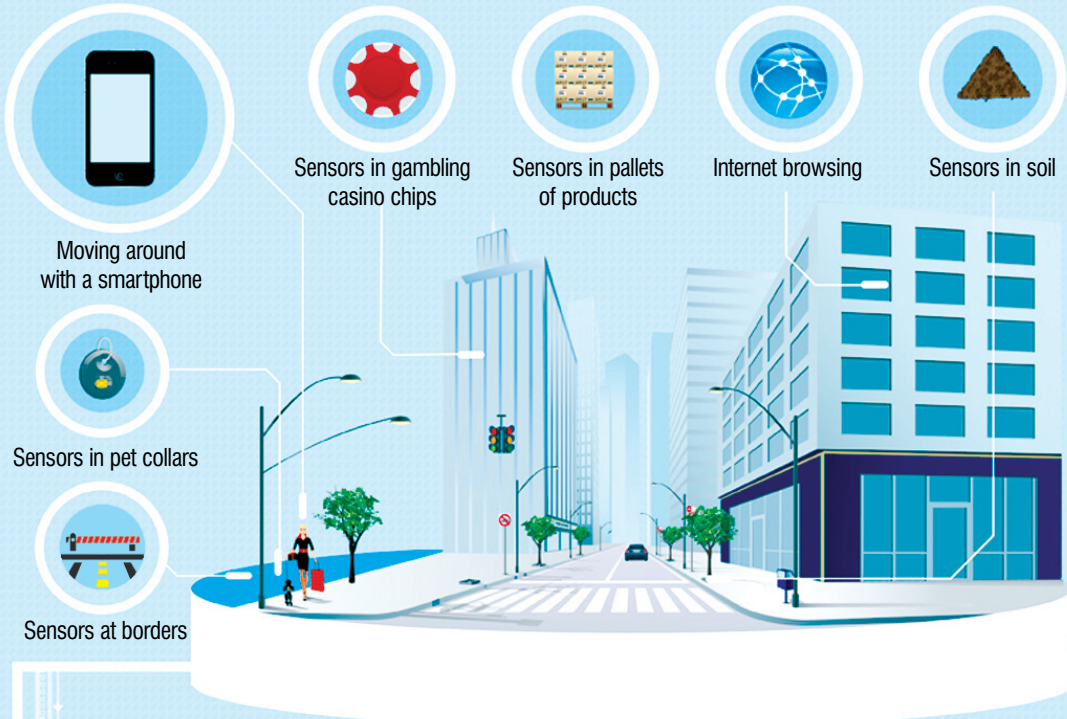


What's generating Big Data

Big Data are generated in a number of ways, including:

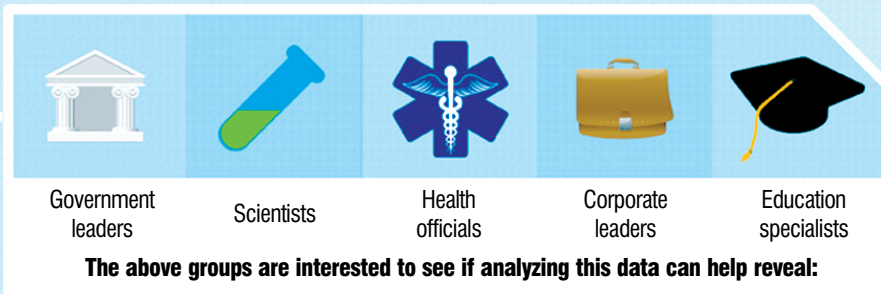


Why are Big Data important?

In March 2012, the White House Office of Science and Technology Policy announced that six U.S. government agencies would spend \$200 million to help the government organize and analyze data.



**\$200
MILLION**



What people may buy



How people behave



How people might respond to products, services and programs

How is it useful?



It creates transparency that can be used to increase efficiency.



It allows for better analysis of employee and systems performances.



It can replace and support human decision making with automated algorithms.



It creates innovative business models, products and services.

Concerns



Privacy

are an issue as more and more data are collected, knowingly and unknowingly, about people.

Most of the data collected now are considered poorly organized, which can make it difficult to analyze.