

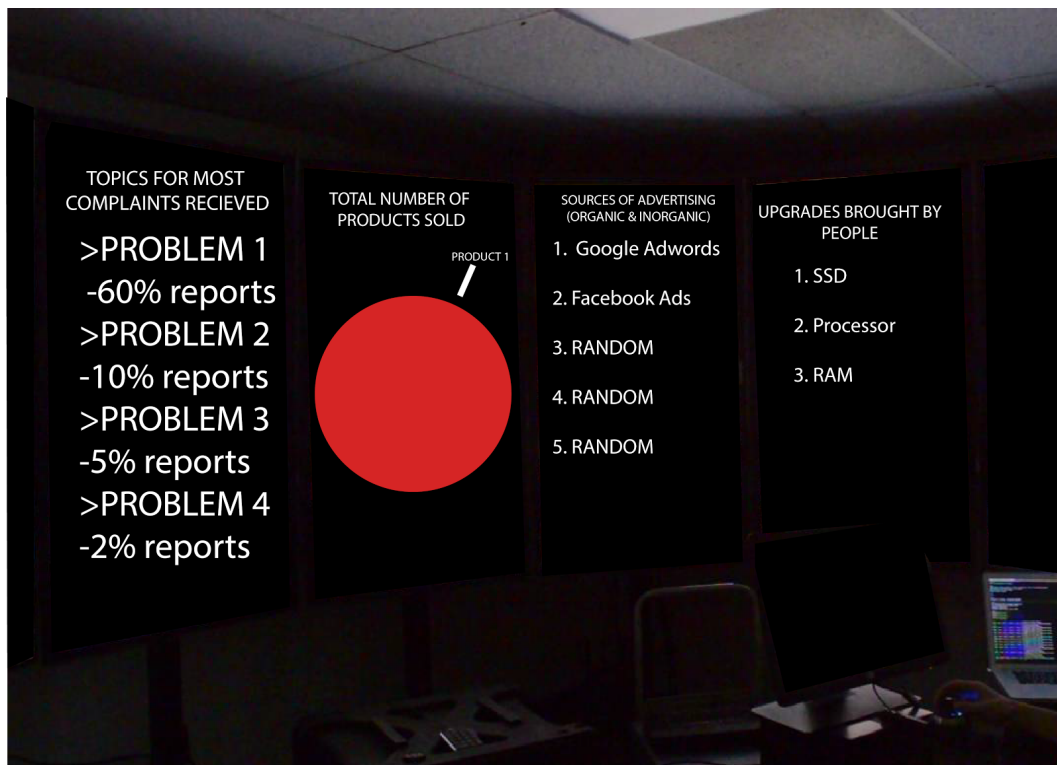
Big data

is data sets that are so voluminous and complex

that traditional data processing application software are inadequate to deal with them. **Big data challenges** include capturing data, data storage, data analysis, search, sharing, transfer, visualization, querying, updating and information privacy. Big data is a large volume of data but it's not the amount of data that matters. It's what organizations do with the data that matters. Big data can be analyzed for insights that lead to better decisions and strategic business moves.

