The advantages we might gain by treating the data as Big Data

As you can see from the ERD, we are collecting information of every message that the users send or receive and the users' network. By looking at the data, we know who has reached out to whom with date and time information. If the sender is a recruiter, we probably will have an idea about what skills the company is looking for after taking a look at the recipient's profile. However, this seems not specific enough for us to know which piece of information helped the recruiter made their decision to reach out to the recipient. Big Data can help here. Big Data could provide more dynamic information and work more like a video clip while the small date provides an image of the data. By utilizing Big Data, it is possible to pull up the profiles that also were viewed by the same recruiter during the same timeframe but did not trigger a message. If compare these profiles with the recipient's profile, we will get a much better narrative of what brought the recruiter's interest exactly. There will be endless possibilities for us to expand our analytics job. We might be also interested in to know whether the recruiter would take a look at the recipient's connections after sending that message. How big is the chance that they also reach out the right candidate's connections? We can keep appending more questions to our list even after the Big Data was collected and the same set of data can be used for the additional questions.

ERD