



BIG DATA :Unstructured Information as Boon and Bane

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- Big Data is the buzzword in the Industry and Academia
- Big data is the concern of all objects associated with virtual society
- We are living in an electronic age surrounded by Exponentially increasing volume and heterogeneity of data.
- Study of Big data is a huge opportunity to understand more from data- previously unseen patterns & analysis which was not possible earlier.
- Just like any other any other technology Big Data is akin to a double edged sword, along with the opputunities and benefits it comes with its own set of disadvantages.





Characteristic of Big Data –Volume

Bit

Byte

KB

MB

GB

TB

PB



Characteristic of Big Data-Velocity

Millions of events per second

Market changes within microseconds

Exchange data between billions of devices

Massive log data in real-time



Characteristic of Big Data- Variety

Unstructured Data

Predictable, consistent data structure.

Data analysis for Business process

Characteristic of Big Data-Value

Value derived from the Analysis of the Data

Where do we need it

Why do we need it ?



Boon

Variety of Data- Structured , Semi structured and Unstructured

Exponential Growth of Digital Society

Business Process Management

Understanding Need of User

Decision Making for Strategic Level of Organization

Feedback Analysis Using Big Data Analytics



Bane

Unmanageable Data Growth

Data Integration Due to the Verity of Sources

Privacy and Security

Data Quality

Unnecessary Expanses due to Data Analytics

Big Data Tools and Training for Specific User



THANK YOU