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**ABSTRACT**  
Big data is a data or data sets so large or complex that traditional data processing applications are inadequate and distributed databases are needed. Firms like Google, eBay, LinkedIn, and Face book were built around big data from the beginning. It is a collection of massive and complex data sets that include the huge quantities of data, social media analytics, data management capabilities, real time data etc. Challenges include sensor design, capture, data curation, sharing, storage, analysis, visualization, information privacy etc. Big data refers to datasets high in  
variety and velocity, so that very difficult to handle using traditional tools and techniques. The process of research into massive data to reveal secret correlations named as big data analytics. Big Data is a data whose complexity requires new techniques, algorithms, and analytics to manage it and extract value and hidden knowledge from it. We need a different platform named Hadoop as the core platform for structuring Big Data, and solves the problem of making it useful for analytics purposes.

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Abbreviation

IBM: International Business Machines

SQL: Structure Query Language

RDBMS: Relational Database Management System

NoSQL: Non Structure Query Language