BIG DATA

The term Big Data is often used to describe

➤Terabytes,

➤Petabytes and even

➤Exabytes of data captured over time.

HOW COMPANIES USE BIG DATA

➤ Predict what customers want before they ask for it
They know what you purchased
When you purchased
When you visit their website
What you click on
They know what ads to show you !

➤ Get customers excited about their own data
Like Nike+ FuelBand, FitBit,Apple health
Don't you get excited when your phone tells you how much calories have you burned ?

➤ More effective Marketing
They send you emails, Messages when they know that you will read them