

BID DATA IN BUSINESS ANALYSIS

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ABSTRACT

Over the last twenty years Big Data has forcefully and emotionally penetrated almost every domain of human interest/action and it has (more or less consciously) become an (existing everywhere) presence of day to day life. The main questions this exploratory paper tries to address (throughout its two parts) are the following: What is the (actual) hit/effect of Big Data on Business & Management and how can businesses (through their management) power/advantage the (possible power or ability within/possibility of) Big Data to their benefit? A gradual, step by step approach (based on book-related review and a variety of secondary data) will guide the paper in search for answers to the abovementioned questions: starting with a well-said (with a small number of words) history of the topic Big Data as reflected in the world of college and a critical content analysis of the Big Data idea, the paper will then continue by focusing on some of the most significant realities and (popular things/general ways things are going) that describe/show the supply-side of the big data industry; the second part of the paper is dedicated to the (act of asking questions and trying to find the truth about something) of the demand-side of the big data industry by highlighting some (event(s) or object(s) that prove something)s (and projections) on the hit/effect of big data (information-giving numbers) on Business & Management (both at group and granular level) and exploring what companies could and should do (through their management) in order to best (take advantage of/make money from) the opportunities of big data and avoid/minimize the hit/effect of its threats.

Keywords: Bid Data, Business, Management, Accounting.

INTRODUCTION

Big data can be structured data is easy toward procedure, since the arrangement is immovable. Transaction archives, sensor analyses and GPS (Worldwide Positioning System) locations are examples of structured data. (Without rules, schedules, etc.) Data has no fixed format, and needs/demands other means of processing. (Without rules, schedules, etc.) Data includes text, but also images and video content. Often (without rules, schedules, etc.) data has some meta-data attached that provide some information about the (without rules, schedules, etc.) data, e.g. tags recitation the gratified, date and place of a copy or a video. Open data is data free below some certificate that stretches users free admission to the data. Open data is often shared through (made to do one thing very well) (related to underlying messages and morals in a story) or organizational storage places. Open data made available through such storage places is mostly structured data and it can be in a different format - human or machine legible. The present technologies for data mining can be a good basis for gaining business value based on big and open data. The results may be sold in the (place where people buy things). The results may (using other choices) be released as open data (business open data). It is still possible to get (money made/good thing received) through other money/money income models. Money/money income models are discussed later. Marketing is necessary to make possible users aware of the results. Often results are published on doorways or person (who buys and sells for someone else) (raised, flat supporting surfaces). If data or results are sold, there will be activities related to sales,

contract (back-and-forth conversations to agree on something), order handling, invoicing and accounting.

Against this background, the main questions this exploratory paper tries to address are the following: What is the (actual) hit/effect of Big Data on Business & Management and How can businesses (through their management) power/advantage the (possible power or ability within/possibility of) Big Data to their benefit? A gradual, step by step approach (based on book-related review and a variety of secondary data) will guide the paper in search for answers to the abovementioned questions: starting with a well-said (with a small number of words) history of the topic Big Data as reflected in the world of college and a critical content analysis of the Big Data idea, the paper will then continue by focusing on some of the most significant realities and (popular things/general ways things are going) that describe/show the supply-side of the big data industry and its main vendors; the second part of the paper is dedicated to the (act of asking questions and trying to find the truth about something) of the demand-side of the big data industry - by highlighting some (event(s) or object(s) that prove something)s (and projections) on the hit/effect of big data (information-giving numbers) on Business & Management (both at group and granular level) and exploring what companies could and should do (through their management) in order to best (take advantage of/make money from) the opportunities of big data and avoid/minimize the hit/effect of its threats. In order to (further) (figure out the worth, amount, or quality of) the relevance of Big Data for Business & Management, this (part of the) paper has (did/done/completed) a well-said (with a small number of words) history of the topic Big Data as reflected in the world of college and a critical content analysis of the Big Data idea, followed by an examination of the most significant realities and (popular things/general ways things are going) that describe/show the supply-side of the Big Data industry and its main players; the following ends/end results can be drawn at this point.