
Why do we adopt Big Data Analytics and benefits of Big Data Analytics
ACTIVE USERS REPORT
COHORT ANALYSIS REPORT
Where are your users?
Sessions by country
What are your top devices?
Sessions by device
Czechia
Slovakia

CONTENTS

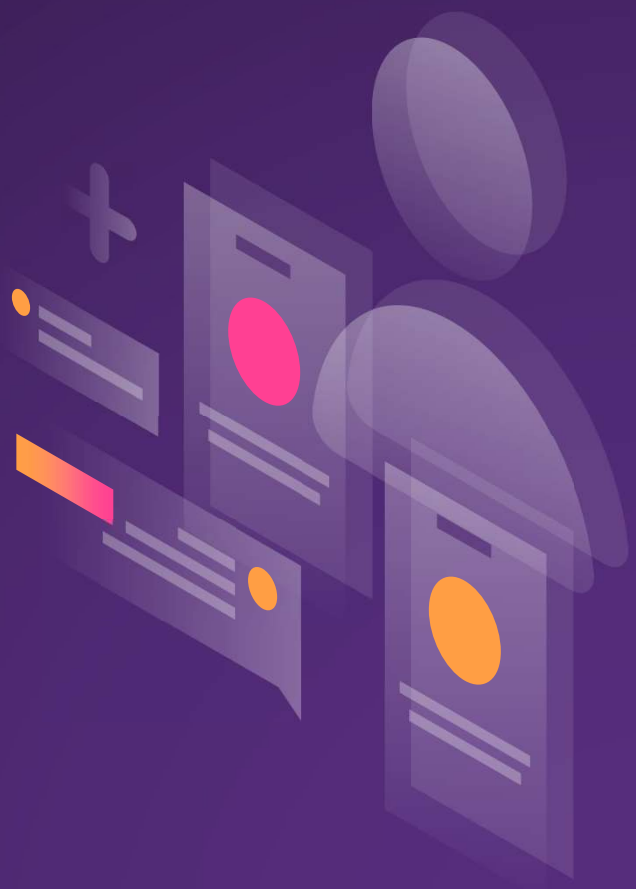
What is Big Data?

- Big data refers to data sets that are too large or complex to be dealt with by traditional data-processing application software.
- Big data was originally associated with three key concepts: volume, variety, and velocity.
- Data with many fields (rows) offer greater statistical power.

BIG DATA ANALYTICS

- Big data analytics is the complex process of examining big data to uncover information such as hidden patterns, correlations, market trends and customer preferences.

- With big data analytics, we can ultimately fuel better and faster decision-making, modelling and predicting of future outcomes and enhanced business intelligence.



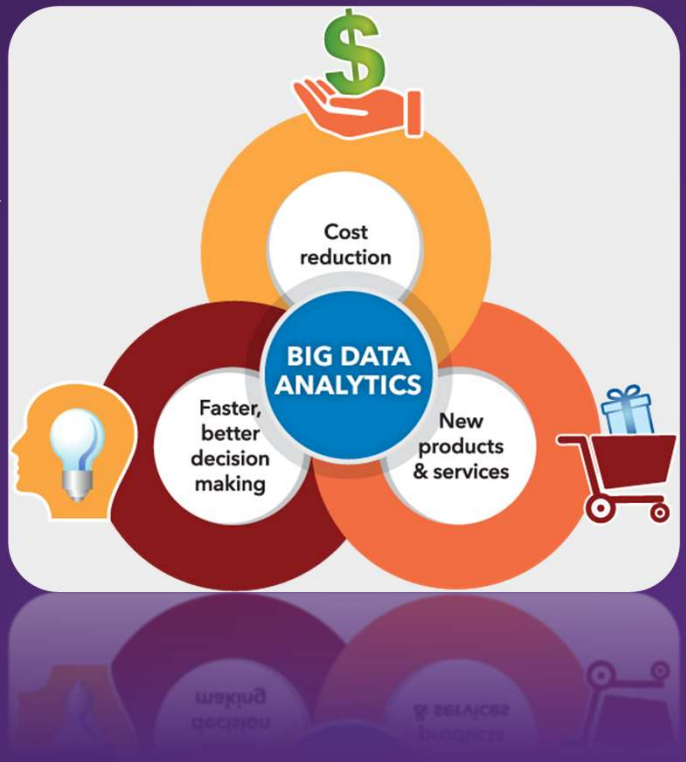
Why Big Data Analytics?

Businesses that use big data with advanced analytics gain value in many ways, such as:

1. **Reducing cost**:- Big data technologies like cloud-based analytics can significantly reduce costs when it comes to storing large amounts of data (for example, a data lake).

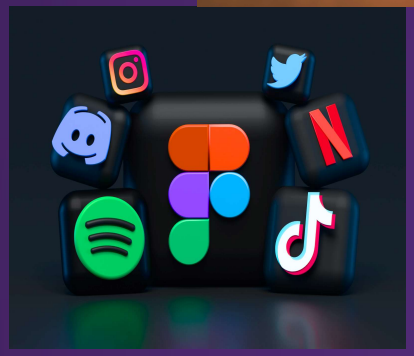
2. **Making faster, better decisions**:- Helps businesses analyze information immediately and make fast, intelligent decisions.

3. **Developing and marketing new products and services**:- Being able to gauge customer needs and customer satisfaction through analytics empowers businesses to give customers what they want, when they want it.



Big Data Analytics in today's world

- E-commerce
- Marketing
- Education
- Healthcare
- Media and entertainment
- Banking
- Telecommunications
- Manufacturing
- Technology



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THANK YOU