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Data and Analytics

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Write-up on Big Data

Big data is the combination of structured, semi-structured, and unstructured data that is collected by organizations for analysis, predictive modeling, data mining, etc. Big data consists of large and more complex data which helps solve business problems. It refers to the massive amounts of data that because of its complexity and volume cannot easily be analyzed or processed efficiently by traditional data management tools. 3 characteristics of big data are volume, variety, and velocity. Volume refers to the amount of data collected from a variety of sources. Variety refers to the type of data (structured, semi-structured, and unstructured). Velocity refers to the speed at which big data is compiled or generated. The data can come from clickstreams on a website, databases of social media such as Twitter data feeds, emails, videos, etc. Big data is important because it helps organization’s make business decisions. The data can be used to create or refine marketing campaigns. It then ultimately is used to increase profitability. Companies who use big data will benefit from using it in that it will make them more customer centric. It will make them more customer-centric in that they will be able to improve marketing strategies by assessing the preferences of customers.

One example of a brand that uses big data is Netflix. The company collects behavioral data about the user. The data they collect is their past search and watch data which is used to send them suggestions for different movies or shows.

The related topics of big data to this course are structured, semi-structured, and unstructured data. We learned about these types of data in this class. These types of data that we learned about are the classifications of big data. We covered structured data when we learned about relational databases and SQL. We also learned about the different types of semi-structured data: CSV, XML, and JSON. Lastly, we learned that unstructured data consists of text documents and images.

Works Cited

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