# Group Project: MBAN 5120

Companies today face the challenge/opportunity to make the most of one of their company’s largest assets … their data. In a group of 4, work together to answer the questions below in a word document or PDF file, format the response into a simple essay format so it flows together like a story, not just answers to questions. Intro, paragraphs and conclusion … no more than 2 pages max.

Your audience is anyone in business today, trying to understand the potential their data has and how they need to know before they start.

1. What is Big Data? What does it really mean, pick one industry and describe various types of customer and/or supplier data they have.
2. What are the technical considerations/options currently in the market for storing this data, moving it or analyzing in-database, doing this work in-house or hosted, open source or not?
3. Using the same industry as you did for 1) list 3 of the top analytical opportunities that can either solve a business problem or create new market/customer service opportunity. i.e. market basket analysis to optimize customer spend and grow revenues.

Thanks.