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Big Data Analytics: Unveiling Insights and Opportunities

David Donald[1], T. Aditya[1], Y. Harshvardhan Reddy[2], J. Sreekaree[3], K. Pavan Kumar Sarma[4], R. Varaprasad[5]
Ashoka Women's Engineering College, Dupadu, Andhra Pradesh, India[1]
G. Pullaiah College of Engineering and Technology, Pudur, Andhra Pradesh, India[2,3,4,5]

Abstract: *Information technology today is increasingly concerned with dealing with massive data sets. The proliferation of the internet and, by extension, the digital economy has resulted in a meteoric rise in the need for data storage and analysis. This creates a serious problem for American IT departments in terms of securing and analysing the resulting avalanche of data. Businesses currently acquire and store more data than ever before due to the critical role that information plays in their daily operations. In all likelihood, this pattern will maintain its current trajectory. The organised knowledge that is being developed right now is based on a lot of legacy information. Instead, it's information like text, images, music, video, and social media posts. It's called "unstructured knowledge" when the knowledge isn't in any particular shape. The term "big data analytics" refers to a technique that can be used to get insight from these massive datasets. In addition to generating new business prospects, this strategy has been shown to increase the percentage of returning customers.*

Keywords: Big Data

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