

# Big Data: Why It Matters and How It Is Changing the World

---

WHY DOES BIG DATA MATTER TO BUSINESSES?



**Xavier Morera**

HELPING DEVELOPERS UNDERSTAND SEARCH & BIG DATA

@xmorera [www.xaviermorera.com](http://www.xaviermorera.com)









# The Problem with Data

---



**Xavier Morera**

HELPING DEVELOPERS UNDERSTAND SEARCH & BIG DATA

@xmorera [www.xaviermorera.com](http://www.xaviermorera.com)





