

BIG DATA

In brief

The term for the collection in very large data sets (series of data on a given topic) of all kinds of information found on the Web. This information is used to perform complex analyses where a comparison of large volumes of data is required.

What is it?

The data and information collected come from our geographic location, from our profiles on social networks and from the feelings we express on them, from the Internet websites we visit, from health, economic and financial data, etc.

All these data then interlace with the billions of pieces of open data, accessible to all, that are made available by public bodies.

The real revolution referred to when talking of Big Data is the ability to use all this information to process, analyse and reflect on various topic areas. In addition, it can give rise to models able to predict future behaviour and to formulate subsequent action plans.

What is for?

- to improve business operations and make quicker and more accurate decisions possible
- to allow decisions regarding human resources to be made based on data rather than on intuition or experience
- to provide detailed information on the needs and requirements of customers outside the company as well as employees