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# The Road to Big Data Analytics

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# Definition of Terms

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- **Big Data** – high-volume, high-velocity and/or high-variety information assets that demand cost-effective, innovative forms of information processing that enable enhanced insight, decision making, and process automation

# Definition of Terms

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- **Data Science** – an interdisciplinary field about processes and systems to extract knowledge or insights from data in various forms, either structured or unstructured, which is a continuation of some of the data analysis fields such as statistics, machine learning, data mining, and predictive analytics

# Definition of Terms

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- ❑ **Data Lake** – is a method of storing data within a system that facilitates the collocation of data in various schemata and structural forms, usually object blobs or files
- ❑ **Hadoop** – Hadoop Distributed File System and Map Reduce

# Definition of Terms

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- ❑ R Programming Language and software environment for statistical computing and graphics
- ❑ **Internet of Things** - the internetworking of physical devices, items—embedded with electronics, software, sensors, actuators, and network connectivity that collect and exchange data

# Why “Big Data”? Why Now?

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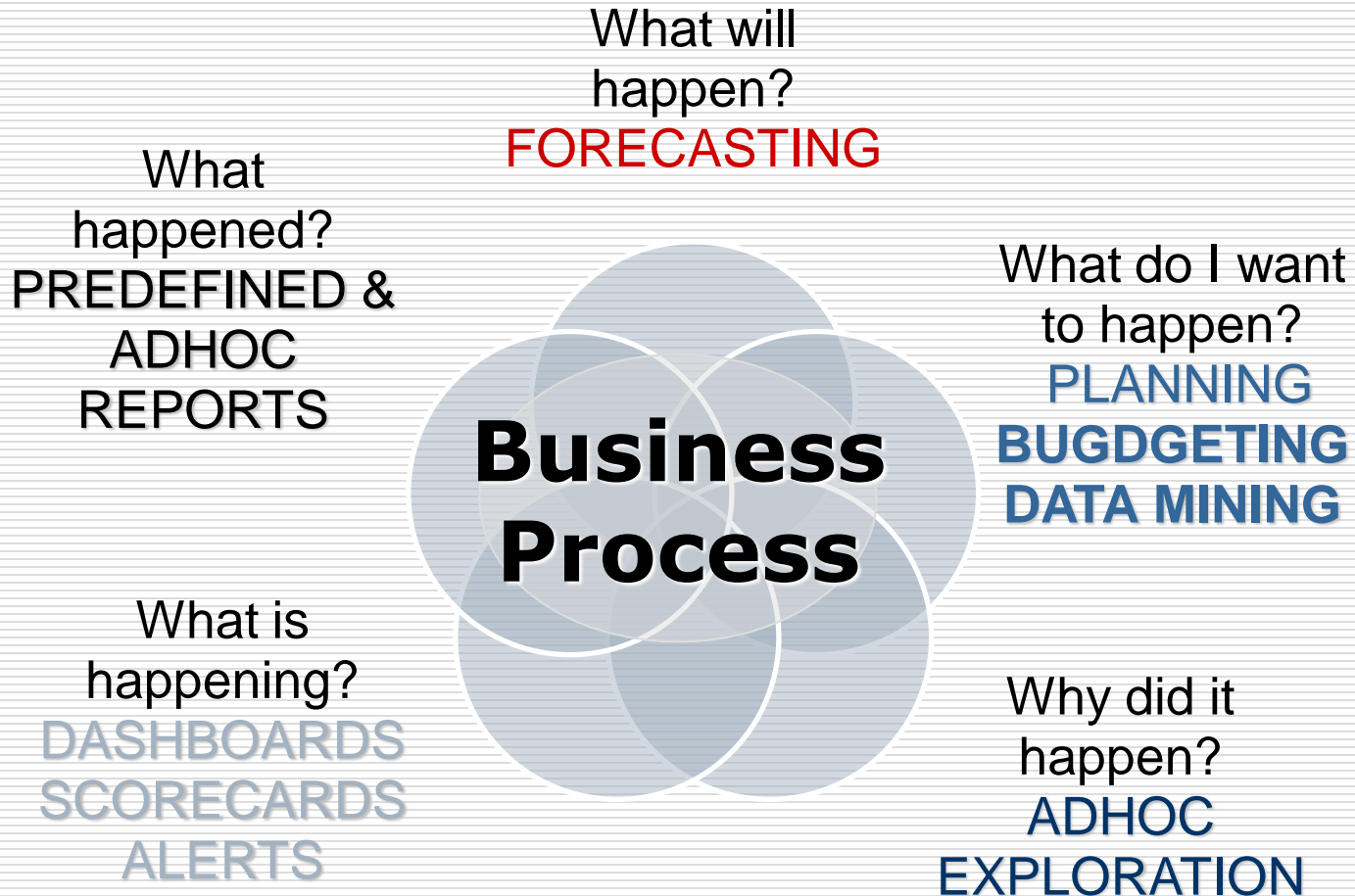
- Convergence of
  - Increasing data/content creation (sensors, social media, ubiquitous personal content creation devices)
  - Commoditization of super computing power
  - Cloud allowing subscription access to tremendous variety of sophisticated capabilities
- Business Creativity – Its only just begun

