Baidu Big Data: What We’ve Got

- **6 billion** Search Requests per day
- **4 billion** Page Views per day

**Baidu 知道**
- **230 million** questions answered

**Baidu 贴吧**
- **1 billion** Page Views, **33 million** posts per day

**Baidu 百科**
- **6.2 million** vocabulary entries
- **140 thousand** entries renewed per day

**LBS**
- **30 billion** API Calls per day
Baidu Big Data: Products & Services

Analysis & Decision

Data Statistics

Platform & Tool

Social
Statistic Data

Industry Data

Business Data

Baidu Data

Open Cloud

Data Factory

Baidu Brain

Medium-

Industry Application

Micro-

Individual & Business Application

Big Data Products

Baidu Data Center
Baidu Trends
Baidu Statistics

Baidu Search Index
Baidu Sinan

Baidu Top List

Baidu OLAP Engine

Query Engine

Baidu Search Index
Baidu Top List

Baidu Trends
Baidu Statistics

Baidu OLAP Engine

Query Engine
On micro level, Baidu is providing individuals and enterprises with a variety of big data products.
On medium level, Baidu big data is penetrating, supporting and even reshaping traditional sectors.

Baidu Brain Healthcare

- Individual Health Management
- Medical Research
- Public Health Management
Baidu big data also contributes to official statistics by supporting analysis, forecasts and decision making.

**Official Statistics**

**National Economy**
- Macro-economic Index
- Consumption
- Investment
- Export
- .......

**Social Development**
- Demographics
- Employment and Remuneration
- Education/Culture / Hygiene /Sports
- Entertainment

**Science & Technology**
- Technology
- Activities
- Research Institutions
- Patent Statistics
- .......

**Resource & Environment**
- Water/Forest/Land
- Pollution
- Natural Disaster
- .......
Baidu Big Data and Economic Development

Traditional Official Statistics

Baidu Big Data

Based on search data, Baidu has launched Baidu Economic Index Trends, including SMEs Climate Index and Macro-economic Index Prediction.

Baidu big data assist departments of economy management in grasping economic trends and monitoring the business climate condition, providing analysis, predictions and decision-supporting.
Baidu Big Data and Demographics

Traditional Official Statistics

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<tr>
<td>年末总人口(万人)</td>
<td>136,072</td>
<td>135,696</td>
<td>134,735</td>
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<td>133,450</td>
<td>132,802</td>
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Baidu Big Data

- **PC User**
  - Region
  - Gender
  - Consumption Level

- **Mobile User**
  - Age
  - Education
  - Interests

Baidu big data assist statistical departments by real-time and multi-dimensional statistics and insights of internet users.
Baidu Big Data and Employment

### Traditional Official Statistics

<table>
<thead>
<tr>
<th>Year</th>
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<th>Growth of the number of graduates</th>
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<td>2001</td>
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<td>2002</td>
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<td>2003</td>
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<td>2004</td>
<td>280万</td>
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<td>2005</td>
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<td>2006</td>
<td>413万</td>
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<tr>
<td>2007</td>
<td>495万</td>
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</tbody>
</table>

### Baidu Big Data

Baidu search data reflect the trend of job demands

Baidu big data assist ministries of human resources and social security in understanding the employment trends and demands and supporting policy-making.
Baidu Big Data and Healthcare

Traditional Official Statistics

Baidu Big Data

Baidu Disease Trends

Baidu big data assist ministries of health in monitoring epidemic disease trends and taking precautionary measures.
## Baidu Big Data and Tourism Management

### Traditional Official Statistics

**2014年1-8月四川省旅游经济情况简述**

- 2014年1-8月，我省旅游业呈现稳定增长态势，全省共接待国内外游客3.93亿人次，同比增长14.6%；实现旅游总收入3261.4亿元，同比增长27.4%。
  - 一、国内旅游
    - 1-8月我省累计接待国内旅游人数超过3.91亿人次，同比增长14.5%。实现国内旅游收入3228.49亿元，同比增长27.5%。
  - 二、入境旅游
    - 1-8月我省累计接待入境游客147.65万人次，同比增长16.5%。实现旅游外汇收入5.31亿美元，同比增长17.2%。
  - 三、出境旅游
    - 1-8月我省旅行社组织71.96万居民出境旅游，累计增长53.9%。

### Baidu Big Data

- Baidu Traveling Trends

Baidu big data assist departments of tourism management in predicting tourist flow to prepare evacuating measures in advance.
Baidu Big Data Cooperation with Official Organizations

Baidu big data for Official Statistics:

• mastering macro trends
• learning people’s livelihood
• driving management innovation
Thank you