

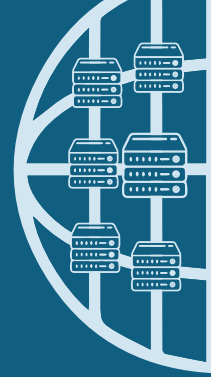


LIQUIDTECHNOLOGY

DECIPHERING BIG DATA



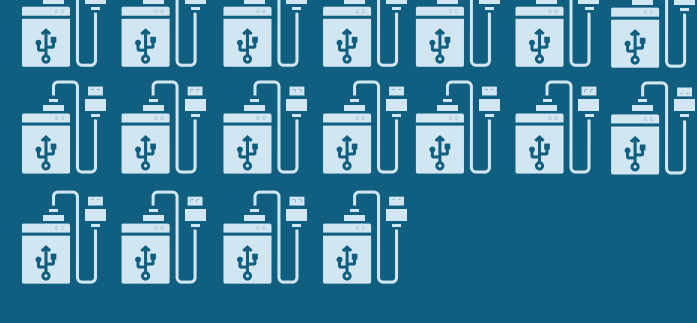
This data comes from everywhere: posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few.



THIS DATA IS BIG DATA

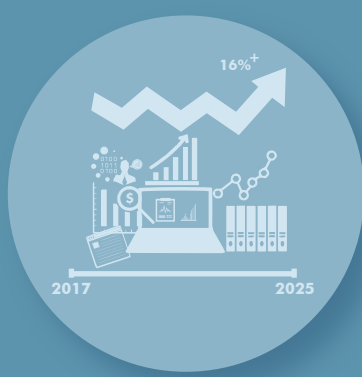
2.5 quintillion

bytes of data are created every day



90%

of the data in the world today has been created in the last two years alone



GLOBAL BIG DATA MARKET IS EXPECTED TO GROW AT A CAGR

OVER 16%

FROM 2017 TO 2025.

Nearly 1/3

of Big Data workloads run in the cloud, according to OVUM ICT Enterprise Insights.



41%

of companies worldwide use big data analytics to make smarter business decisions



53%

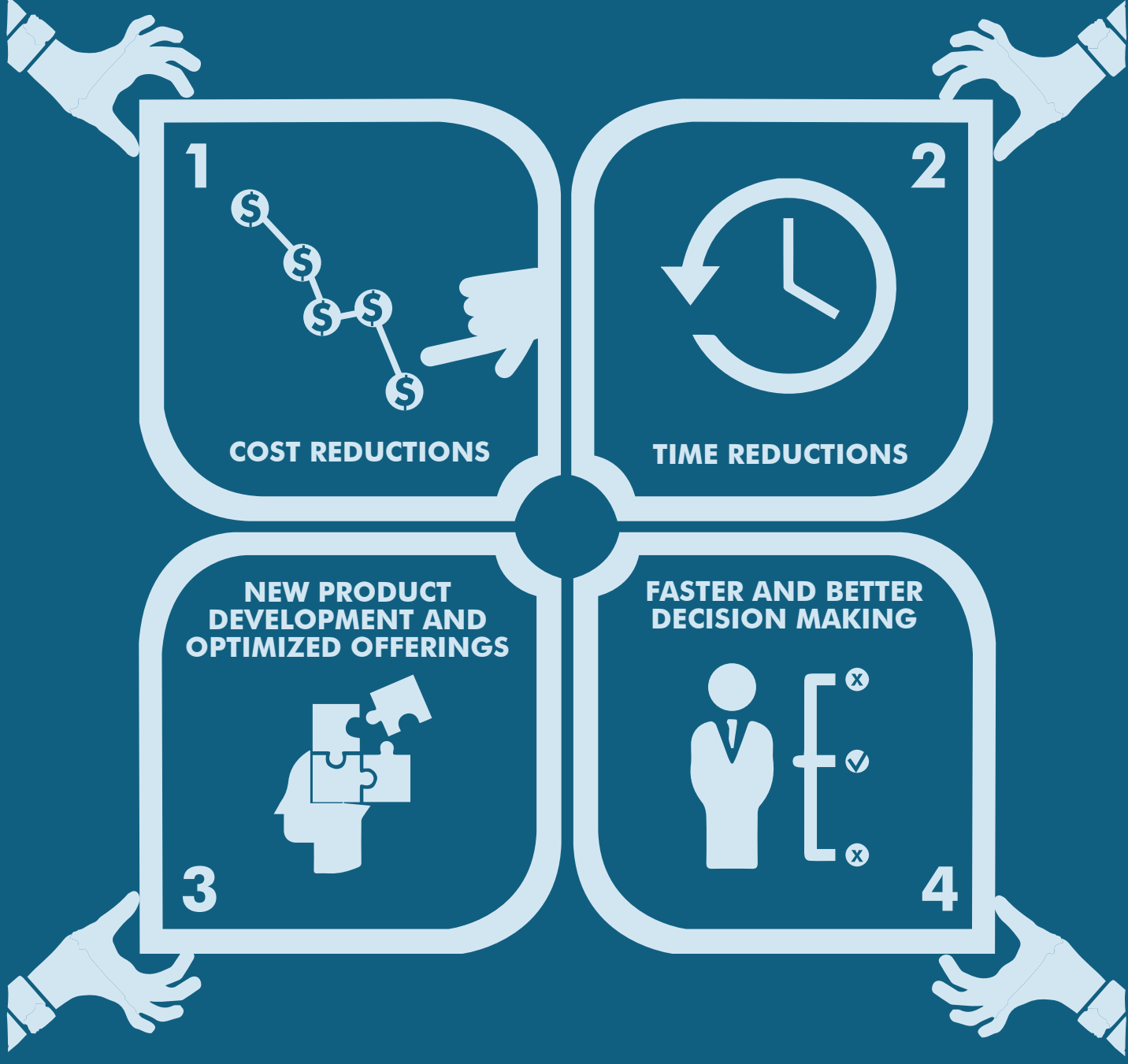
of the above enterprises are in North America alone, according to research by BARC.

Worldwide spending for big data and business analytics hardware, software and services from 2017 to 2020 is projected to grow from

\$150.8 billion - \$210 billion



WHY IS BIG DATA IMPORTANT?



6 UPCOMING BIG DATA TRENDS OF 2018:

- 1** COGNITIVE TECHNOLOGIES
- 2** MASSIVE IOT IMPACT
- 3** PRESCRIPTIVE ANALYTICS
- 4** MACHINE LEARNING FASTER AND ACCURATE THAN EVER BEFORE
- 5** DARK DATA REVELATION
- 6** ENHANCED CYBER SECURITY

The Big Data trends are from algoworks.com, www.algoworks.com/blog/big-data-trends-2018/

Sources:

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