Big Data is Everything (Literally)

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‘Big Data’ is big talk in boardrooms around the world. Organizations are drowning in a flooding sea of data that is either too much or too unstructured to be managed and analyzed by traditional means. Among the many sources are the clickstream data from the Web, social media content (tweets, blogs, Facebook wall postings, etc.), video data from retail and other sectors, call center voice data, to genomic data from biological research and medicine. Every day, Google alone processes about 24 petabytes (or 24,000 terabytes) of data. Yet very little of the information is formatted in the traditional rows and columns of conventional databases (Davenport, Barth, & Bean, 2012).

Big data is really much more than a buzzword for smarter, more insightful data analysis. Companies that learn to take advantage of big data will use real-time information from sensors, radio frequency identification and other identifying devices of the Internet Of Things (IoT) to understand their business environments and to create new products and services. These Analytical Innovators will stand apart from traditional data analysis environments in three key ways: They pay attention to data flows as opposed to stocks. They rely on data scientists and product and process developers rather than data analysts. They are moving analytics away from the IT function and into core business, operational and production functions (Davenport, Barth, & Bean, 2012).

I agree with the three key ways that analytical innovators will make the real difference on how Bog Data evolves, especially how analytics is moving towards the core business. More companies are becoming aware of how important Big Data will be to be competitive. Everyday our society identifies more things that can be associated together, and this is adding to the infrastructure of Big Data. I would like to see examples of success stories in the article but they are abound out on the Internet.

# References

Davenport, T. H., Barth, P., & Bean, R. (2012). How big data is different. *MIT Sloan Management Review*, 43-36. Retrieved from http://search.proquest.com/docview/1124397830