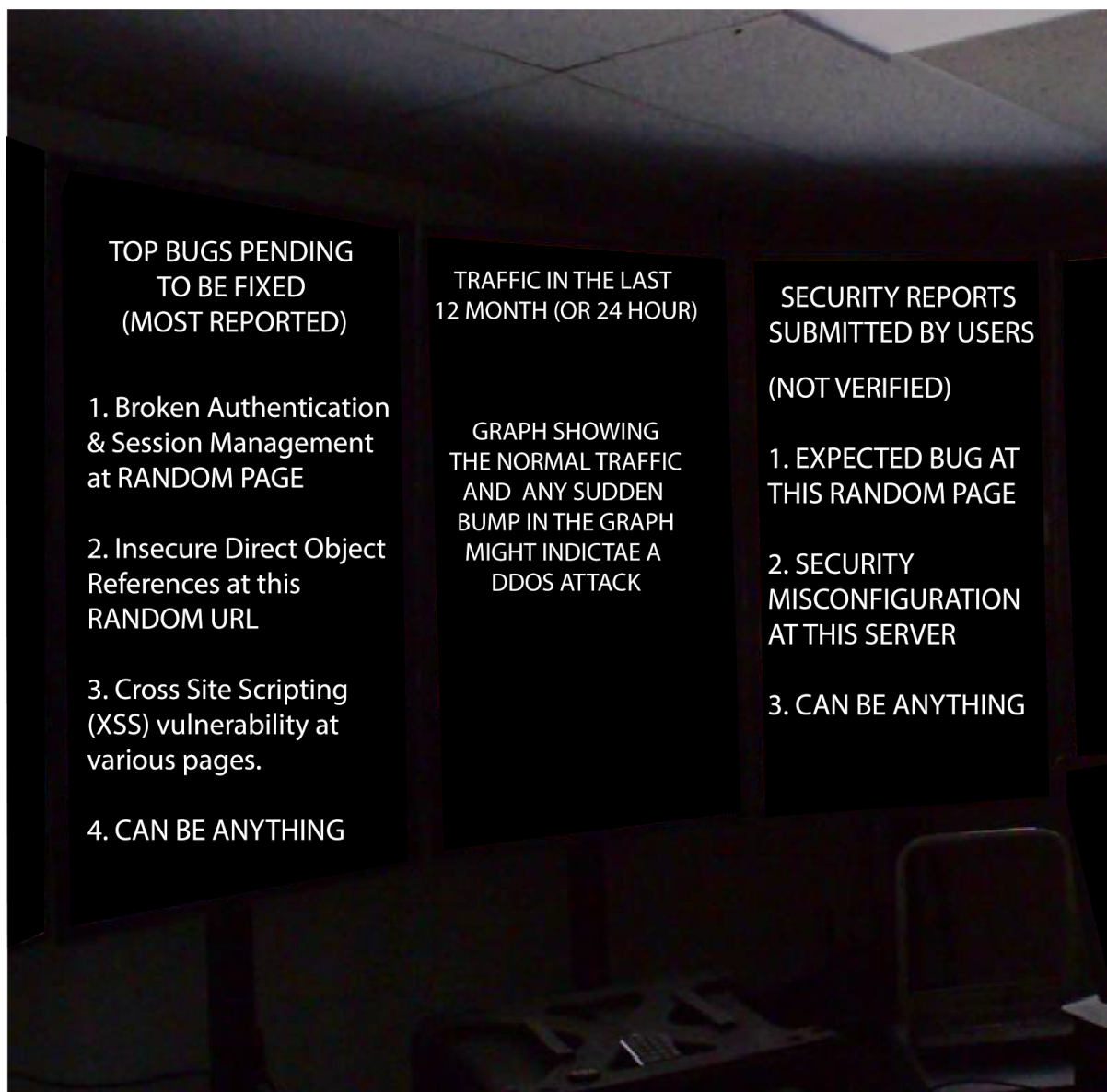
Big Data is used in almost every business and technological field. Here are some uses cases for Liquid Galaxy :-

1) Viewing Customer details :



