

Big and amongst them the first one

[Business](#), [E-Commerce](#)



Big data is a huge set of data -both structured and unstructured, that are complex and voluminous that traditional data processing software's are unable to make use of them.

Old times people used Relational Database Management Software's (RDBMS). The data were brought to the software for processing. But now the volume of data hiked a lot. Like the name says, Big Data plays a significant role in reducing the wastage of data as well as increasing the quality of the products.

It's good for government, consumers and for the businesses. Let's see why Big data is important. The increase of the storage capacity, processing power and the availability of data makes the big data's growth rapidly. As we know, there are mainly three characteristics for big data or else known as the 3V's: Volume, Variety, Velocity.

These are the dimensions that make Big Data unique. Volume refers to the enormous space that generated and processed data is acquiring. Variety on the other hand refers to the different types of data including both structured and unstructured. While Velocity refers to the speed at which data is generated, processed and stored. So why Big Data

matters? The main three reasons why Big Data matters is, New data, unlocking value and Shaping the future.

A huge amount of data is generated in every second. And the best part is all are unknown data that can be refined to get the best data, which is money. A good example is e-commerce sites capturing data through clickstream. It aims at predicting the best products for the customers in future through

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the human purchase process. The second reason is unlocking the value, where the data is unveiled to get the exact data. This is performed by analysing the database transactions and submitting report model prints. Example is conducting a survey. Third reason is Modeling the future through predictive analysis (looking answers for questions).

It also helps to anticipate people's preferences through recommendations. A good example is Amazon books, where they use basic principles of Graph theory to recommend books. There are certain facts that prevent an organisation from adopting Big Data solutions and amongst them the first one is Data diversity. A lot of data with variety of formats and with different constraints are available