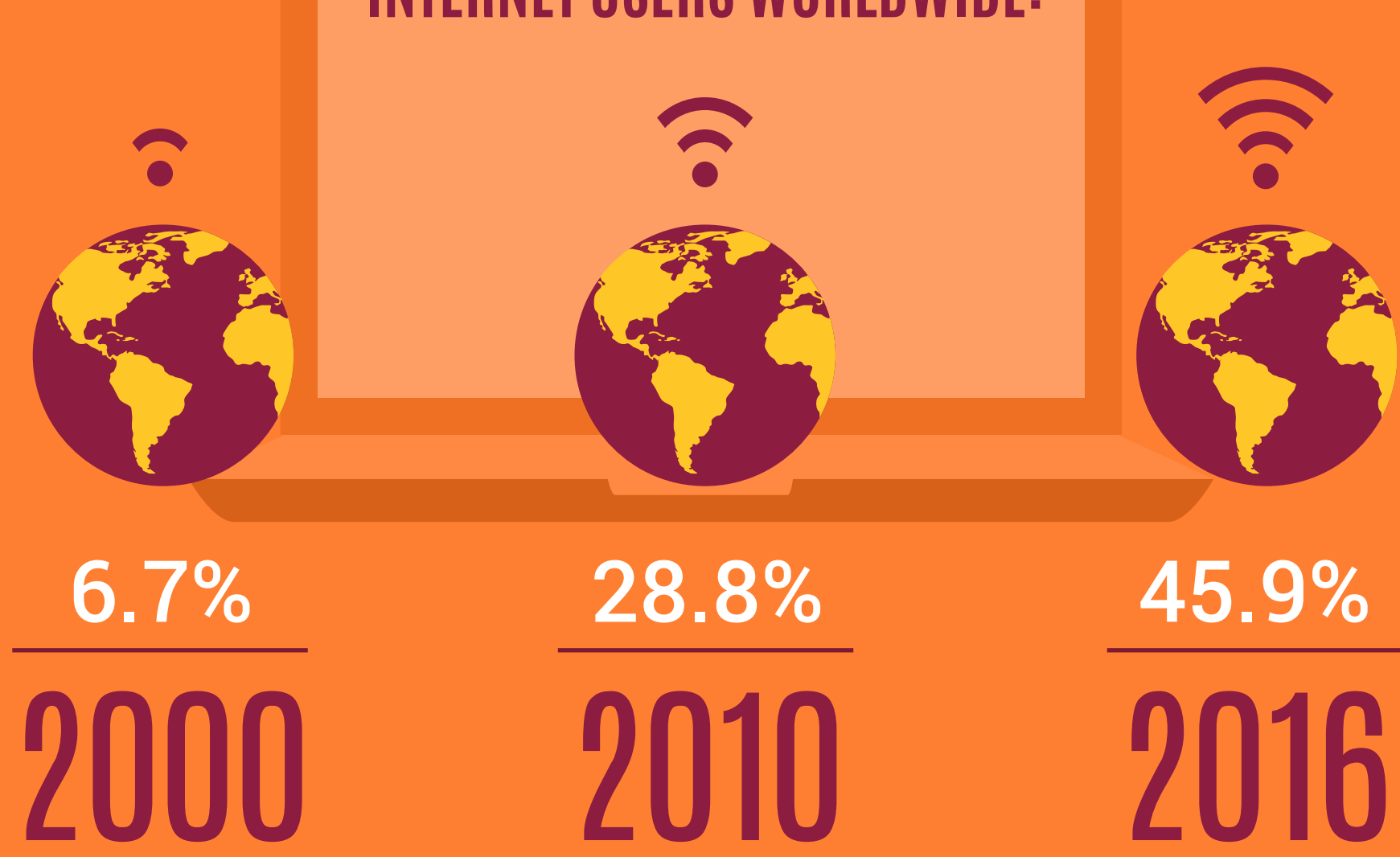


BIG DATA IS A BIG BUSINESS

IBM found that humans create **2.5 quintillion bytes of data per day**. That's a lot of information in need of organization and interpretation.

WHERE IS THE DATA COMING FROM?

