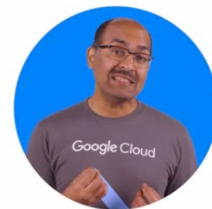# Welcome to Google Cloud Big Data and Machine Learning Fundamentals

An explosion of data

"By 2020, some 50 billion smart devices will be connected, along with additional billions of smart sensors, ensuring that the **global supply of data will continue to more than double every two years**"
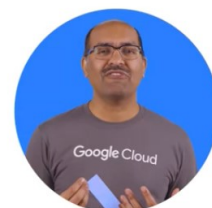
https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/straight-talk-about-big-data

An explosion of data

… and only about 1% of the data generated **today is actually analyzed**

https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/straight-talk-about-big-data

There are many roles in a data-driven organization

Data Analyst

Analyst

Data Engineer

Data Engineer

Applied ML Engineer

Data Scientist	Ethicist
Statistician	Social Scientist
Applied ML Engineer	Researcher

Tech Lead

Analytics Manager

Decision Maker