# Questions

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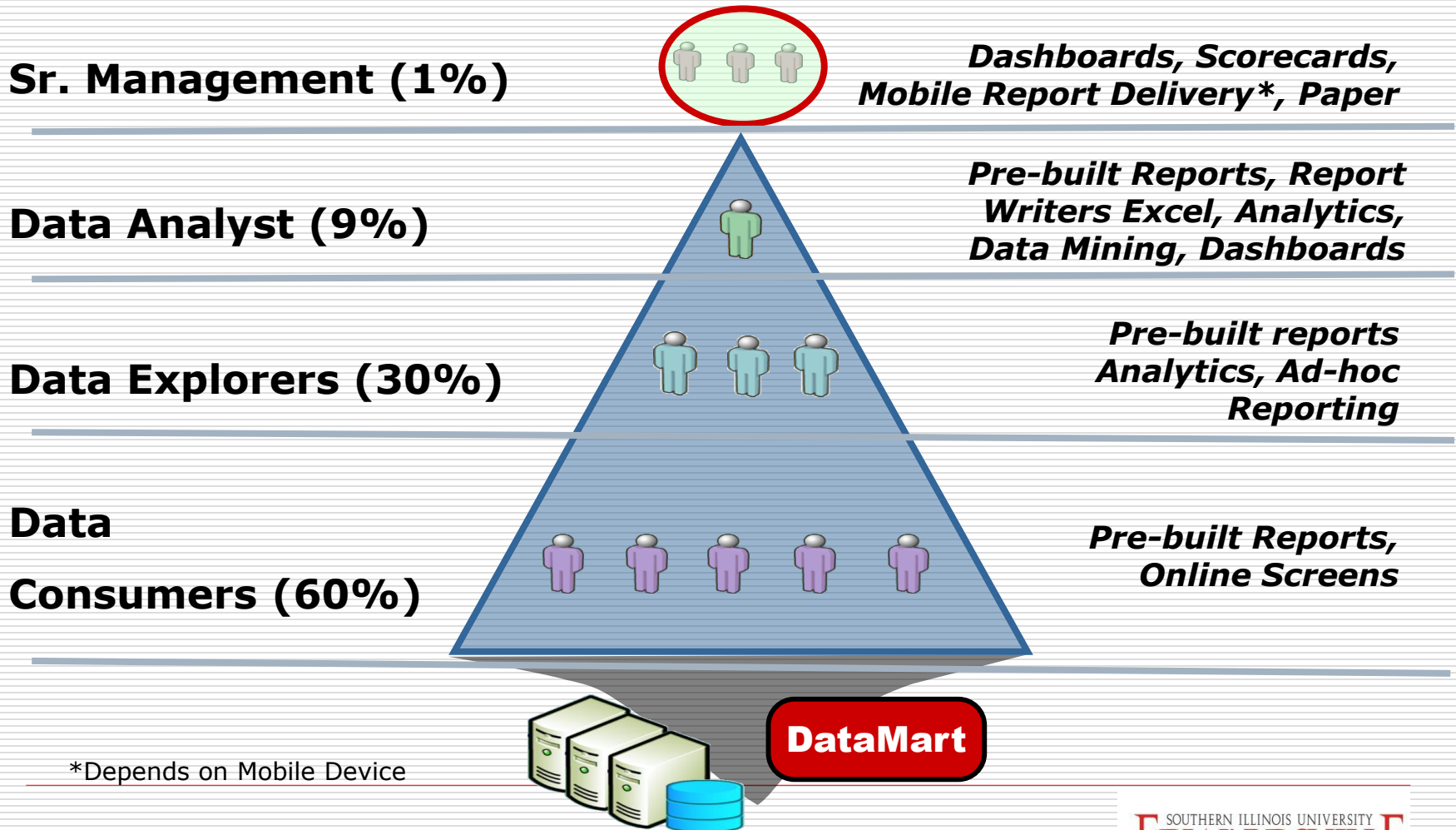
# BI – Overview Lifecycle

