What is Big Data Analytics and Why is it Important?

There is no definitive definition for big data analytics, it is more of a concept. The concept of big data analytics has been around for years. Most modern and successful companies know how to use data that enters their business can be used to their advantage. These organizations can obtain significant value once you apply analytics to these chunks of data. This idea of using data to uncover trends and insights was even utilized in the 1950s. They used countless spreadsheets instead of the modern computer to discover and take advantage of these trends.

SAS - <https://www.sas.com/en_ie/insights/analytics/big-data-analytics.html>