

# Decoding the Data Deluge (Big Data)

**Adnan Abdul Latif Mukri**

Late Bhausahab Hiray S.S. Trust's Institute of Computer Application, Mumbai  
adnanmukri00@gmail.com

**Abstract:** *The digital age has ushered in an unprecedented era called the "flood of information." The advancement of knowledge, often called big data, has changed many aspects of society, business, and science. This data research aims to explore the challenges, impacts and opportunities in decision making and extract useful insights from this large amount of data. This study explores the evolution of big data and highlights the key technological advances that have enabled it. It also addresses several issues arising from data flows, such as data retention, governance, security, and privacy. This article also explores the power of big data analytics, exploring the techniques and tools used to extract insights from big data. Real-world examples and case studies illustrate the growth of big data across industries and geographies. Ethical considerations and privacy issues are also discussed, emphasizing the need for responsible practices and procedures in big data ethics. Finally, the paper recommends strategies for making big data decisions, including data prioritization, feature selection, visualization, and processing techniques. By understanding and addressing this concept, stakeholders can explore the true potential of big data to drive innovation and make informed decisions. This research contributes to the existing body of knowledge around big data, enabling individuals and organizations to take advantage of the enormous opportunities of this transformation.*

**Keywords:** Big Data, Data Deluge, Data Analytics, Data Management, Ethical Considerations

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