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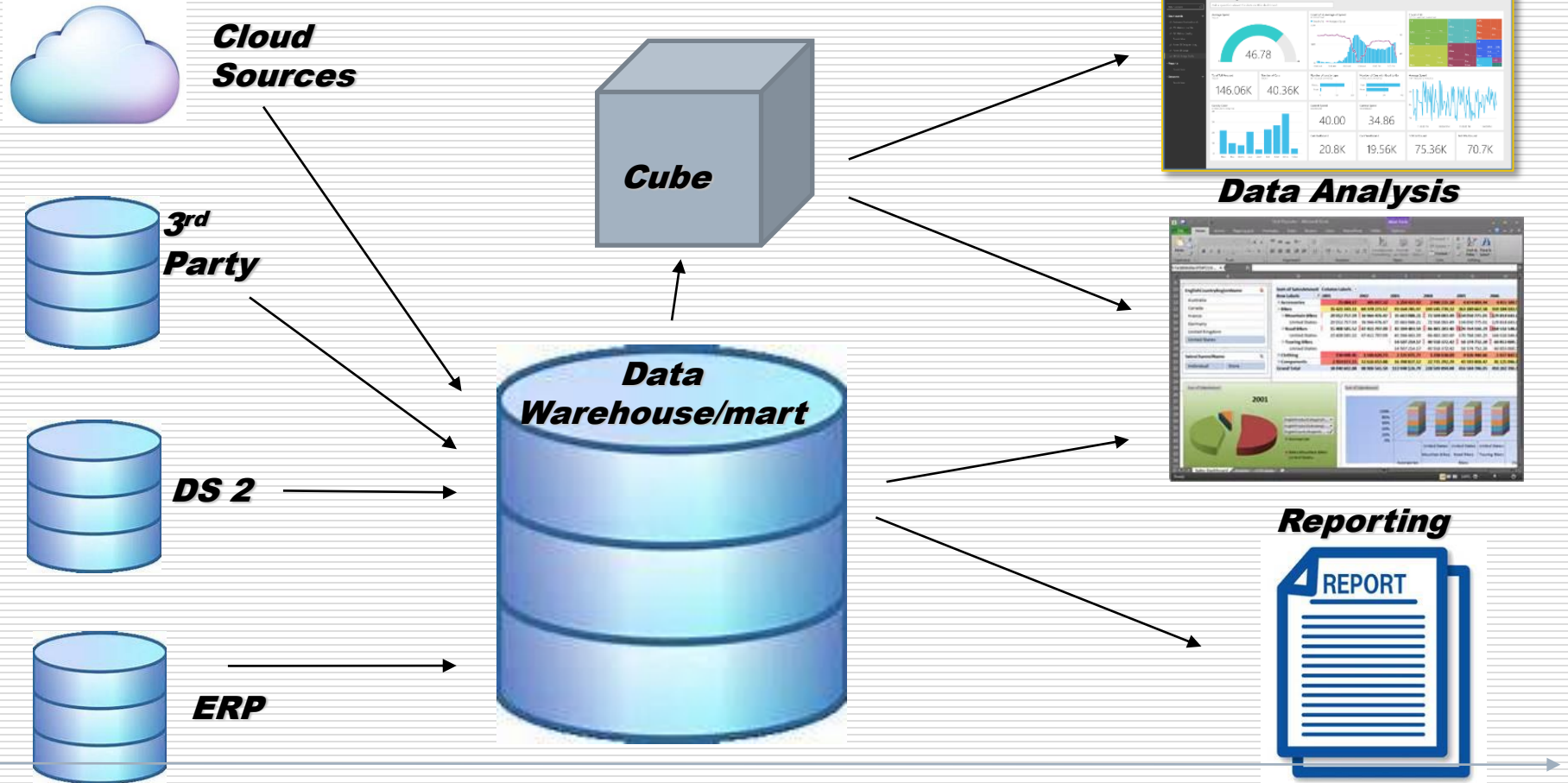


# Enterprise Reporting Consumers



# Enterprise Reporting

## Performance Management



# The New Data Warehouse

