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MIS 2502: Data Analytics

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Extra Credit Assignment: Big Data

**Overview**

In today’s technological world, we use our phones and computers every single day. We don’t think twice about sending text messages, making Facebook statuses, searching on Google, or ordering from Amazon. All of these things fit under the category of big data. Big data is data that is not usually included in typical relational databases like the ones we have seen this semester. Big data is data that is very large in size and grows continuously. There are four categories that big data is broken into: volume, variety, velocity, and veracity. Volume of data describes the enormous amount of data that exists. Variety means just that. Data can come from several different sources and use different data types which are structured, semi-structured, or unstructured. Velocity refers to the speed at which data is generated; think of how quickly you can send an email! Lastly, veracity describes how good or bad the quality of the data is. Data with high veracity usually includes important records or results.

**How does big data relate to MIS 2502?**

Big data is so prominent in our lives because we all play a part in generating big data. In MIS 2502, we learned about the information architecture of an organization. This includes data that is entered into a transactional database, extracted, then used in an analytical data store for later data analysis. This is so important to big data because many companies like Google and Amazon will perform this to gain insight on their customers. Most importantly, MIS 2502 taught us NoSQL which will allow us success our future careers if we work with big data. We even used MongoDB which is used by several companies.

**Big Data Example**

A company that uses big data to the fullest extent is Facebook. Facebook knows so much about its users and even founded its own NoSQL database management system called Cassandra. A way Facebook uses big data is through topic data technology. Topic data tells marketers how Facebook users are responding to their advertisements, products, brands, etc. This allows marketers to listen to what their customers truly want and make better business decisions.

Works Cited

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