The Advantages & Disadvantages of BIG DATA

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Agenda


What Big Data IS
The Advantages & Disadvantages of BIG DATA
What Big Data IS NOT

What is **BIG**?

(a fun comparison)

What is big?

Scale

What is big?

Flow

What is big?

Form

What is big?

Uncertainty

Dog
or
Muffin?

What is **BIG DATA**?

(Probably ***THE*** biggest challenge)

What is **BIG DATA**?

Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions. [*dictionary.com*]

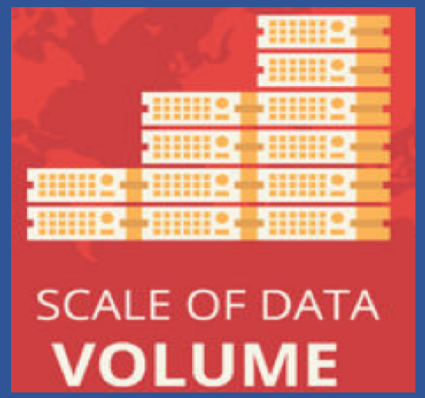
'Big data' is the new science of understanding and predicting human behavior by studying large volumes of unstructured data. Big data is also known as 'predictive analytics'. ... Big data is a messy new science that changes weekly, and only a few experts understand it all. [*lifewire.com*]

Big data is an evolving term that describes any voluminous amount of structure, semistructured, and unstructured data that has the potential to be mined for information. [*techtarget.com*]

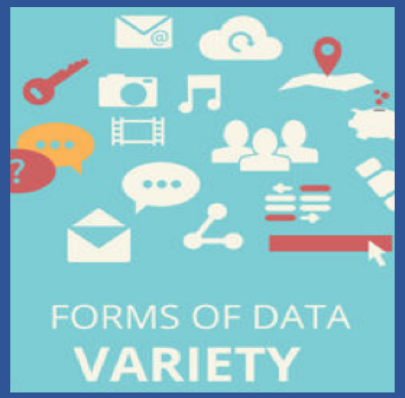
Big data is a term used to refer to the study and applications of data sets that are so big and complex that traditional data-processing application software are inadequate to deal with them. [*wikipedia.com*]

What is Big data?

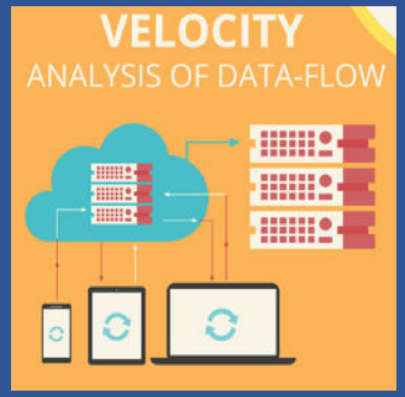
Big Data – 4 V's



- The amount of data generated every second.
- Now we are talking zettabytes and brontobytes of data.



- The different types of data.
- Data can be structure, however more than 80% of the world's data is unstructured.



- The speed at which new data is generated.
- The ability to access data anywhere, at any time.

