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## Big Data At Work Dispelling The Myths Uncovering The Opportunities

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Big data is diverse and combines many different types of information, such as data from internal and external sources, as well as structured and unstructured data. • Enterprise. A big data initiative should be unified across the entire organization. That means integrated analytics for both big and small data, one analytics leader such as a chief

## DISPELLING THE MYTHS, UNCOVERING THE OPPORTUNITIES

Go ahead, be skeptical about big data. The author was - at first. When the term "big data" first came on the scene, best-selling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind.

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Although the idea of Big Data is not precisely defined, the characteristics of Big Data described by the author include unstructured formats, volume of greater than 100

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terrabites, existing in a constant flow rather than a static pool, analysed by machine learning rather than hypothesis, and intended for data-based products rather than internal decision support.

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