**ASSIGNMENT**

EVOLUTION OF ANALYTICS

Analytics 1.0 (Big Machine): This is the era of big machines i.e in the 1990s. Data analysis were based on predefined queries and descriptive views and data were collected using relational database in rows and columns, in this era, Analysts spent more time preparing data for analytics and relatively little time for the analytics itself.

Analytics 2.0 (Mobile Machine): Analytics 1.0 evolved to analytics 2.0 in the 2000s with competitive insights which added complex queries with future predictive views leveraging both structured and unstructured data

Analytics 3.0 (Smart Machine): Traditional methods of handling data can’t handle big data amounts being created and stored, this led to the invention of smart machines, it allows big data to be stored in smaller mobile devices that can be carried around easily.

Analytics 4.0 (Storage Devices): Data shipments leave a trail as data exhaust. As data is being worked on and being exchanged parts of the data are become incomplete and can be lost. IBM, GOOGLE, MICROSOFT have storage mediums that can be used to recall data for future use

Analytics 5.0 (Nanotech):v