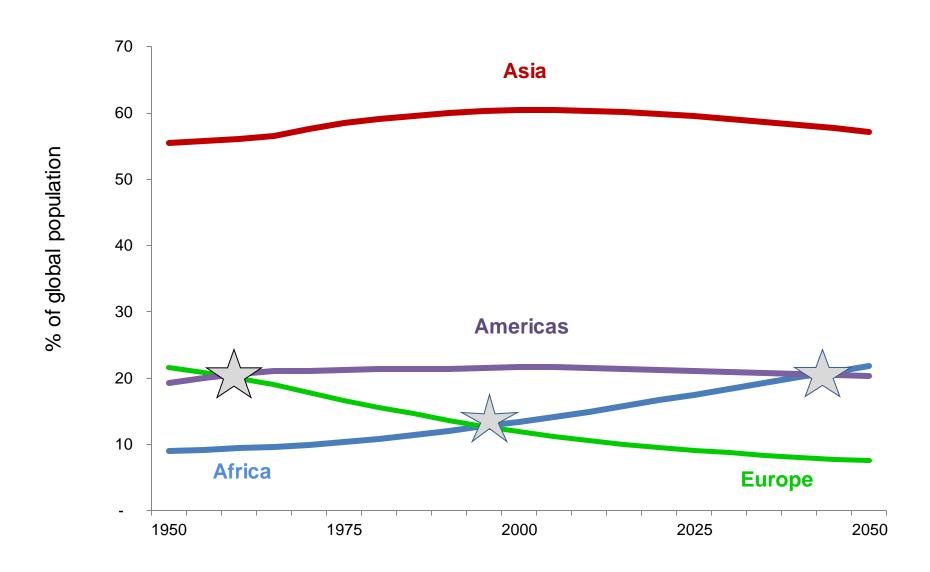


#### Shift 2. From rural to urban

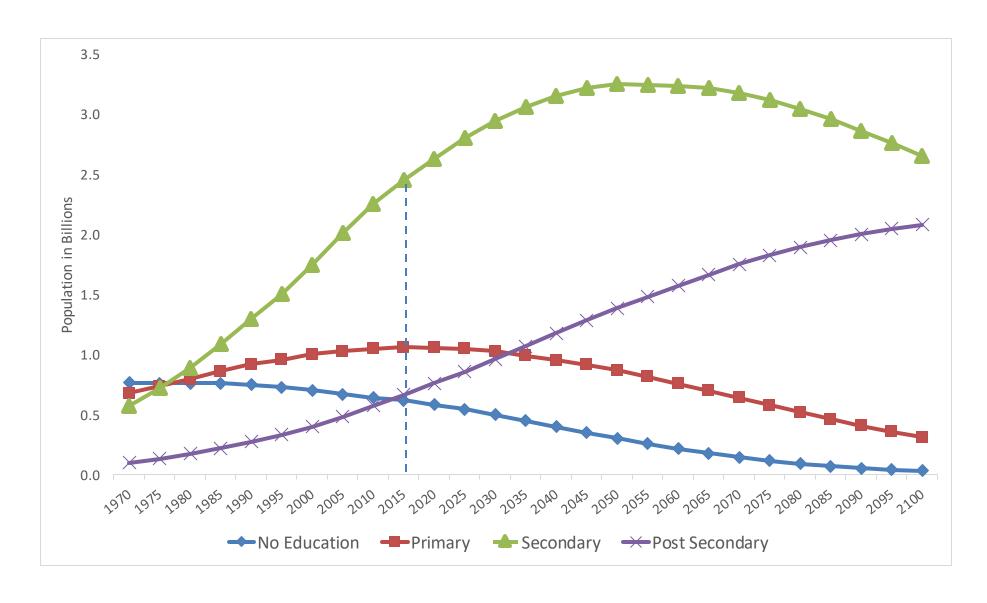
Example: Kenya



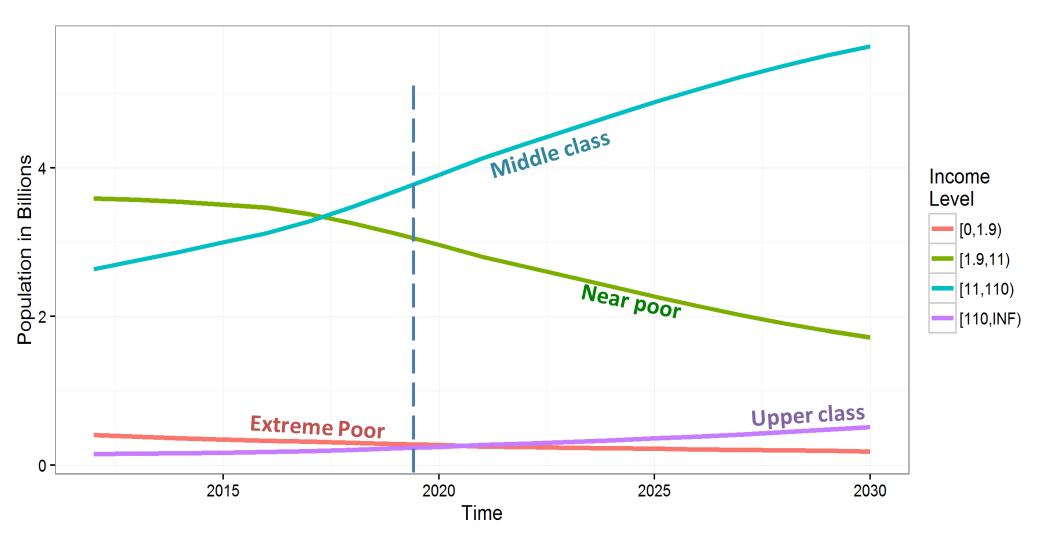
#### Shift 3. From Europe to Africa



#### Shift 4. From low to high education



#### Shift 5. From poor to Middle Class



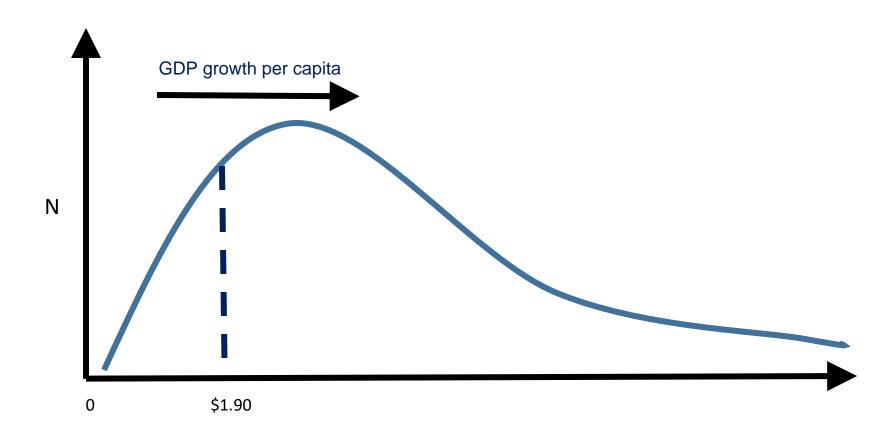
Source: Projections by World Data Lab

