Big Data

What is Data?

- The quantities, characters, or symbols on which operations are performed by a computer,
- which may be stored and transmitted in the form of electrical signals and recorded on magnetic, optical, or mechanical recording media.

What is Big Data?

- Big Data is also data but with a huge size.

- Big Data is a term used to describe a collection of data that is huge in size and yet growing exponentially with time.

- In short such data is so large and complex that none of the traditional data management tools are able to store it or

Examples Of Big Data

Stock Exchange

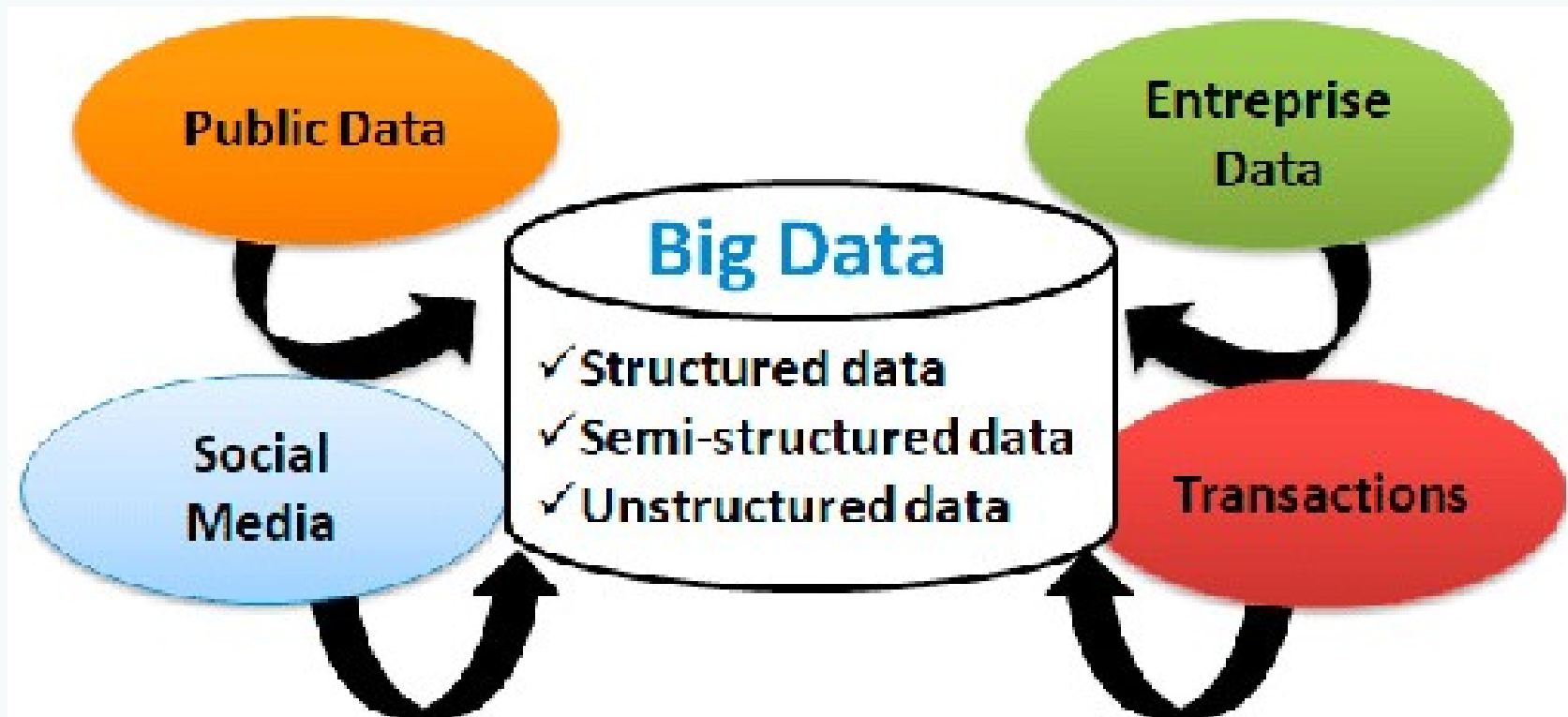- Generates about one terabyte of new trade data per day.