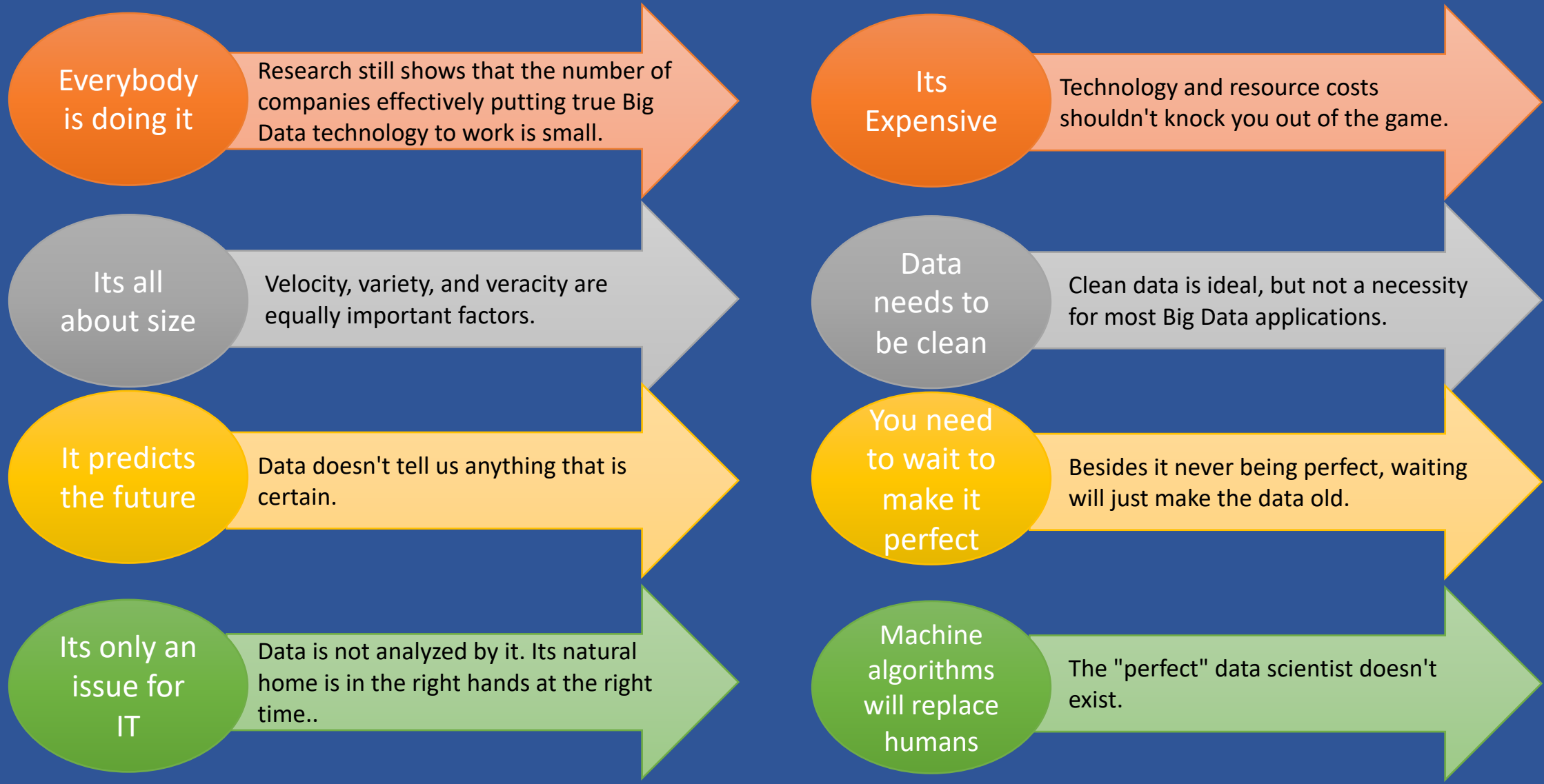
- The trustworthiness of the data.
- The control over quality and accuracy.

Courtesy of IBM Big Data & Analytics Hub

What is **BIG DATA**...*not*?

(Big Data Myths...probably another challenge)

