**Slide 3:**

Approach to the presenatation. This is Simon Sinek's Golden Circle.

**Slide 5:**

It is said we live in a digital age.And the currency of this age- information.

We have been inundated with information since the start of the digital age.

Digital Data estimate in 2016 was around 10 Exabytes.One exabyte is a billion Terabytes.

This is expected to rise to 50 exabytes by 2020.This is a lot of data.Really a lot of data.

Challenges:. Newer sources of Data.Lack of computing power: Moore law stagnation

Lack of insightsLess business decisions

Traditional systems designed to work with Structured data,Not unstructured

**Slide 6:**

Mankind created more data in 2017 than in the last two millenea.

Sources of data have increased: Photos, videos shared on social media,Logs and other machine information from processing systems.

You create information even with your movemnt: GPS. FB message .Phone app usage etc.

**Slide 7:**

Relational database management systems and desktop statistics- and visualization-packages often

have difficulty handling big data. The work may require "massively parallel software running

on tens, hundreds, or even thousands of servers“

Ox in a oil mill,

you dont grow a bigger ox, you add more oxen.

This gave birth to the idea of distributed computing systems.Write once read many times concept . Data handling capacities and processing times :

**Slide 8:**

Hadoop provide the layer of abstraction whcih takes care of Data storage, high Availability and Computing environment .It implemenst the concepts of 3V explained earlier and can be considered as the software which provides the environment to exploit Big Data in manner we see fit

**Slide 11:**

Descriptive analytics answers the question of what happenedAt this stage, historical data can be measured against other data to answer the question of why something happened.

Predictive analytics tells what is likely to happen.

The purpose of prescriptive analytics is to literally prescribe what action to take to eliminate a future problem or take full advantage of a promising trend