Accumulated data resources essay

Big data describes innovative methods and technologies to capture, distribute, manage and analyze larger-sized data sets with high rate and diverse structures that conventional data management methods are unable to handle. Digital data is now everywhere-? in every sector public or private, economy, organization and customer of digital technology. There are many ways that big data can be used to create value across sectors of the global economy.

It has demonstrated the capacity to improve predictions, save money, gain efficiency and improve decision- making in fields such s traffic control, weather forecasting, disaster prevention, finance, fraud control, business transactions, national security, education, and health care. Cases of using big data in both public and private sectors display the benefits of big data, leaders in government, industry, and business prove that the advanced technologies enable them to have more valuable insights from their data and make more informed, on time decisions. In order to recognize the importance of big -data, the White House formed the Big Data Group , a Joint effort of 17 agencies , to identify current Federal big data search and development activities to help accelerate the rate of discovery in science , strengthen national security, and change teaching and learning by improving ability to extract knowledge and insights from big and complex collections of digital data . Because of the great potential, major IT companies and related enterprises have invested substantially in big data in its applications, infrastructure and technologies. Big date is a collected information.

Every time people using Internet, browsing some product and services the system is gaining information on each person. For example, you something

from Ebay and you will find the online distributor telling you what other products you might like. Remain too long on your preferred cell provider's website for new phone and you will quickly encounter a live person to chat about the options. Every day, companies of all sizes find new ways to gain customer insights that allow them to target products and services with new specificity. Citizens generate data when they converse with their government through social media. The greatest public value and insights come when government, through their open data ND clarity initiatives, produce useful information that allows meaningful participation in the delivery of public services.

For example, analyzing collected data from subway smart-cards is able to predict the effects of delays and give broad insight into transit system operations. Integrating data from different human-services agencies can increase the effectiveness of social individuals and others as they assist at-risk youth. Agencies and their workers can use digital tools to collaborate and to gain new insight from their accumulated data resources. The ability to implement advanced cloud analytic as a set competency is a goal of the federal government's digital strategy. Even without the force provided by that government-wide authorization, embracing the potential of big data and its related analytic will position an organization to improve performance.

Tapping into multiple data sources and applying variable analytics in a business context will reduce costs, improve agility and operational efficiencies, increase productivity and performance, and accelerate innovation and growth. The big data will extract valuable business

intelligence that supports knowledge-based management decisions and faster livery of next-generation products and services precisely tailored to customer needs and demands, by that gaining a competitive advantage in the marketplace .