Paradigm shifts enabled by big data
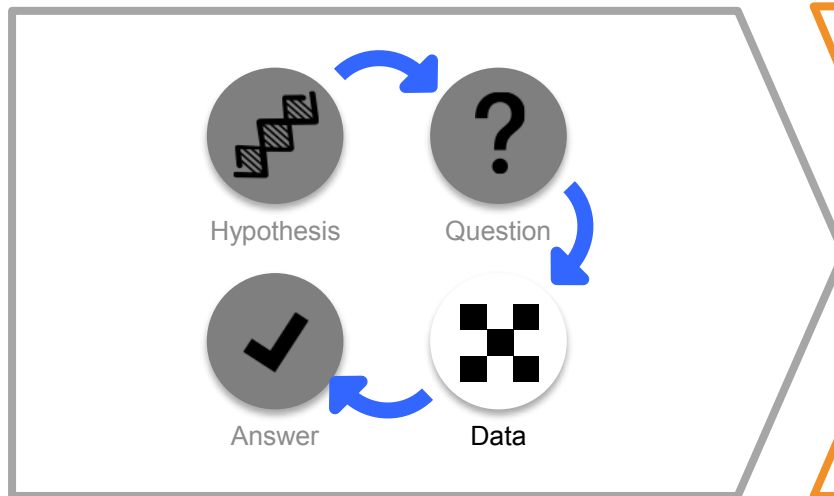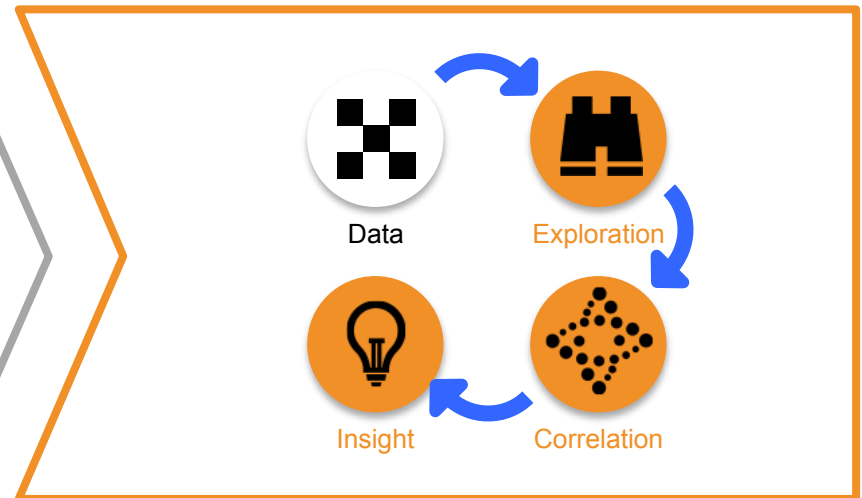## Data leads the way—and sometimes correlations are good enough

TRADITIONAL APPROACH

BIG DATA APPROACH

Hypothesis

Question

Answer

Data

Data

Exploration

Insight

Correlation

Start with hypothesis and test against selected data

Explore *all* data and identify correlations