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,and video Companies are analyzing these data and using them to drive decisions, a practice called “big data analytics.” For example, the online game company, Zynga, studies how its audience plays the game and uses that data effectively to modify the games.

In a recent work on ‘Interactions with Big Data Analytics’, Danyel Fisher and colleagues review the state of the field by interviewing sixteen pioneering big data analysts. The discuss about the definition of big data, contemporary ways of analyzing data, challenges peculiar to big data; they also propose a pivotal five-step workflow for analyzing big data.

The authors draw a refreshing parallel to the old-age mainframe computing where analysts submitted the work to massive systems and had to wait for hours/days/weeks to obtain results . With big data analytics, argue the authors, analysis require huge computing power, so scientists must submit results to a super-computer wait for the results. End user computers display but do not process the results. WHAT IMPLICATIONS DOES THIS PARALLEL HAVE?

ADD MORE ABOUT: “the definition of big data, contemporary ways of analyzing data, and challenges perculiar to big data.”

The authors propose a general, five-step approach for big data analytics: acquiring data, choosing the right architecture for analyzing the acquired data, fitting the data for the chosen architecture, coding and debugging, and fine tuning. This five-step process is repeated as many times as necessary until meaningful results are obtained. The paper cautions that many business users currently lack many of the skills to perform this workflow. They propose XX to address this skill gap.

The potential of big data analytics is vast: for example, design more user-friendly interfaces, enrich customer experience by analyzing the ways customers use the product, understand healthcare spending. In harnessing the exploding world of data, we are constrained only by limits of our human ability to think creatively. .