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2<sup>nd</sup> International Conference for Accounting Researchers and Educators

**Data Deluge and Its Analysis Issues** 

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Current availability of enormous amount of data is mainly due to technological

advances. They are useful drawing inferences for creating new businesses,

formulation of new policies or revising existing ones, etc. However, much of

analyses are performed either by subject domain experts implementing

mathematical and computational models incorrectly or by mathematical and

computational professionals, purely on data driven basis without paying

required attention to the subject domain knowledge. Both of these exercises

often result in incorrect inferences and therefore they may harm the society,

especially when their inferences are used in practice. We argue that, in order

to get valid inferences these two parties should work together. Here we briefly

discuss some of the issues that the large-scale data analyses should take into

account, especially in open data and big data. We also briefly discuss our

solutions that are rather simple to implement.

**Keywords:** Open data, Big data, Statistical, Causal, Inference

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