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Plant breeding: the intersection of analytics and big data

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Since 1990s it is well established that genotypic data continues to grow and at lower cost. Capacity and cost to generate phenotypic data has lagged genotype although more recently is also increasing. Deployment of newer breeding methods and technologies to scale requires more reliance on effective operational models. Data analytics is providing insights at an unprecedented scope and scale in breeding programs and fundamentally changing the way we manage the decisions and operations of breeding programs.