Role of Big Data Analysis

Bhavesh[1], Sarthak Agarwal[2], Ashima Mehta[3]

UG Student, Department of Computer Science and Information Technology[1]

UG Student, Information Technology[2]

Head of Department, Department of Computer Science Engineering[3]

Dronacharya College of Engineering, Gurugram, Haryana, India

Abstract: With the advent of big data, businesses are now able to gather, store, and analyse enormous volumes of data in real time, bringing about huge changes in the corporate sector. For businesses looking to gain actionable insights from their data and make better decisions, big data analytics has emerged as a crucial tool. The case study of a Fortune 500 company used in this research paper illustrates how it used big data analytics to enhance its business intelligence capabilities. The study investigates the business outcomes, the company's big data architecture, and the analytics tools and methods used. The research's conclusions show how big data analytics may give businesses a competitive edge, improve consumer satisfaction, and spur business expansion. The ramifications for organisations are discussed in the paper's conclusion.

Keywords: Computer, Big Data, Analytics, Use-Cases

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