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Big Data’s Next Big Hurdle

Data analytics best kept secret is big data. With recent developments, big data’s tips and tricks have been made public. Consumers are becoming more conscientious and aware of the idea that they are being tracked. Through scanner data, online shopping habits, and response to mail offers, large stores can pin down exactly what a consumer is likely to buy, and when. Instead of being the be-all end-all to business sustainability, accessibility to big data and analytics has become the standard. So, what is next for this ever-growing field?

I believe there are strong governmental regulations coming to the big data field soon. In specific regard to Uber’s recent revelations of tracking clients after the Uber app was deleted and purchasing customer’s Lyft receipts in order to better target them are just two grey areas of new tech that will eventually be banned (Tech Crunch). The companies who can best dodge upcoming legislature and continue to legally obtain good, clean, insightful data will continue to succeed with quality prescriptive and predictive analytics. Companies are already creating processes that allow them to quickly change from their old platform to the newest and most powerful software. The next step for data is actually a step back, and those companies who can adjust quickest will rise to the top of their field.

Works Cited

Conger, Kate. "Uber Responds to Report That It Tracked Devices after Its App Was deleted." *TechCrunch*. TechCrunch, 23 Apr. 2017. Web. 26 Apr. 2017.