Partie 2 : How that work

  Companies and other entities need to filter the vast amount of available data to get to what's most relevant to them. Fortunately, hardware and software that can process, store and analyze huge amounts of information are becoming cheaper and faster, so the work no longer requires massive and prohibitively expensive supercomputers.

[Data centers](https://computer.howstuffworks.com/data-centers.htm), can distribute batches of data for processing over multiple servers, and the number of servers can be scaled up or down quickly as needed. This scalable distributed computing is accomplished using innovative tools like Apache Hadoop, MapReduce and Massively Parallel Processing (MPP).

Much of this big data processing and analysis is aimed at finding patterns and correlations that provide insights that can be exploited or used to make decisions. Businesses can now mine massive amounts of data for information about consumer habits, their products' popularity or more efficient ways to do business.

The Big Data has a lot of potential. You can use the valuable information this data provides to make marketing decisions about your product and brand. Brands that take advantage of Big Data are able to make faster and better business decisions. By using all the information you know more about your customers, you can create customer-focused product and create the content your customers are looking for. It's easier to make decisions when you have all the information you need.

Businesses use all of this data to create customized and improved experiences for all of us. There are billions of gigabytes of data being generated every single day by people and technologies all around the world. They use this data to figure out what kind of new drink people will like, or where would be a good place to open up a new store location.

We are living in a world of Big Data.

Finally, big data allows entities to use nearly real-time data to make decisions, rather than relying mostly on old information as in the past. But this ability to see what's going on with us in the present, and even sometimes to predict our future behavior, can be a bit creepy.