

## How Big Data Analytics can bring Unprecedented Digital Transformation for any Organization

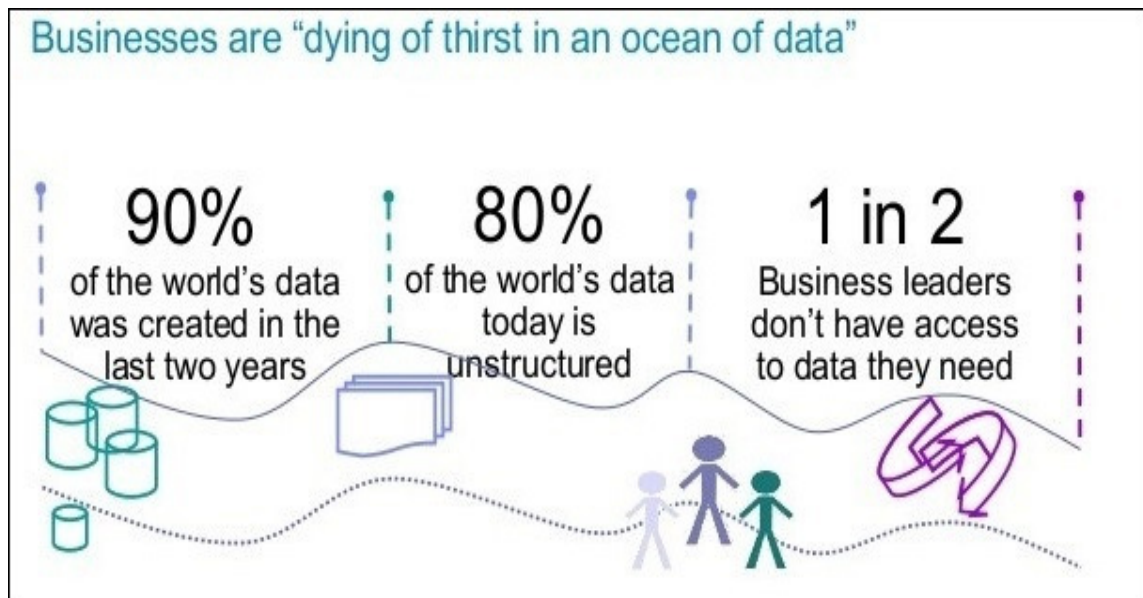
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Today big data has been a buzzword for a new breed of large-scale data processing and analytics due to its astonishing computing power, affordable storage, and the extensive availability of deep as well as disparate data sets.

Now, the buzzword becomes big business. For motivated organizations, which intent on fronting their industry ranks, big data becomes an obligation rather than an option to consider.

Big data is defined as the new discipline, which is at the intersection of several others like technology, statistics, databases as well as business functions. The main objectives of big data are to knock into aggressively enhancing volumes of data, which have become impossible to handle with conventional database management as well as information management tools and to process complex data in a reasonable period.



According to Gartner, big data technologies aim to achieve competitive benefits using data assembly, analysis, and employ methods that previously couldn't be used because of the functional, technical, or economic constraints related to the volumes, variety, and velocity of data involved.

Big data can emerge from anywhere. Now businesses capture data from millions of sources including websites, sensors, social media, partners, customers, mobile devices, weblogs, and many more.

The emergence of a massive amount of data from multiple sources has accelerated the development of new technologies, knowledge, tools, techniques, and skills that facilitate businesses to work with big data. In addition to building search engines, big data technologies play an ideal role in creating scalable efficient systems for discovery and analytics.

Big data offers several stimulating opportunities from amplified business efficiency to improved customer engagement. As a result, businesses around the world are keen on incorporating big data into their boards in an inventive way. Some of them are as follow:

**A. Improved Performance Management:** Priceless organization data is utilized for foreordained questions and multifaceted analysis to lead execution management. Through Big Data Analytics, predictive analysis of client needs can be completed to understand the association's capacity to satisfy a need. Figures and conveyance duties can likewise be made through calculative analysis of demand and flexibly designs.



**B. Contributing to Customer Value:** Through an appropriate Big Data analysis, distinguishing proof of additional strategically pitching open doors can be gathered from current customer profiling. This enables the association to focus on where they have the best chance to expand their venture into their customer base and manufacture deeper, long haul connections.

- C. **Directed Marketing with Social Analytics:** With the assistance of social analytics, a product advancement or a campaign's digital impression on social media outlets can be estimated. Surveys, votes and surveys and by and large social media movement can assist with revealing the possibility premium regions and potential activities the advertising group should take in future showcasing campaigns or advancements.
- D. **Making New Revenue Streams:** The data bits of knowledge from the client database can be used to cut out new business opportunity. A detailed understanding of the client base recognizes chances to pull in additional clients and new business interests.