Background :-

- The term "big data" refers not only to large data sets, but also to <u>the frameworks, techniques, and tools used to analyze it.</u>
- Big data <u>may be semi-structured, structured, or unstructured.</u> It can be collected through any data-generating processes such as <u>social media, public utility infrastructure, and search engines</u>.

Pros:-

- With big data, we will <u>get actionable data that can be used to engage with customers one-on-one in real time</u>. For example, big data allows companies to check a complaining customer's profile in real-time and get info on the product he/she is complaining about. It will help them to improve their business.
- The <u>speed of Big Data transmission and processing is very high</u> owing to cutting-edge technologies.
- <u>Predictive analysis will keep us ahead of our competitors</u>. Big data can facilitate this by, as an example, <u>scanning and analyzing social media feeds and newspaper reports</u>.
- There is now a ton of info on customers. Their <u>activity is all being tracked</u>. This can be used to serve them better. For example, companies <u>can predict what product their customers want to buy</u> next and can send related notifications to increase their sales.
- <u>Explaining an insight into the business may be more appealing and easy to understand through graphics and charts</u> when compared to a written document comprising text and numbers, and thus <u>can attract a wider audience</u>.
- Through Data Visualization, <u>graphics can be used to reach a variety of stakeholders</u>, including those with less technical expertise and less time to grasp things.

Cons:-

- Big Data can <u>cause privacy problems</u>, which can be seen, for instance, from the analysis of social networks, it can <u>have our personal details</u>.
- More often than not, Data Visualization applications <u>cost a decent some of money</u>, and it <u>may not be possible for especially small companies</u> to spend that much resources upon purchasing them.
- While organizing data there may be many <u>unnecessary data points</u>. The analyst should work hard to separate the wheat from the tares.
- If a <u>business isn't used to handling data at such a rapid rate, it could lead to incorrect analysis</u>, which could cause larger problems for the organization.

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Conclusion :-

The Age of Big Data is here, and these are truly revolutionary times if both business and technology professionals continue to work together. Real-time big data analytics can be of immense importance to a business, but a business must first determine if the pros outweigh the cons in their particular situation before implementing. This is a relatively new technology, so it is expected to evolve in the future and hopefully resolve some of its current challenges.

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