**WEEK 3 - 2015-11-04**

**3 - What about Big Data**

**How much is there?**

* 2011 - 1.8 zettabytes (only a tiny fraction can be used for answering questions)
* Big Data will change
* Why is Big Data such a big deal? Its now possible to collect much more data but how much of that data is useful? Find your answers..

**Big or Small data**

* You need the right data
* Combination of some data and an aching desire for answers does not ensure that a reasonable answer can be extracted from a given body of data - “Qote Tukey”