

## Special Issue

# Sustainable Data Usage for Predicting Consumer Behaviour

### Message from the Guest Editor

Mobility makes up an important part of consumer behavior, as many services are still physical, and mobility is necessary to reach them. Mobility data generated particularly via mobile phones are enormous, and there are potentially many applications at the same time generating such potentially redundant data and storing them in the cloud. While data transfer consumes energy, data also need to process, and many applications utilizing techniques such as machine learning are also computationally intensive.

Sustainability in terms of data usage may be improved in a number of ways, such as adapting the data collection rate based on the application, edge computing, or simply using computationally more efficient analysis methods or green computing. While these aspects have started to attract more attention recently, there is still a lot of room for improvement.

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### Guest Editor

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### Deadline for manuscript submissions

closed (30 September 2021)



## Sustainability

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