

## Data Mindset in a digital World

### What is Data?

Data is everywhere. It is any information that can be collected on things like consumer profiles and behaviour, campaign and ad performance, etc Due to the increase of data, it is crucial to understand how data is collected to be examined and consider how it is used to support decision-making. Analysts can handle such volume of data, mainly data expanding in real time (big data) to address business challenges.

### What is Big Data?

As more and more of the global economy moves online and becomes digitised, frequently more data becomes accessible to analysts. Just using examples of areas like social media, online books, music, videos, and the increased number of sensors (think of the Internet of Things) have all added to the astounding increase in the amount of data that has become available for analysis.

What differentiates big data from just 'data' are the tools and techniques used to collect, store, and analyse it. The shift to big data is due to the overwhelming amount of data in terms of size and complexity that is captured every second of every day by organisations.

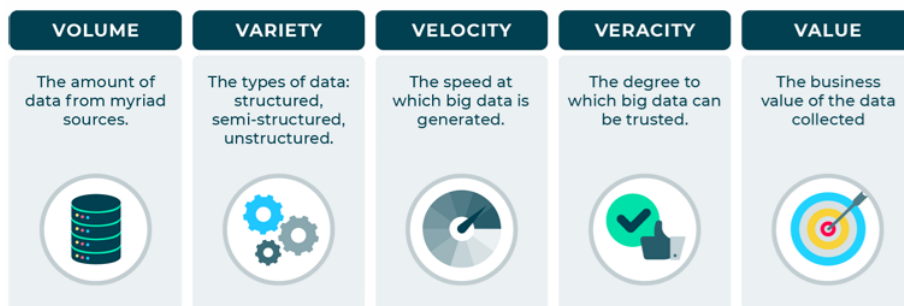


Image: The five Vs of big data.