



**Big Data**

# What is Data?

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- The quantities, characters, or symbols on which operations are performed by a computer,
- which may be stored and transmitted in the form of electrical signals and recorded on magnetic, optical, or mechanical recording media.



# What is Big Data?

- Big Data is also data but with a huge size.
- Big Data is a term used to describe a collection of data that is huge in size and yet growing exponentially with time.
- In short such data is so large and complex that none of the traditional data management tools are able to store it on a single server.



# Examples Of Big Data

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## Stock Exchange

- Generates about one terabyte of new trade data per day.

## Social Media

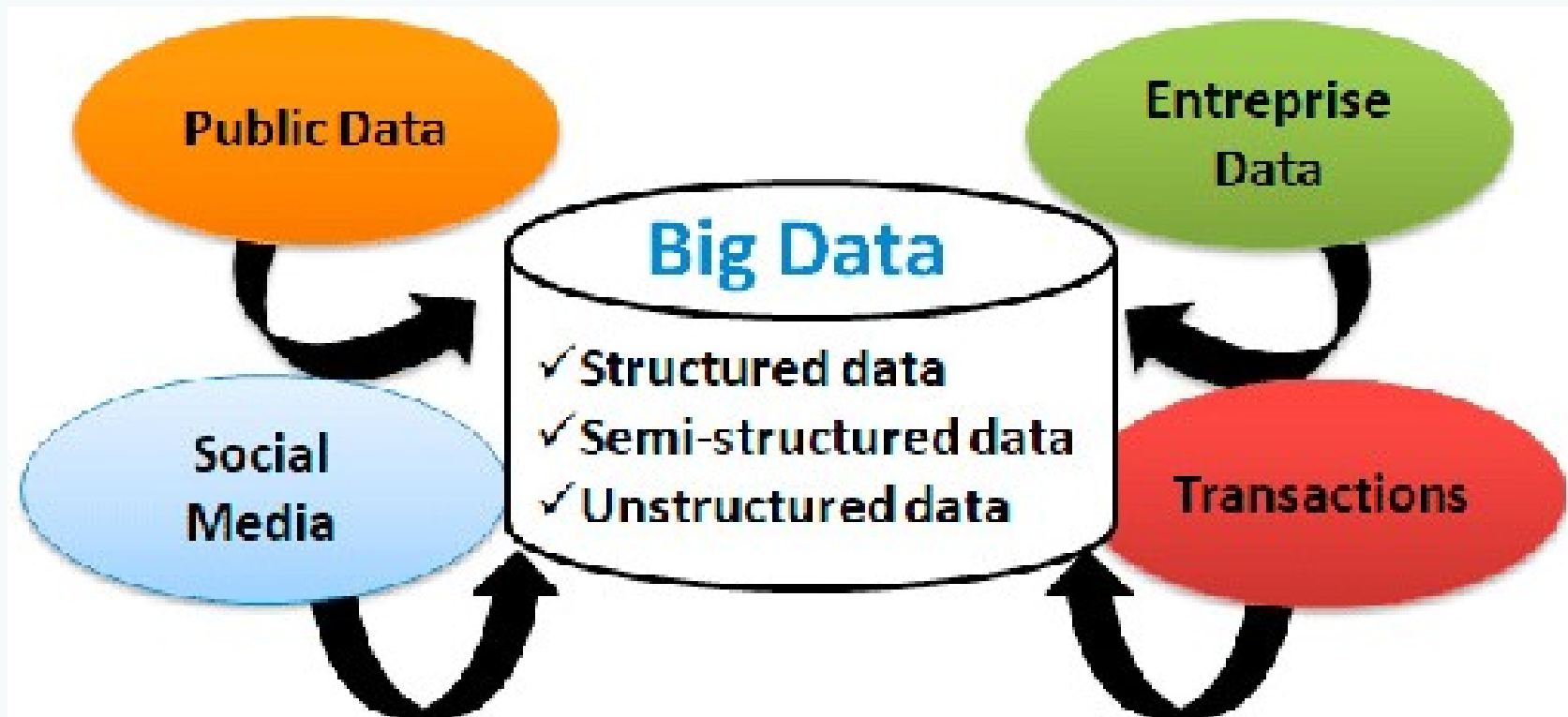
- The statistic shows that 500+terabytes of new data get ingested into the databases of social media site Facebook, every day.
- This data is mainly generated in terms of photo and video uploads, message exchanges, putting comments etc.

