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Big data is a collection of data from traditional and digital sources inside and outside companies that represents a source for ongoing discovery and analysis. It is a popular and evolving term used to describe the exponential availability of data, structured and unstructured. Big Data is creating a culture in which business and IT leaders must join forces to realize value from all data. It is important for a business to focus on the right information by asking what's important to the business this is a key point in obtaining better data analysis. Today, small and large companies are beginning to utilize big data and associated analysis concepts as a way to gain information to better support their business and serve their customers.

In regards to Data Analytics in this class were able to experience Big Data hands on. Using the application SAS we were able to explore and analyze data using decision trees, clustering, association mining, and data visualizations analysis. By using these analyses we were able to see just how companies use advanced analytics for Big Data. Today, Big Data can be used for improving health care and public health. The power of advanced data analytics enables us to decode entire DNA strings within minutes to find cures and better understand and predict disease patterns. Even Big data techniques are currently used to monitor babies in a specialist premature and sick unit. From analyzing breathing patterns and heart rhythms of babies algorithms are developed that can predict infections 24 hours before any symptoms. It even allows us to predict epidemics and disease outbreaks. Analysts are also able to integrate data from medical records with social media analytics to monitor flu outbreaks by taking notes of what people are writing. So who knows where Big Data will take us in the future. Big data has the potential to help companies improve operations and make faster and more intelligent decisions.

Works Cited

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