

One person who is making significant strides in big data is Elon Musk. It's no secret that Musk is one of the most iconic and ambitious entrepreneurs on planet Earth. He's always working to create the highest tech yet user friendly products. One of the hot topics right now is self-driving cars. Tesla CEO, Elon Musk, believes level 5 self-driving cars are likely in the near future. Level 5 mean the car can function completely autonomously without any human input. Every step left in achieving level 5 from our current best, level 2, has to do with software improvements. The cars will need to gather and organize an unfathomable amount of data in order to run safely. While the Tesla cars are decent at this as it is, level 5 is going to require a large amount of testing in order to ensure that the people riding in these cars as well as people in other cars and pedestrians are safe are these cars. One mistake in the algorithm can be fatal for hundreds of people if people start buying those cars at large. Even if they did a recall, it would be too late for some people and people would lose trust in the company.

(Zezinho), Jose Antonio Ribeiro Neto. "Tesla-Big Data Success Case." *Medium*, XNEWDATA, 23 Sept. 2021, <https://medium.com/xnewdata/tesla-big-data-success-case-6429af3cd58c>.