## Jet engine

- Can generate 10+terabytes of data in 30 minutes of flight time.
- With many thousand flights per day, generation of data reaches up to many Petabytes.

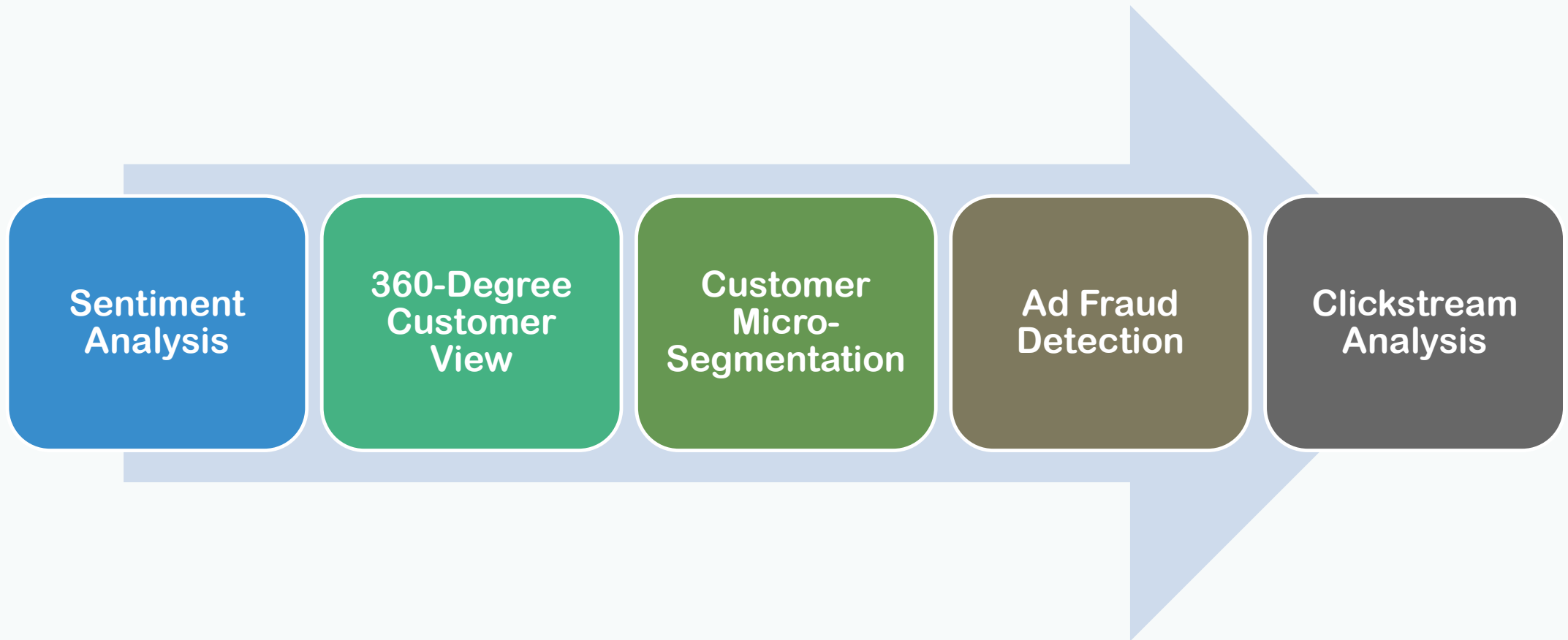
# Types Of Big Data

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# Use cases of Big Data

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Thank You



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