WINSTON & STRAWN LLP

What Is Big Data?

Big Data

Definitions of **big data** may differ within the computing or business world. In general, the term refers to structured and unstructured data that is extremely large in volume and/or complex—and due to these characteristics, it is difficult to manage with standard data processing or storage. The phrase "big data" may also refer to the processing techniques that an organization employs to manage the huge, complex, or time-sensitive sets of information it receives.

When organizations are able to employ techniques for capturing and storing more of their information, they can analyze it in the interest of operational benefits, higher profits, product development, and customer retention. Some cloud providers offer specialized tools and resources that allow companies to conduct projects and gain insights based on their big data. This data can come from a range of sources, such as business transactions, email, video, or social media.

Related Capabilities

Privacy & Data Security

Technology, Media & Telecommunications