Social Media

- The statistic shows that 500+terabytes of new data get ingested into the databases of social media site Facebook, every day.
- This data is mainly generated in terms of photo and video uploads, message exchanges, putting comments etc.
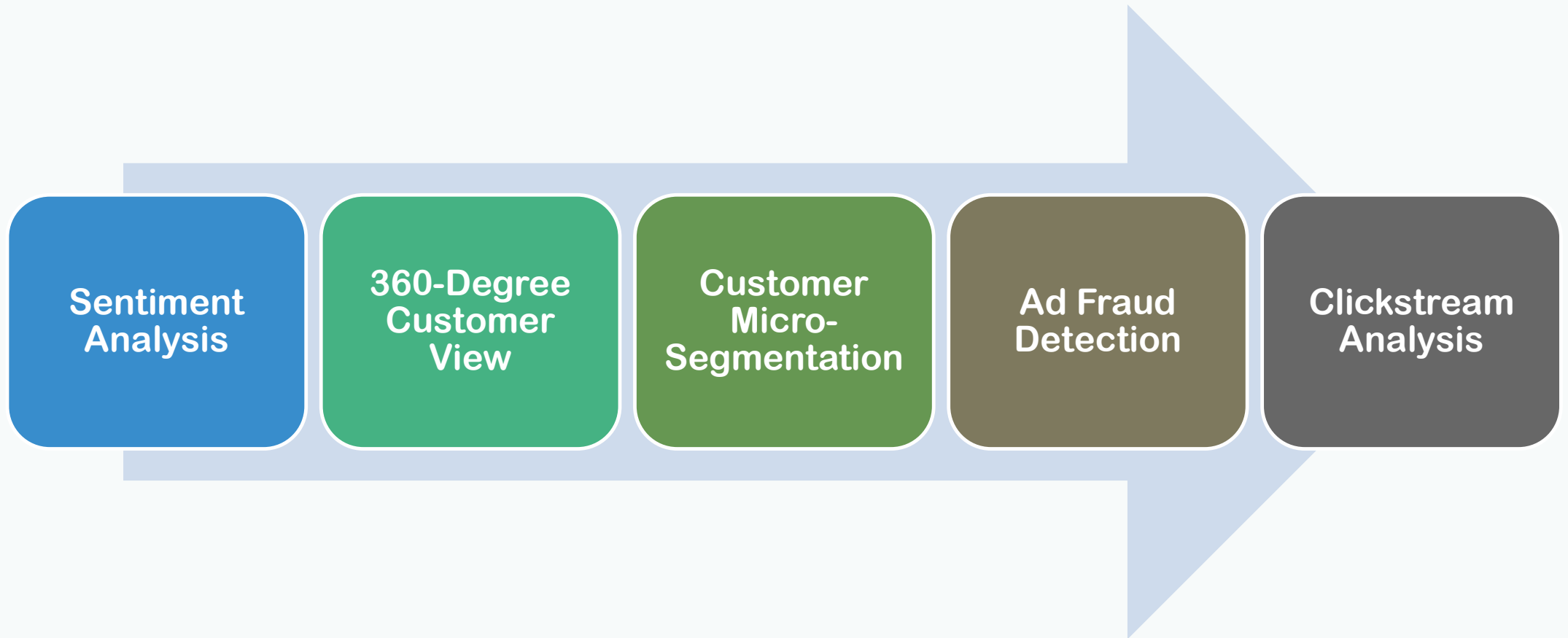
Jet engine

- Can generate 10+terabytes of data in 30 minutes of flight time.
- With many thousand flights per day, generation of data reaches up to many Petabytes.
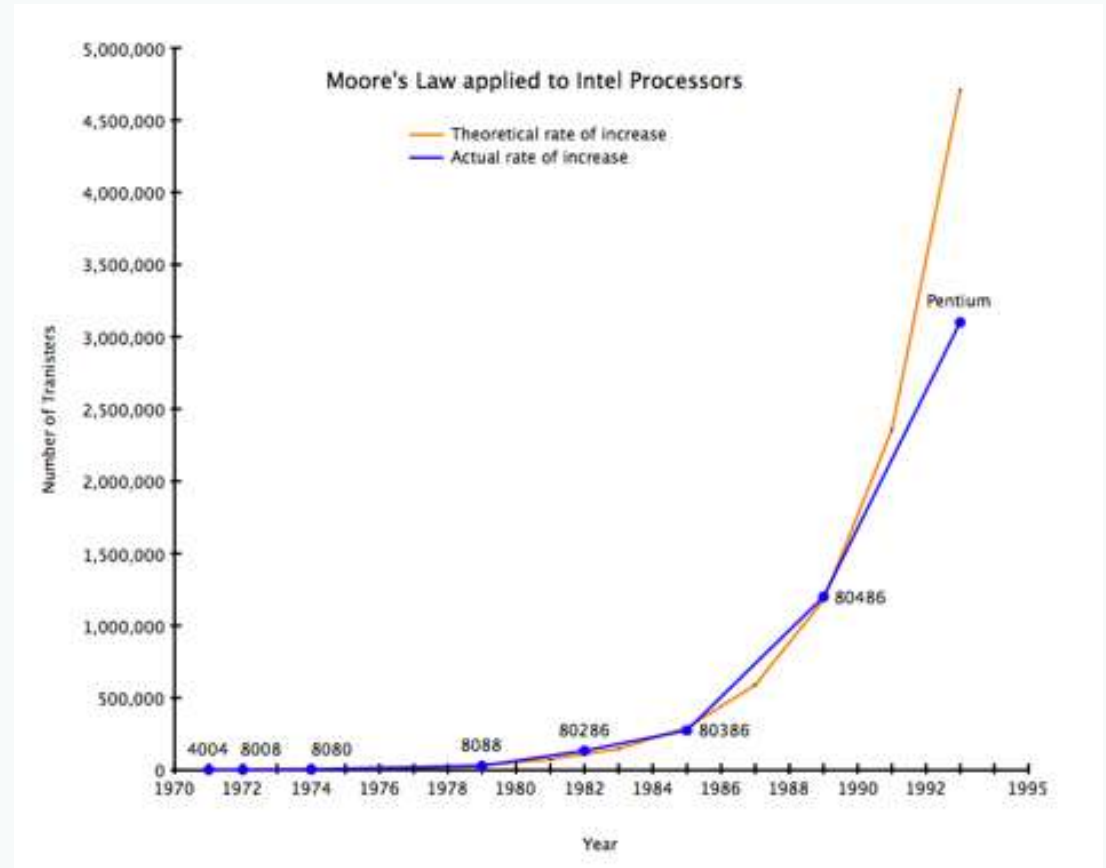
Types Of Big Data

Use cases of Big Data

| Sentiment Analysis | 360-Degree Customer View | Customer Micro-Segmentation | Ad Fraud Detection | Clickstream Analysis |

Moore's Law

- States that the number of transistors on a microchip doubles about every two years, though the cost of computers is halved

- In 1965, Gordon E. Moore, the co-founder of Intel, made this observation that became known as Moore's Law.

Moore's Law applied to Intel Processors

Thank You