Big Data

The basics of what it is and why it matters

What is big data?

Big data sets are too large and complex to be processed by traditional methods. Consider that in a single minute, there are:





6,944 ChatGPT prompts sent

463,000 Venmo payments

made



694,000 Instagram reels DM'd



6,300,000 Google searches conducted



41,600,000

WhatsApp

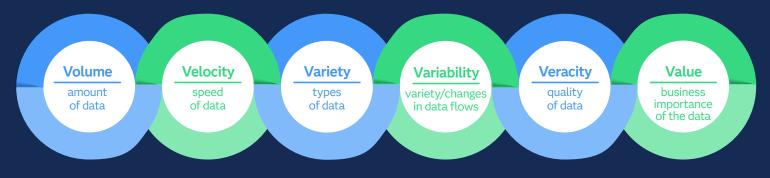
messages sent



241,000,000 Emails sent

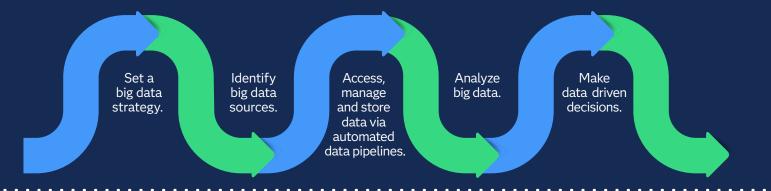
The V's of big data

These are the defining properties or dimensions of big data.



How do organizations optimize the value of big data?

Regardless of location, size, sources, owners or users, these steps can unleash value from an organization's complex data landscape (data fabric).



You don't have to be big to use big data

Businesses of all sizes use big data with analytics and the cloud to be more competitive, achieve digital transformation or dominate in a market. In turn, they can:



Trends in big data



Big data is important for all types of data and AI initiatives. Read our explainer on <u>GenAI</u> to learn more.

