Peer Review for Group: G2
Big data: The next frontier for innovation, competition, and productivity

- **Technical accuracy of review**
The report states the various aspects of the rapid growth in Personal location data including its applications, predicted value it can generate and the problems that may arise. The presentation summarizes effectively each subcategory presented in this report.

- **Presentation**
The presentation is well organized. There is an agenda slide which clearly indicates the main topics of the presentation. It is easy to understand. Though it is not categorized according to the key points mentioned in the class, some of the sub areas do not apply in this case as this is a report and not a research paper. There is a scope to extend the presentation by adding the “analysis of the contributions made by the report “and how is this related to the course.

- **Analysis and insights**
The presentation summarizes all the key headings in the report. The presenters are successful in maintaining the brevity of the presentation but the scope mentioned in the section- “Box 10. How did we define the scope of personal location data” can be incorporated. Also, following is stated in the report “our projections for the value that these data will create *assume continuing technological innovation and infrastructure investment*”. Though this point is mentioned in slide7 (Barriers), it could have made into an assumption by the authors thus falling into the point 4 of the critical reading points stated in the homework.
The slides can be improved further by including a figure (Exhibit 31The value of the major levers increases to more than $800 billion by 2020) which could have been helpful in explaining why the authors are claiming a value generation of $800 billion through personal location data.
This was clearly not in the scope of pages (85-96), but it would have helpful to go through the page 133, which include insights about how they estimated the value and other details on the case study.

- **Things to add/improve**

  1. The presentation can include a slide on contributions, assumptions and scope of the study. This would give a view of the report from your perspective.
  2. The presentation can include a slide on the preservations and revisions which will help to understand the drawbacks in the study. Also, including a conclusion is suggested involving the text from last paragraphs of page 95.
  3. The figure on page 94 can be included if needed for better explanation during the actual presentation.