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Dr. K. Pradeepa

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CHAPTER 10 BIG DATA - AN OVERVIEW

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Introduction

Technology has transformed our lives in each and every second, so we had no option but to adapt to the changes in less time. This led to the development data analytics and data science with companies pouring a lot of investments to this. Data has thus become the backbone of almost all organizations working on information technology. As of 2021 there are 4.66 billion active internet users worldwide, and a majority of the world's web traffic is coming from Mobile devices. These devices for approximately half of web traffic worldwide. Through the first quarter of 2021, mobile gadgets produced 54.8 % of global website traffic. Figure 1.1 shows that, around 2.5 quintillion bytes of data are created each day, it is said that over 90% of these data are collected within just the past 5 years and the pace is increasing with the uninterrupted evolution of the Internet of Things (IoT).

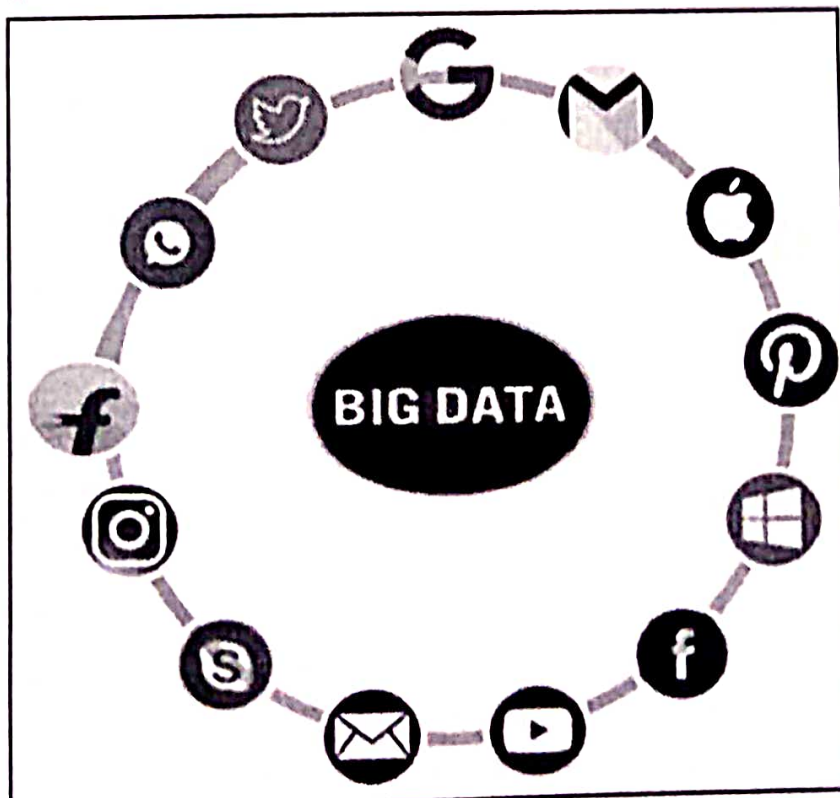


Figure 1.1: sources of big data