#### Real-time data models





#### Modelling income in real-time



#### IS THE WORLD ON TRACK TO END POVERTY BY 2030 (SDG 1)?



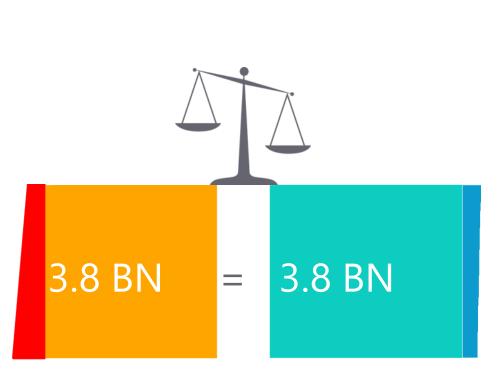




# How many people are entering the global Middle Class each second?



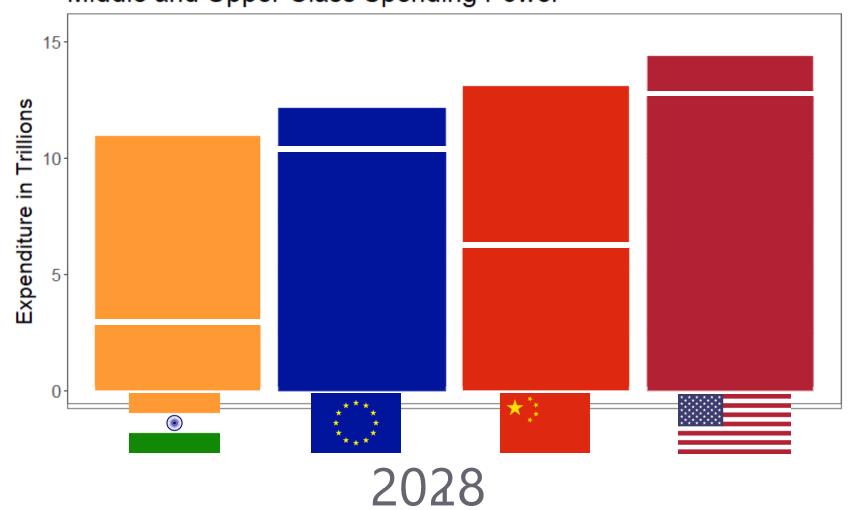
### OCTOBER 2018 HALF THE WORLD WILL LIVE ABOVE 11\$/DAY





## IN 2030, THE FOUR LARGEST MARKETS WILL BE OF SIMILAR SIZE

Middle and Upper Class Spending Power



#### Thank you