What Big Data not is *(Big Data Myths)*



Advantages & Disadvantages of BIG DATA

Disadvantages

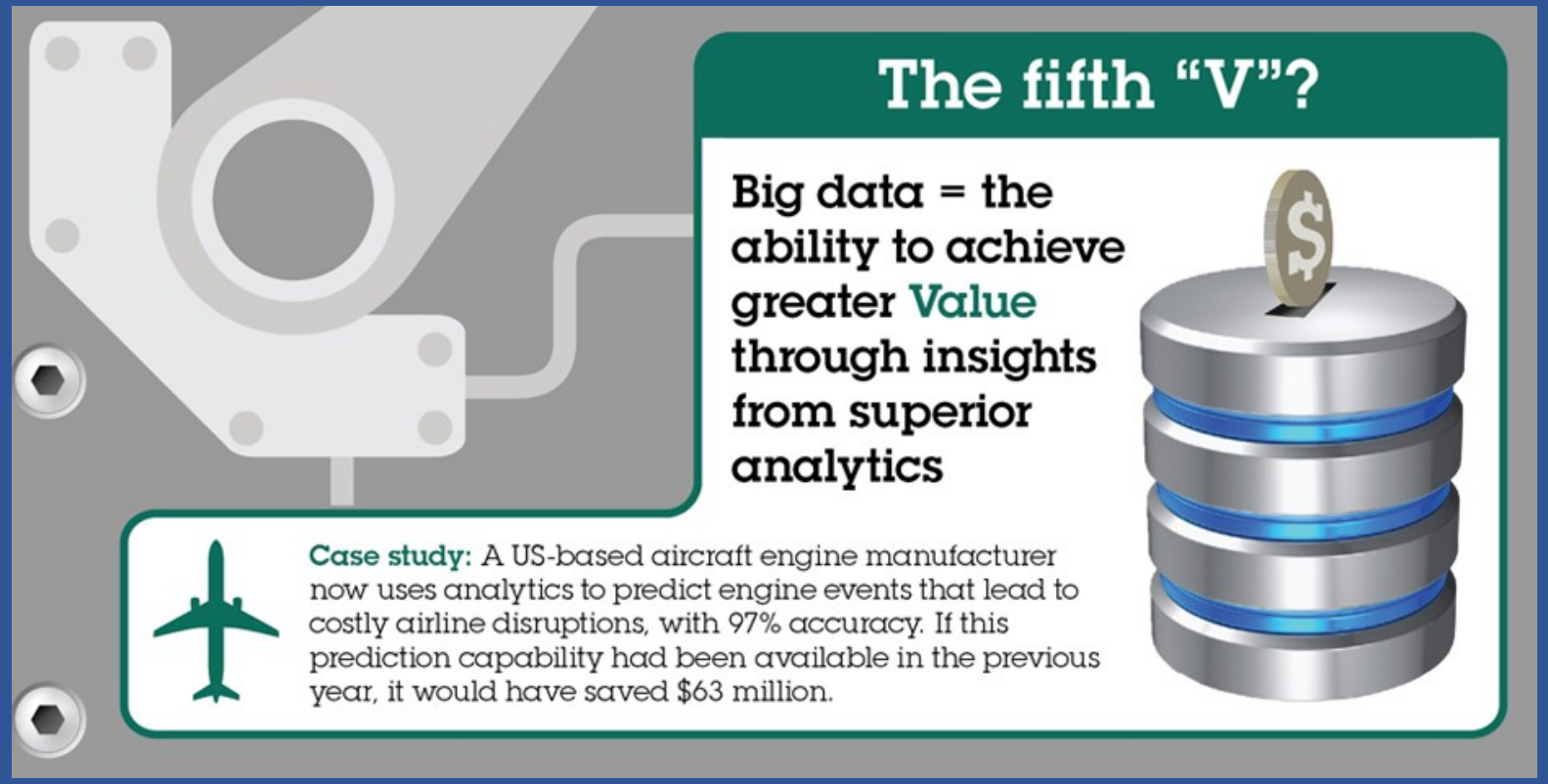
Finding the right resources knowledgeable in the Big Data technology

