

Problem # 3

A) What factors do you think may have led to exponential data growth?

- More people using computers and the web to get things done for work, or personal lives, creating more data over time.
- Hardware is becoming faster, better, and cheaper.
- Relevancy/ubiquity - more screen time from phones, social media, and more.
- The internet
- Cheaper storage
- Faster compute times
- Better methods

B) Where is this new data coming from?

- Big companies like Amazon, Google, Facebook, Twitter etc.
- Data is being generated by online users and then synthesized by companies and data scientists.