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MIS 2502 Extra Credit

Big Data

The topic that I chose to cover is Big Data which is something that is widely used and extremely important in many analytic applications. Big data is a collection of several different data types from which information can be gathered to assist organizations by giving insight on patterns or trends within the data. Big data is many times categorized by the “3 V’s” which are the volume, velocity, and variety of the data meaning the size of the data, the growth of data and the place/format of data. Big data is important for many reasons such as more efficient operations, better decision making, and cost reduction which in turn leads to an increase in revenue and profits in many companies.

Throughout the course we have worked with structured, unstructured, and semi structured data which are all included in big data. Big data is used to undercover hidden patterns or trends in data which is what can be done with databases such as MongoDB and NoSQL. Big data can also be related to Python where a csv file is taken, and useful information is then gathered from a semi structured source. Although in this course we don’t do work with images, videos, and audio files, we have learned that they are considered unstructured data and are also forms of big data.

Big data applications are being used around us constantly; Big data is the backbone of many marketing, media, cybersecurity, and healthcare platforms. One major example of this is transportation and GPS applications. It is because of Big Data, that those applications such as Apple Maps, Waze and Google Maps provide the route to specific locations, the satellite images of these locations, as well as the traffic in the routes. An example of this is when Apple Maps gives you a suggested route based on traffic, gas, and any other factors that could affect the users route to their destination. Big data allows for patterns and correlations to be seen so that the best decisions possible are made.

Works Cited

“Big Data in Business: 9 Examples & Applications.” *MongoDB*, https://www.mongodb.com/big-data-explained/examples.

Botelho, Bridget, and Stephen J. Bigelow. “What Is Big Data and Why Is It Important?” *SearchDataManagement*, TechTarget, 5 Jan. 2022, https://www.techtarget.com/searchdatamanagement/definition/big-data.