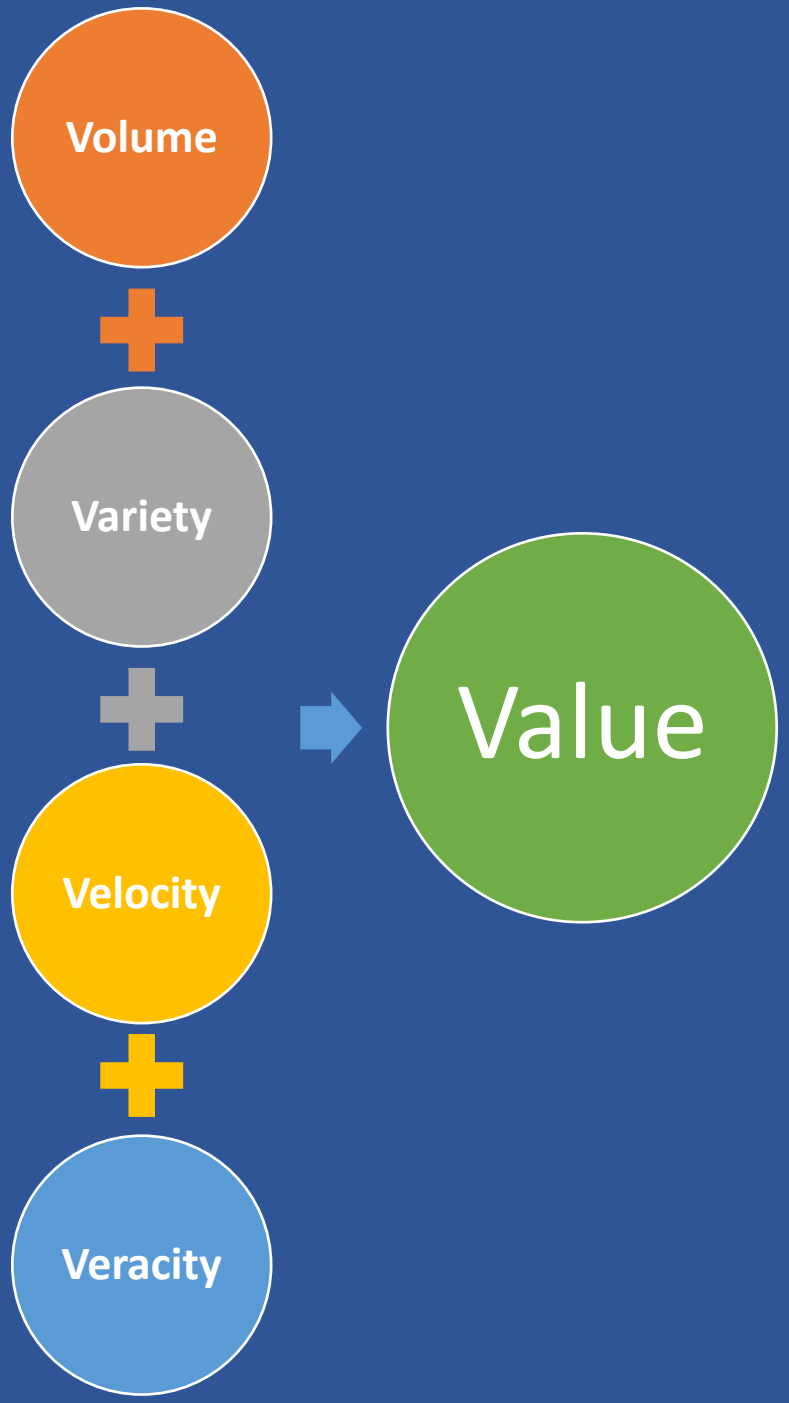
Risks associated with data privacy and cyber attacks.

Costs associated with early/first adapters, dirty data, et.

Find the right tools, for the right analytics (*fit for purpose*)

Advantages


The fifth "V"?
Big data = the ability to achieve greater Value through insights from superior analytics
Case study: A US-based aircraft engine manufacturer now uses analytics to predict engine events that lead to costly airline disruptions, with 97% accuracy. If this prediction capability had been available in the previous year, it would have saved $63 million.


Volume
Variety
Velocity
Veracity
Value


рахмат
danke
謝謝
ngiyabonga
spas
teşekkür ederim
Баярлалаа
mersi
kia ora
barka
welalin
tack
mahalo
tapadh leat
спасибо
faafetai lava
vinaka
спасибі
blagodaram
dank je
misaotra
matondo
paldies
grazzi
gracias
kiitos
dankie
nanni
nandri
dhanyavad
thank you
хвала
asante
manana
bedankt
bayarlalaa
gràçie
hvala
mauruuru
köszönöm
dankon
aciū
akun
obrigada
murakoze
tenki
enkosi
djiere dieuf
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sulpáy
go raibh maith agat
taiku
sobodi
dēkuji
sagolun
sukriya
kop khun krap
obrigado
mèsi
didi madloba
ありがとう
arigatô
takk
dakujem
trugarez
najis tuke
tanemirt
grazie
terima kasih
rahmet
kam sah hamnida
rahmat
ευχαριστώ
diolch
dhanyavadagalu
shukriya
merce
мерси
তোমাকে ধন্যবাদ
감사합니다
xièxie
merci