Name /محمد شريف مصطفي بيومي العسال

B .N / 730

Date / 15/5/2021

Topic / Big Data

Application brief /

Big data is a term that describes the large volume of data – both structured and unstructured – that inundates a business on a day-to-day basis.

But it’s not the amount of data that’s important. It’s what organizations do with the data that matters.

Big data can be analyzed for insights that lead to better decisions and strategic business moves. The use of Big Data is becoming common these days by the companies to outperform their peers. In most industries, existing competitors and new entrants alike will use the strategies resulting from the analyzed data to compete, innovate and capture value.

Big Data helps the organizations to create new growth opportunities and entirely new categories of companies that can combine and analyze industry data.





























