

Data overload: Opportunities and Challenges

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Overview

- 1 The ubiquity of data
- 2 Opportunities
- 3 Challenges
- 4 Tools and processes

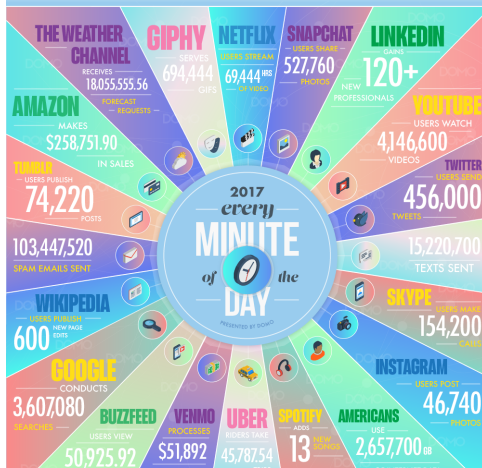
The ubiquity of data



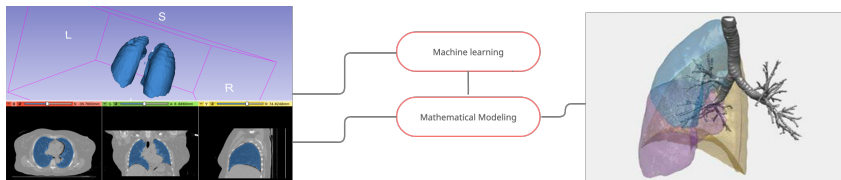
DATA NEVER SLEEPS 5.0

How much data is generated *every minute*?

90% of all data today was created in the last two years—that's 2.5 quadrillion bytes of data per day. In our 5th edition of Data Never Sleeps, we bring you the latest stats on just how much data is being created in the digital sphere—and the numbers are staggering.



Opportunities in healthcare



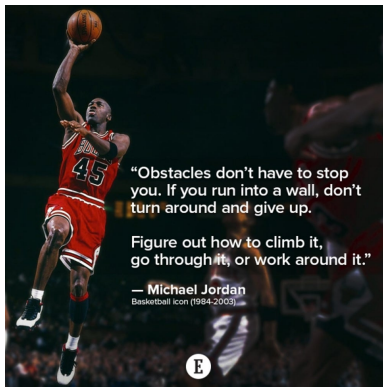
Opportunities food industry



"We have the ability to not only look at a consumer as an individual and assess their buying patterns, but also look at the multiple consumers residing within a household, understand who is the dominant buyer, who reacts to our coupons, and, foremost, understand how they react to the channel that they're coming to us on," says Djuric.

Challenges

- 🗄️ Thousand of data sources to extract information from
- 🗄️ From Gigabits to Terabits of data to process and analyse
- 🗄️ Data privacy concern
- 🗄️ Data quality concern





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