Big Data

Tesco and Amazon can’t use relational databases to store information. They innovate and use a lot of different technologies to keep the data. The numbers that Tesco sell for one product would be too much data for any database. Supercomputers running special computing programs run around the clock to handle the constant vast stream of data; these supercomputers help predict weather patterns and even predict huge natural disasters. This saves many lives which is why huge data is an integral part in technology advancement. A photo of the black hole was 5 petabytes of raw data before being cleaned. The data was so huge that they had to send it physically in planes instead of the internet because the data was too big for the internet to handle also it was cleaned to a mere few hundred kilobytes as seen as today. Unstructured data is data that does not follow a specified format for big data. Unstructured data is the largest piece of the data equation and the uses are rapidly expanding. They could be analysed and extract relevant data that could be used for important things such as customer experience.