

## **Big data: Big opportunities and big challenges**

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We often hear the term 'Big Data' being used in discussions of data science and analytics. But haven't many organisations been dealing with large amounts of data for decades? Is there something new and different about Big Data or is this just another example of 'techno-hype'? This presentation will consider the concept of 'Big Data', its definitions (such as the 4 V's) and what this means in practice. Examples of areas in business that are utilising Big Data will provide an opportunity to discuss the big opportunities that Big Data affords along with the big problems or challenges that handling and using Big Data also entail. The content of this talk will help to provide some preliminary context to Big Data that will then be picked up in later presentations.