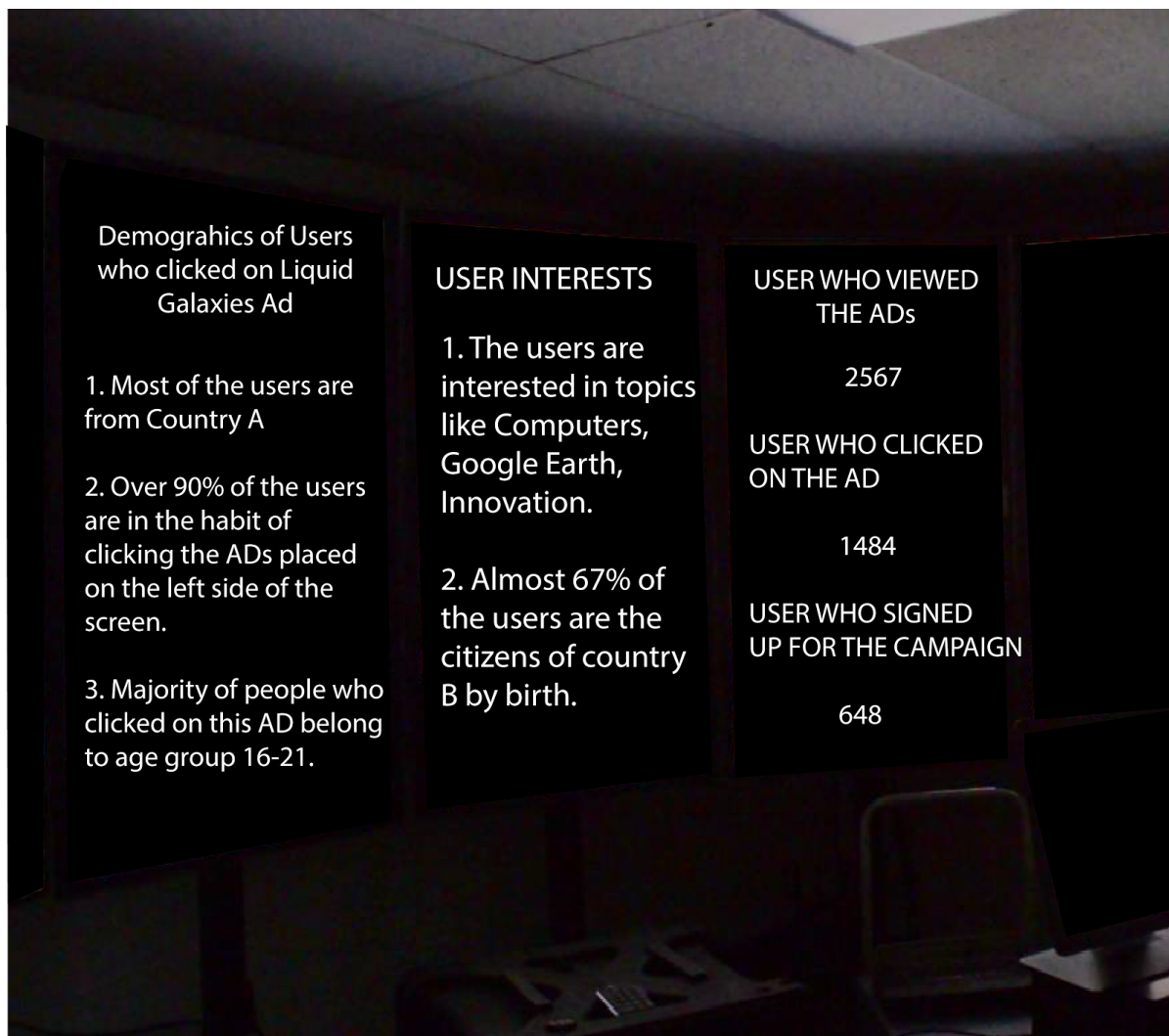
These dashboards pull together data from a variety of internal and external sources, analyze it and present it to customer service, sales and/or marketing personnel in a way that helps them do their jobs. This is also good for the control team to keep a check on the Manufacturing defects and various other aspects to help the organization perform better.

2) Cyber Security :



This can be helpful for the cyber security team to figure out there next to work on task like which bugs do they need to fix and this big data enables them to generate the top bugs from all the bug reports received and displays them on a display. Liquid Galaxy also helps in displaying the Hourly Traffic or the Traffic for a given period of Time to monitor the server usage and also to keep a check on a DDOS attack.

3) Ad Analytics :



Liquid Galaxy can also be used to easily view the user's statistical data and also the demographics and user interests of the user's who clicked the AD.