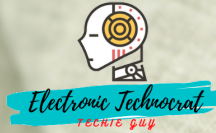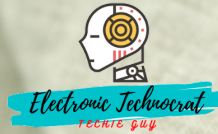# BIG DATA SNIPPETS

# Big Data Use-Cases

After learning what is analytics. Let us now discuss various use cases of Big data. Below are some of the Big data use cases from different domains:

- Netflix Uses Big Data to Improve Customer Experience
- Promotion and campaign analysis by Sears Holding
- Sentiment analysis
- Customer Churn analysis
- Predictive analysis
- Real-time ad matching and serving