



Big Data in Malaysia 2020 Media Intelligence Report

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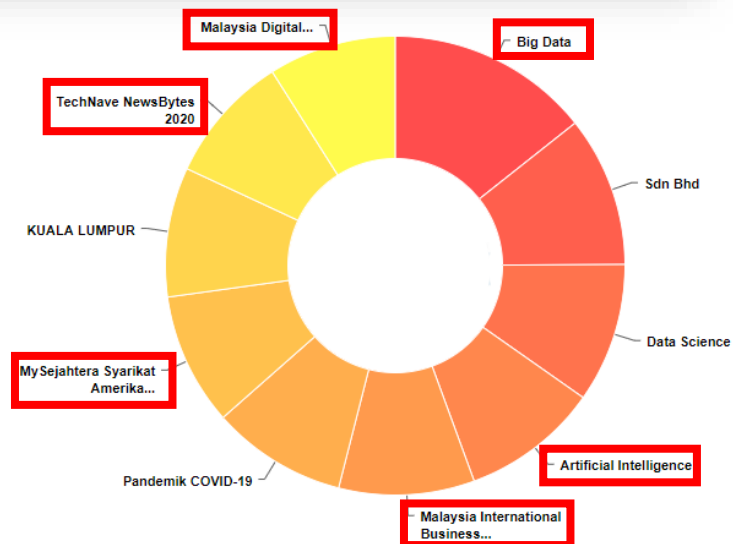
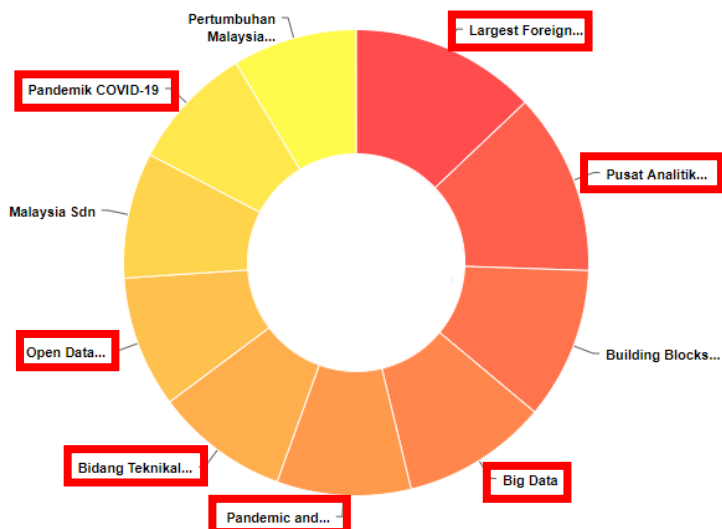
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Top Issues

Low High



Digitalisation is rapidly emerging as the main issues for success in today's changing global economy. Furthermore, the impact caused by COVID-19 have accelerated the need for businesses to digitalise.

Therefore, 2020 news coverage mostly highlighted Big Data as the biggest game-changing opportunity for data usage in Malaysia.



Big Data News

National Big Data Analytic Centre

Several initiatives have been made by the government and agencies to create a centralised database. The Government will establish National Big Data Analytic Centre (NBDAC) to ensure that every planning and decision making process is based on data analytics in line with the Digital Government initiative. The establishment of a centre that will strengthen the country's statistical system a collaboration affect of the Department of Statistics Malaysia (DOSM), the Malaysian Administrative Modernization and Management Planning Unit (MAMPU) and Ministry of Communications and Multimedia Malaysia (KKMM). Johor state government proposed to set up Pusat Data Raya Iskandar Malaysia Urban Observatory (IMUO) as a measure to expand the use of analytical data services throughout the state. It will help the state government, business sector and individuals make decisions that will benefit the public. Next, a database of centralised aid recipients or public data analysis and training will be created by Majlis Agama Islam Wilayah Persekutuan (MAIWP) so that the distribution of aid to the urban poor can be coordinated and organised efficiently.

Big Data Initiative in Various Sectors

Climate Change

The new forecast study using Big Data was jointly conducted by MAMPU together with the National Water Research Institute of Malaysia (NAHRIM). It can predict climate change patterns up to 100 years from now.

Construction

With big data, we can analyse the data and see patterns. The economic recession affects prices and how the weather condition would affect the construction progress can be seen.

Collaboration towards Big Data Initiatives

Huawei Technologies Malaysia Sdn. Bhd. & Aladdin Group Sdn. Bhd. has signed a memorandum of understanding (MoU) in the field of technology and will develop a network of technology services aimed at creating a halal global social trading platform. **Redtone International Bhd & Natural Intelligence Solutions Technology Sdn Bhd (NIS Technology)** on the other hand have collaborated to support the digital transformation of local businesses. **The Malaysian Automotive, Robotics and IoT Institute (MARii) & the Perak Investment Management Centre (InvestPerak)** have signed a MoU which aims to digitise InvestPerak's investment promotion activities through a phased approach, starting with the use of technology in a paperless process to increase productivity and efficiency while continuing a sustainable work culture.

