



## BIG DATA

Big Data is defined as data that is huge in size.

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## CDDC

Consumer + Digital + Data + Change (CDDC)

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## USER CASES



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How Agriculture Used Data Science

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Data and Sports

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Data and Travel Industry

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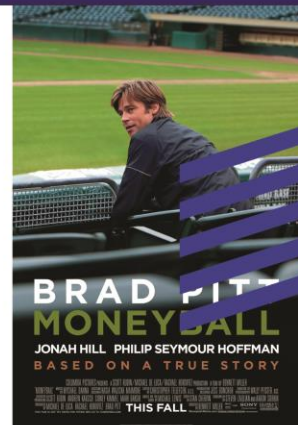
Retail Analytics

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## MONEYBALL

Billy Beane joins forces with Peter Brand, a Yale graduate, to challenge the old-school selection methods and reinvent his team using a sabermetric model that has never been used before.

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## CYCLE

Life Cycle of Big Data

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## DATA TYPES

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## BIASES

Facts Vs Beliefs

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