BIG DATA

Every day, we create 2.5 quintillion bytes(one quintillion bytes = one billion gigabytes). of data — so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. This data is **big data.**

The advent of technologies such as software and hardware that instantly analyzes natural human language, and massive amounts and varieties of big data flowing from sensors, mobile devices, and the Web, are helping today’s data pioneers find answers to questions like, “How do consumers feel about my product?” and “Why are patients being readmitted to our hospital?” and “What happens if we put a wind farm here instead of there?” These systems literally sift through the data and identify patterns and trends on the fly, then present them in a way that’s easy for people to understand.

Trends can then be fed back into systems for further analysis that allow for new kinds of questions to be asked, such as “What will consumer reaction be if we introduce these kinds of products?” or “How will patients in emerging markets benefit from healthcare transformation in North America?” or “Why does sustainability positively impact our business model over the next five years?”