



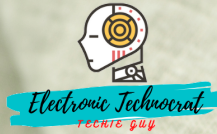
BIG DATA SNIPPETS





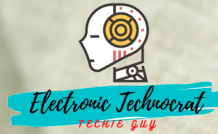
What is Big Data Analytics?





- According to Gartner – It is huge-volume, fast-velocity, and different variety information assets that demand innovative platform for enhanced insights and decision making.
- A Revolution, authors explain it as – It is a way to solve all the unsolved problems related to data management and handling, an earlier industry was used to live with such problems. With Big data analytics, you can also unlock hidden patterns and know the 360-degree view of customers and better understand their needs.





- In other words, big data gets generated in multi terabyte quantities. It changes fast and comes in varieties of forms that are difficult to manage and process using RDBMS or other traditional technologies.
- Big Data solutions provide the tools, methodologies, and technologies that are used to capture, store, search & analyze the data in seconds to find relationships and insights for innovation and competitive gain that were previously unavailable.





- 80% of the data getting generated today is unstructured and cannot be handled by our traditional technologies.
- Earlier, an amount of data generated was not that high. We kept archiving the data as there was just need of historical analysis of data. But today data generation is in petabytes that it is not possible to archive the data again and again and retrieve it again when needed as data scientists need to play with data now and then for predictive analysis unlike historical as used to be done with traditional.

