

A high-angle, dark, and slightly blurred photograph of a Formula One pit stop. Several crew members in black racing suits with 'West' and 'Mobil 1' logos are working on a white and grey race car. A red and white striped air hose is visible in the foreground. The scene is set on a dark asphalt track.

# TRENDS, BIG DATA

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# BE COMPETITIVE

How to improve it?

Test the **quality** both your own data and the competitors data to guarantee a good data analysis

Application example

Formula One – **Big Data paradigm** to improve our software