

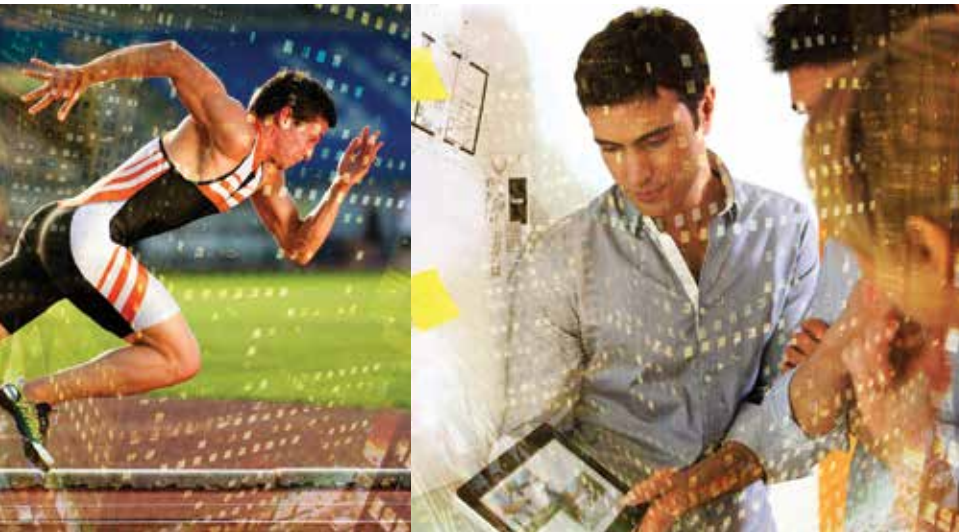
# The Insight Centre for Data Analytics (Insight)

Insight is one of the biggest data analytics centres in Europe. It undertakes high-impact research, seeks to derive value from Big Data and provides innovative technology solutions for industry and society by enabling better decision-making.



# Insight

Centre for Data Analytics



**With €88 million in funding, Insight has 400 researchers across areas such as connected health, decision analytics, social media analytics, smart cities and the semantic web.**

## Research Areas

- › Linked data
- › Semantic web
- › Machine learning and statistics
- › Media analytics and personal sensing
- › Optimisation and decision analytics
- › Recommender systems

## Industry and commercialisation

Insight offers data analytics solutions for a broad range of industry partners in ICT, healthcare, retail, finance, media and public services. Insight's expertise includes the whole data value chain, from the integration of multiple heterogeneous data sources to discovering patterns and trends in data and making sense of them.

## Research programmes

Innovative Insight solutions have included using data to:

- › Develop products and services based on matching users' short and long-term needs to a real-time picture of information and opportunities
- › Understand customer behaviour to increase customer satisfaction, experience and loyalty
- › Drive recommendations and support decision-making
- › Find optimal solutions to complex problems
- › Automate business processes

## Education and Public Engagement:

Insight, in collaboration with Science Foundation Ireland, is involved in many local and national events, including Thesis in 3, digital maker-clubs such as Coderdojos, 091Labs and Hacker-space. Insight also organises, in conjunction with the Central Statistics Office, Apps4Gaps, the first all-Ireland mobile app competition.

Insight runs and supports computer coding courses, local heritage digital archiving activities, mobile apps workshops and inter-school science debates. Researchers engage in talks on innovation, Internet Safety and Cyberbullying Awareness, and on the exciting career opportunities available in the field of data analytics. Insight is also driving a data ethics initiative, the Magna Carta for Data Project, through which the Centre actively engages with researchers around the world and with policy makers at Irish and EU level.

Industry partners include:

- › Abtran
- › Adoreboard
- › Avego
- › Aviva
- › Eagle Alpha
- › Flashpoint
- › Guiyang Municipal
- › NitroSell
- › RTÉ Community Analytics
- › RTE Content Discovery
- › RTE News360
- › Rubicoïn
- › Shimmer Research
- › Starwood
- › TreeMetrics
- › The Irish Times

Facilities

- › Software lab space
- › Environmental lab space



Key Contacts

**Oliver Daniels**

Chief Executive Officer  
oliver.daniels@insight-centre.org

**Michael Turley**

Chief Operating Officer  
michael.turley@insight-centre.org

**Eamon O'Doherty**

Business Development Manager  
eamon.odoherty@insight-centre.org

**Prof Alan Smeaton**

Dublin City University  
alan.smeaton@insight-centre.org

**Prof Brian Caulfield**

University College Dublin  
brian.caulfield@insight-centre.org

**Prof Barry O'Sullivan**

University College Cork  
barry.osullivan@insight-centre.org

**Prof Dietrich Rebholz Schumann**

National University of Ireland Galway  
rebholz@insight-centre.org

**Insight Education and Public Engagement Team**

Aoibheann Bird - UCD & DCU  
Brendan Smith - NUI Galway  
Chrys Ngwa - UCC  
communications@insight-centre.org

**Insight Centre for Data Analytics**

O'Brien Centre for Science    Western Gateway Building  
Science Centre East            University College Cork  
UCD, Belfield                    Western Road  
Dublin 4, Ireland                Cork, Ireland  
+353 1 896 3030

NUI Galway                            Dublin City University  
IDA Business Park                Glasnevin  
Lower Dangan                      Dublin 9  
Galway, Ireland                    Ireland

+353 1 896 3030  
insight-centre.org  
info@insight-centre.org

twitter.com/insight\_centre  
facebook.com/Insight  
linkedin.com (Insight Centre for Data Analytics)  
youtube.com/user/TheINSIGHTCentre  
vimeo.com/insightcentre



**Funded by**



Wilton Park House,  
Wilton Place, Dublin 2, Ireland  
Tel: +353 (0)1 6073200  
Fax: +353 (0)1 6073201  
Email: info@sfi.ie  
[www.sfi.ie](http://www.sfi.ie)

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