

BIG Data

25 Need-to-Know Facts

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1

**Every 2 days
we create as much
information as we
did from the
beginning of time
until 2003.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



2

**Over 90% of all
the data in the
world was created
in the past 2
years.**

[Source](#)

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3

**It is expected
that by 2020 the amount
of digital information in
existence will have
grown from 3.2
zettabytes today to 40
zettabytes.**

[Source](#)

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**The total amount
of data being
captured and stored
by industry doubles
every 1.2 years.**

[Source](#)

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5

**Every minute
we send 204 million
emails, generate 1,8
million Facebook likes,
send 278 thousand
Tweets, and up-load
200,000 photos to
Facebook.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



**Google alone
processes on average
over 40 thousand
search queries per
second, making it over
3.5 billion in a single
day.**

[Source](#)

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7

**Around 100
hours of video are
uploaded to YouTube
every minute and it would
take you around 15 years
to watch every video
uploaded by users
in one day.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



**Around 100
hours of video are
uploaded to YouTube
every minute and it
would take you around
15 years to watch
every video uploaded
by users in one day.**

[Source](#)

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9

**If you burned
all of the data created in
just one day onto DVDs,
you could stack them on
top of each other and
reach the moon
– twice.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



AT&T is thought to hold the world's largest volume of data in one unique database – its phone records database is 312 terabytes in size, and contains almost 2 trillion rows.

[Source](#)

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11

**570 new
websites spring
into existence
every minute of
every day.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



**1.9 million
IT jobs will be
created in the US
by 2015 to carry out big data
projects. Each of those will be
supported by 3 new jobs
created outside of IT –
meaning a total of 6 million
new jobs thanks to
big data.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



13

Today's data centres occupy an area of land equal in size to almost 6,000 football fields.

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



Between them,
companies monitoring
Twitter to measure
“sentiment” analyze
12 terabytes of tweets
every day.

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



15

The amount of data transferred over mobile networks increased by 81% to 1.5 exabytes (1.5 billion gigabytes) per month between 2012 and 2014. Video accounts for 53% of that total.

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



**The NSA
is thought to analyze
1.6% of all global
internet traffic –
around 30 petabytes
(30 million gigabytes)
every day.**

[Source](#)

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17

The value of the Hadoop market is expected to soar from \$2 billion in 2013 to \$50 billion by 2020, according to market research firm Allied Market Research.

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



**The number
of Bits of information
stored in the digital
universe is thought to
have exceeded the
number of stars in the
physical universe in
2007.**

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



19

**This year,
there will be over 1.2
billion smart phones in
the world (which are
stuffed full of sensors and
data collection features),
and the growth is
predicted to continue.**

[Source](#)

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20

**The boom of
the Internet of Things
will mean that the
amount of devices
connected to the
Internet will rise from
about 13 billion today to
50 billion by 2020.**

[Source](#)

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21

**12 million RFID tags
– used to capture data and
track movement of objects in
the physical world – had
been sold in by 2011. By
2021, it is estimated that
number will have risen to 209
billion as the Internet of
Things takes off.**

[Source](#)

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Big data has been used to predict crimes before they happen – a “predictive policing” trial in California was able to identify areas where crime will occur three times more accurately than existing methods of forecasting.

[Source](#)

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23

By better integrating big data analytics into healthcare, the industry could save \$300bn a year – that's the equivalent of reducing the healthcare costs of every man, woman and child by \$1,000 a year.

[Source](#)

BROUGHT TO YOU BY THE BESTSELLING AUTHOR OF...



Retailers could increase their profit margins by more than 60% through the full exploitation of big data analytics.

[Source](#)

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25

The big data industry is expected to grow from US\$10.2 billion in 2013 to about US\$54.3 billion by 2017.

[Source](#)

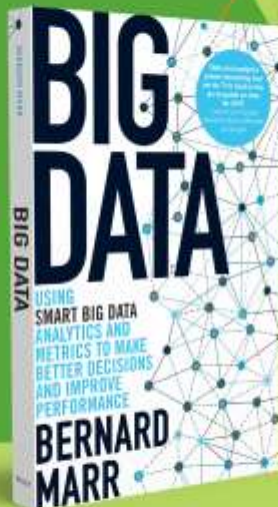
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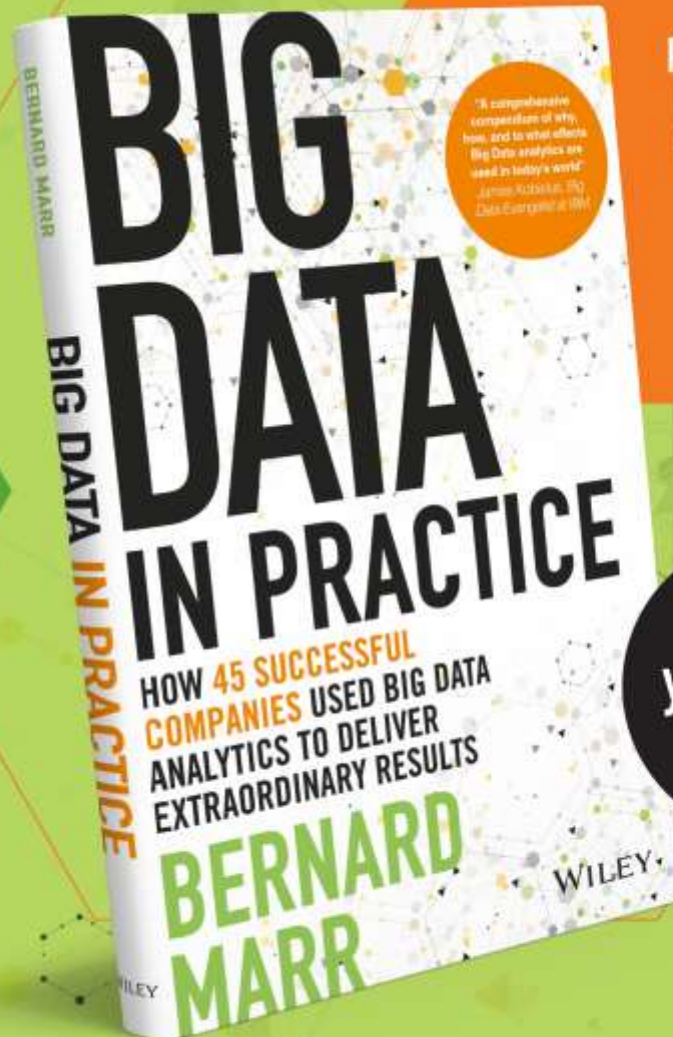
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