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Arrow uses the happiness of London to demonstrate power of business intelligence through data analytics

- Unifying 2.6 billion units of data a day creates an up-to-the-minute snapshot of the mood in the capital

-   Business intelligence initiative will help the channel articulate value of large-scale data analytics

London, UK – 22 November 2016 – Arrow is today showcasing a new project that will help the channel educate their customers around the power and value of large-scale business intelligence and data analytics.

The project – *How Happy Is London?* – collects, processes and continually refreshes data from unconnected sources freely available in the public domain. The final output is a happiness indicator, creating an up to the minute picture of the city's mood – which is refreshed from new data every 60 seconds.

Every day, around 2.6 billion different units of data relating to London's happiness flow into *How Happy Is London?* Data sources range from Transport for London alerts on possible disruptions, to weather updates from the Met Office, along with the use of sentiment words in conjunction with 'London' on Twitter. The data is represented online as a series of images of people and places in the capital, and the overall happiness indicator showing the current mood: which fluctuates between a base of 'business as usual', through 'happy' and 'life's good', up to 'on top of the world'.

The project has been designed to help channel organisations show how the intelligence and insight uncovered by large-scale data analytics can lead to better, data-driven business decision-making and outcomes. *How Happy is London?* takes everything that's happening across London into account to show the power of understanding a business from multiple angles and visualising all organisational data holistically.

David Fearne, technical director, UK & Ireland at Arrow ECS said, "*With the competitive edge becoming ever thinner, organisations need more powerful tools to make better, quicker, and more accurate and consistent decisions. If you take what we've done with How Happy Is London? and adapt the metrics to business-critical ones, such as sales and customer satisfaction,*

you can see how companies can visualise their data and approach decision-making differently.”

Eric Nowak, president EMEA at Arrow ECS, commented, “*It's inspiring to see big data and analytics come to life in this way, signalling a new chapter at Arrow and within the channel. We're looking forward to developing further technological advances across EMEA, together with our business intelligence suppliers.”*

How Happy Is London? is the flagship demonstration of the project. See it in action on the dedicated *How Happy Is London?* website or on the 'big screen' at Arrow's City office.

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About Arrow: Arrow Electronics (www.arrow.com) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 locations serving over 85 countries.

***How Happy Is London?* media resources** pack.