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What is Big Data and how does it impact companies?

Big data is an advanced study, which is carried out by collecting, examining and analyzing large amounts of data, both structured and unstructured, thus discovering valuable information, such as trends, ideas and patterns, used to improve processes, systems and study the profitability of a product or service. Big data analysis is used in artificial intelligence, sales and manufacturing. Within big data, 5 characteristics can be seen, called the Five V: Volume, Velocity, variety, variability and value. These processes require innovative technologies and analytical skills, which is where the complexity of this study lies. This type of analysis is important because it provides companies with a tool to take advantage of their data, thus identifying opportunities for improvement and optimization in their processes. In different business segments, improved efficiency leads to smarter operations in general, more customers and profits. Also an advantage of this efficiency provided by big data analysis is a reduction in costs, development of better products and services, focused on the customer. Seen from a more social perspective, this study also allows us to improve the way our society works. An example of this is in healthcare, which plays a fundamental role in measuring public health, delivering results on a global scale.