**Problem Keeper or Problem Solver?**

Big data has been defined by many individuals in commerce and technology and is categorized by volume, velocity, and variety (Bartlett, 2013). Volume is the main idea, as tons of data is generated from devices, research, and internal data warehouses. Solving problems using this data can only be easy if there is a process to use it effectively.

Maroulis, Zacheilas, Theocharis, and Kalogeria (2019) created a prediction system to quickly process big data workloads on local Apache Spark implementations. Graphs were used to define and describe the system, which helps understand data pipelines (Maroulis et al., 2019). These pipelines allow organizations to be problem solvers and use decision-making processes to enhance performance. Having strong channels enable organizations to be agile and effective.

Another answer to the question posed by the title comes from Sternberg, Pedersen, Ryelund, Mukkamala, and Vatrapu (2018), who examined social media data for several Turkish airlines. Sternberg et al. (2018) found that customers bought airline tickets based on using Facebook more often than other means. This solves the problem of how to reach customers using Facebook. Solving this problem ensured that these Turkish airlines maintained service and capacity. This also comes under solving issues for competitive advantage.

Volume, velocity, and variety enable leaders to make sound decisions based on metrics and data. Being analytical requires efficient statistical methods and robust pipelines (Davenport, Harris, and Morison, 2010). Christian leaders can use big data to manage organizations and ministries effectively.

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