



BIG DATA SNIPPETS





Big Data Facts and Figures





- 91% of leaders belongs to marketing believe successful brands use customer data to drive business decisions.
- The overall percentage of the world's total data has been created just within the past two years is 90%.
- 87% companies agree capturing and sharing the right data is important to effectively measure ROI in their own company.





- 500 million calls record daily analyzed by IBM to predict the customer's churns. 350 billion annual meter readings converted by IBM through Big Data to better predict power consumption.
- On Facebook, 30 billion pieces of content are sharing by users in each month.

