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(4) Data analytics will allow the business executive to analyze all of these varying sets of data using automated tools and software. Driving Revenue: The use of data analytics in IOT investments will allows the business units to gain an insight into Custom-er preferences and choices. IOT in Big Data analytics helps businesses to extract information to get better business insights help in taking better decisions that result in high ROI. Due to an increase in demand for data storage, Companies are switching to big data cloud storage that lowers the impleme-nation cost IOT involves analyzing machine-generated data such as Sensors in home appliances and so on. IOT is about simultaneously collecting and processing data to make real-time decisions. Big data is more into collecting and accumulating huge data for analysis afterward.

few Wireless IOT Network Protocols are:

1. Bluetooth: Bluetooth is a global 2.4GHz personal area network for short-range wireless communication. Device-to-device file transfers, wireless speakers, and wireless headsets are often enabled with Bluetooth.

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2. Bluetooth LE: Bluetoot LE is a version of Bluetooth idesigned for lowes-powered devices that use less data.

3. Zig Bee: ZigBee is a 2.4GHz mesh local area Network protocol.

4. Z-Wave: Z-wave is a Sub-GHz mesh network protocol, and is a proprietary stack.

5. 6LOWPAN: 6LoWPAN uses a lightweight IP-based communication to travel over lower data rate networks.

6. Thread: Thread in an Open Standard, built on IPV6 and 6LOWPAN protocols.

7. WiFi-ah (HaLow): Designed specifically for low data rate, long-rang sensors and controllers, 802.11ah is far more IoT-centric than many other WiFi counter parts.

8. 2G (GSM): 2G is the "old-school" TDMA (usually) cellular protocol.

9. 3G & 4G: 3G was the first "high speed" cellular network, 4G is the igenlration of Cellular Standards.

10. LTE cat 0, 1 & 3: With LTE classes, the lower the speed, the lower the amount of power they use.

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11. LTE -M1 : This is the first cellular wireless protocol that was build from the ground up for IOT devices.

Some others names are: NB-IOT, 5G, NFC, RFID, Sig Fox, LoRaWAN, Ingenu, Weightless-N, Weightless-P, Weightless-W, ANT & ANT+, Digi Mesh, MiWi, Dash 7, etc.