

Managing big data in the organization

[Business](#), [Marketing](#)



Some of the reasons why companies find it so difficult to handle these big data are because they are not using multiple approaches in handling it. Moreover, the best practices for handling big data are not put in place in many companies because involving business leaders in big data implementations is still an ongoing challenge. Managing big data requires that there is a change in existing information strategies and a focus should be made on integrating unstructured and semi-structured data as a key requirement in these companies' attempt to improve their engagement with their customers. While structured data remains vital in the decision-making procedure of the company, unstructured data helps in the drive towards the process of engaging the consumer. Companies should institute data exploration processes to identify case scenarios and technologies where big data can be used.