



# WHY BIG DATA IS IMPORTANT

# POINTS

- ▶ **Cost Savings:** tools of Big Data like Hadoop and Cloud-Based Analytics can bring cost advantages to business when large amounts of data are to be stored and these tools also help in identifying more efficient ways of doing business.
- ▶ **Time Reductions:** The high speed of tools like Hadoop and in-memory analytics can easily identify new sources of data which helps businesses analyzing data immediately and make quick decisions based on the learning.
- ▶ **Understand the market conditions:** By analyzing big data you can get a better understanding of current market conditions. For example, by analyzing customers' purchasing behaviors, a company can find out the products that are sold the most and produce products according to this trend. By this, it can get ahead of its competitors.

# CONTD...

- ▶ **Control online reputation:** Big data tools can do sentiment analysis. Therefore, you can get feedback about who is saying what about your company.
- ▶ If you want to monitor and improve the online presence of your business, then, big data tools can help in all this
- ▶ **Using Big Data Analytics to Boost Customer Acquisition and Retention** :The customer is the most important asset any business depends on. The use of big data allows businesses to observe various customer related patterns and trends.
- ▶ Observing customer behavior is important to trigger loyalty.
- ▶ Using Big Data Analytics to Solve Advertisers Problem and Offer Marketing insights.

