

Characteristics of Data Discovery Use Cases

Now you know the top 3 categories of big data use cases, but how do you know which one is the right one to start with? And beyond that, how do you build a roadmap for where to go next? One useful way to think about what is right for your company is to consider how they map to the data management struggles that already exist. We will start with the Data Discovery category. All the use cases that fit under this category are driven by the desire to store more data and be able to analyze it forever. More specifically, if you notice that the business is struggling with:

- **Variety of data sources**, where they want to combine data from any and all newer sources with more variable structures
- **High degree of data fragmentation**, where the company already stores the data it needs, but the data is scattered across different groups and databases
- **Short retention horizons**, where it becomes too expensive to keep the data for very long,

you can be fairly certain that a Data Discovery approach will yield the most immediate benefits. Alternatively, if you are just getting started on the big data journey and you don't know exactly what you're looking for, a Data Discovery project is likely to give you the most immediate strategic wins.