Post COVID-19 Pandemic

Digital Transition. Malaysia Digital Economy Corporation (MDEC) will continue to expand its developmental programmes and plans to help workers acquire skills for the digital transition. In addition, the government has just announced the development of a national digital infrastructure plan known as Jalinan Digital Negara (Jendela) as part of its efforts to improve digital communications in the country under the 12th Malaysia Plan (2021 to 2025).



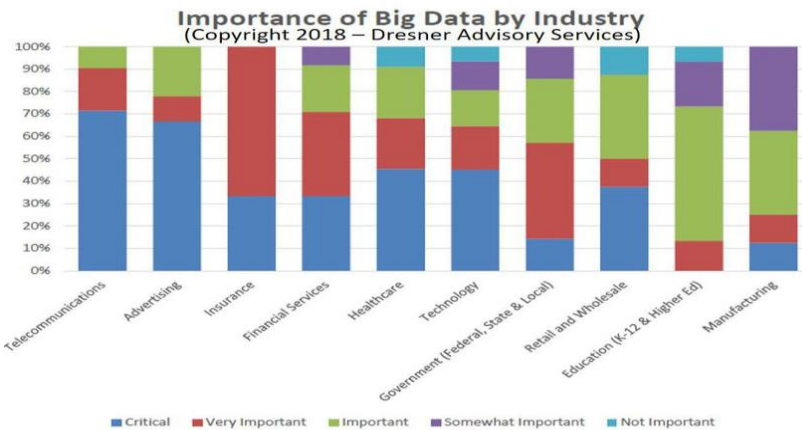
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The Development of Big Data in Malaysia

Big Data Becomes More Important for Businesses

Dresner Advisory Services' 2018 Big Data Analytics Market Study highlights telecommunications, advertising and insurance are the three industries who say big data analytics is the most critical to their business intelligence initiatives. Healthcare and retail & wholesale industries rank big data analytics as essential to their ongoing business intelligence initiatives as well. 80% of all enterprises say big data is, at a minimum, important to their business intelligence initiatives.

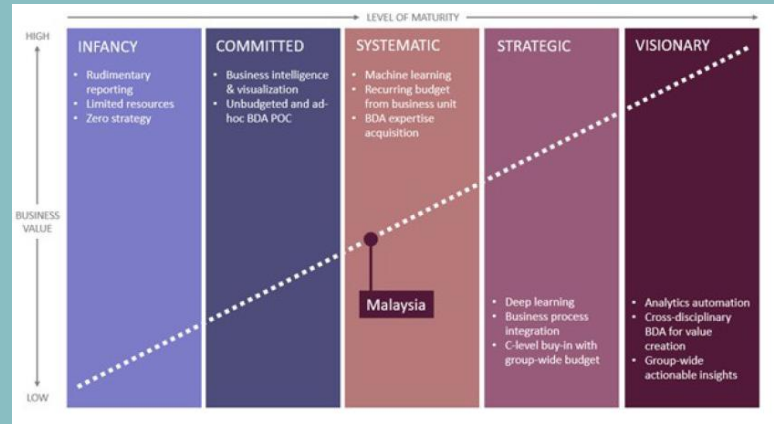
Source: Dresner Advisory Services



Big Data Maturity Level in Malaysia

Malaysia is at Level 3 (Systematic) in its big data analytics maturity. Overall, Malaysian organizations are actively applying artificial intelligence - specifically machine learning - in a variety of industry-specific projects with the goal of forecasting the future (answering "What Will Happen?" type of questions).

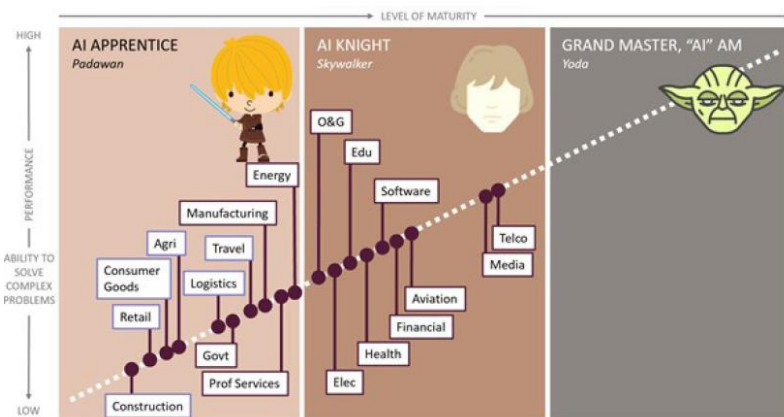
Source: Malaysia AI Blueprint Annual Report 2020



Artificial Intelligence (AI) Maturity Level by Industries in Malaysia

Malaysia's AI maturity is at a Level 2, "AI Knight" ranking. Overall, Malaysian organizations who are applying machine learning - primarily statistical learning - in their projects mainly come from Telco and Media industries. These organizations are also starting to create AI-driven products and solutions based on successful Proofs-of-Concept (POC).

Source: Malaysia AI Blueprint Annual Report 2020



Produced by:
Core Team Big Data Analytics
Department of Statistics, Malaysia



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