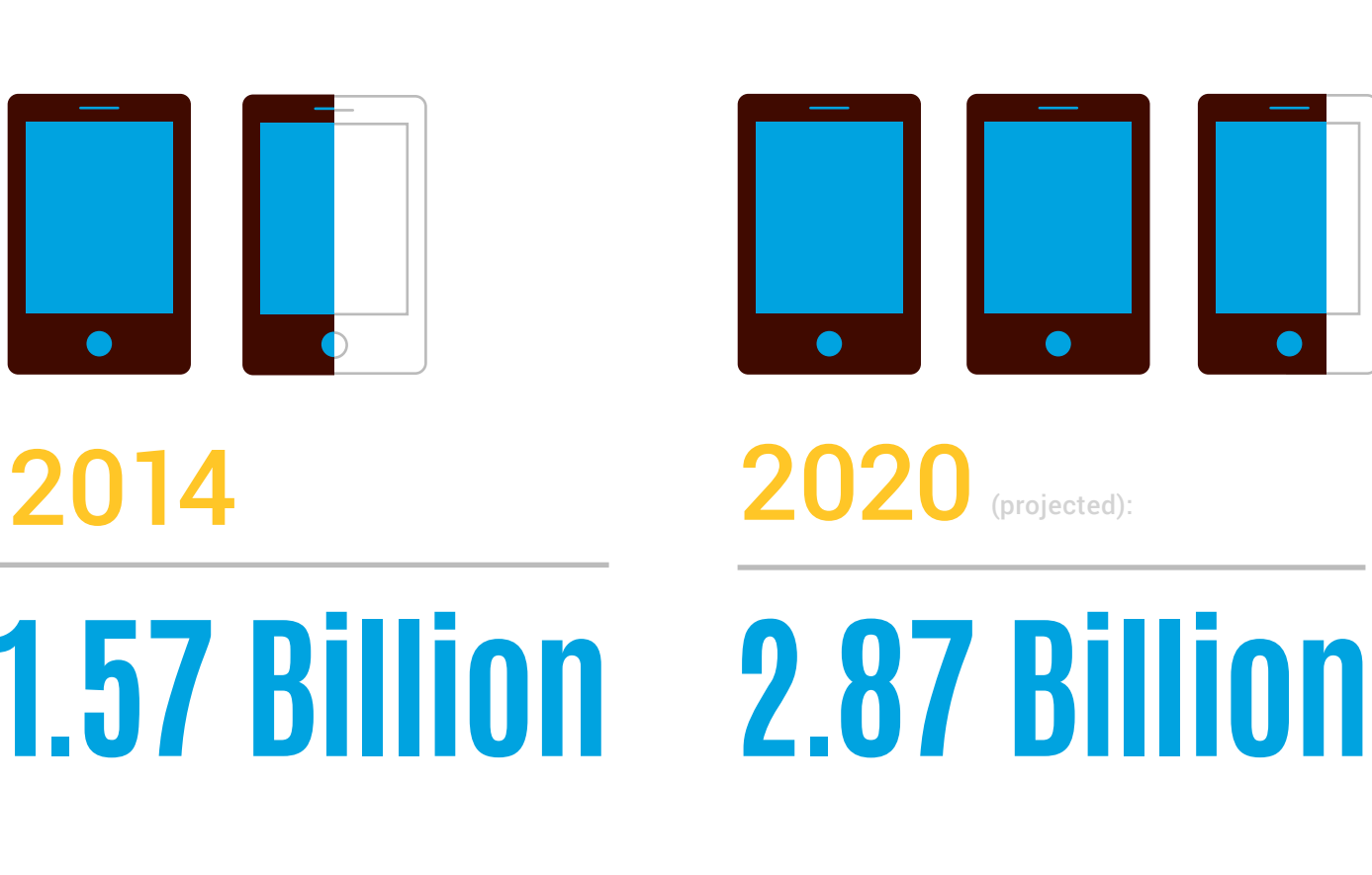
More data is created as internet and smartphone usage increases.



Internet usage rates are even higher in developed countries, with the following all having usage rates greater than 80%:



Smartphone Users Worldwide:



Internet traffic is estimated to create **44 trillion gigabytes of data by 2020**.

International Data Corporation (IDC)

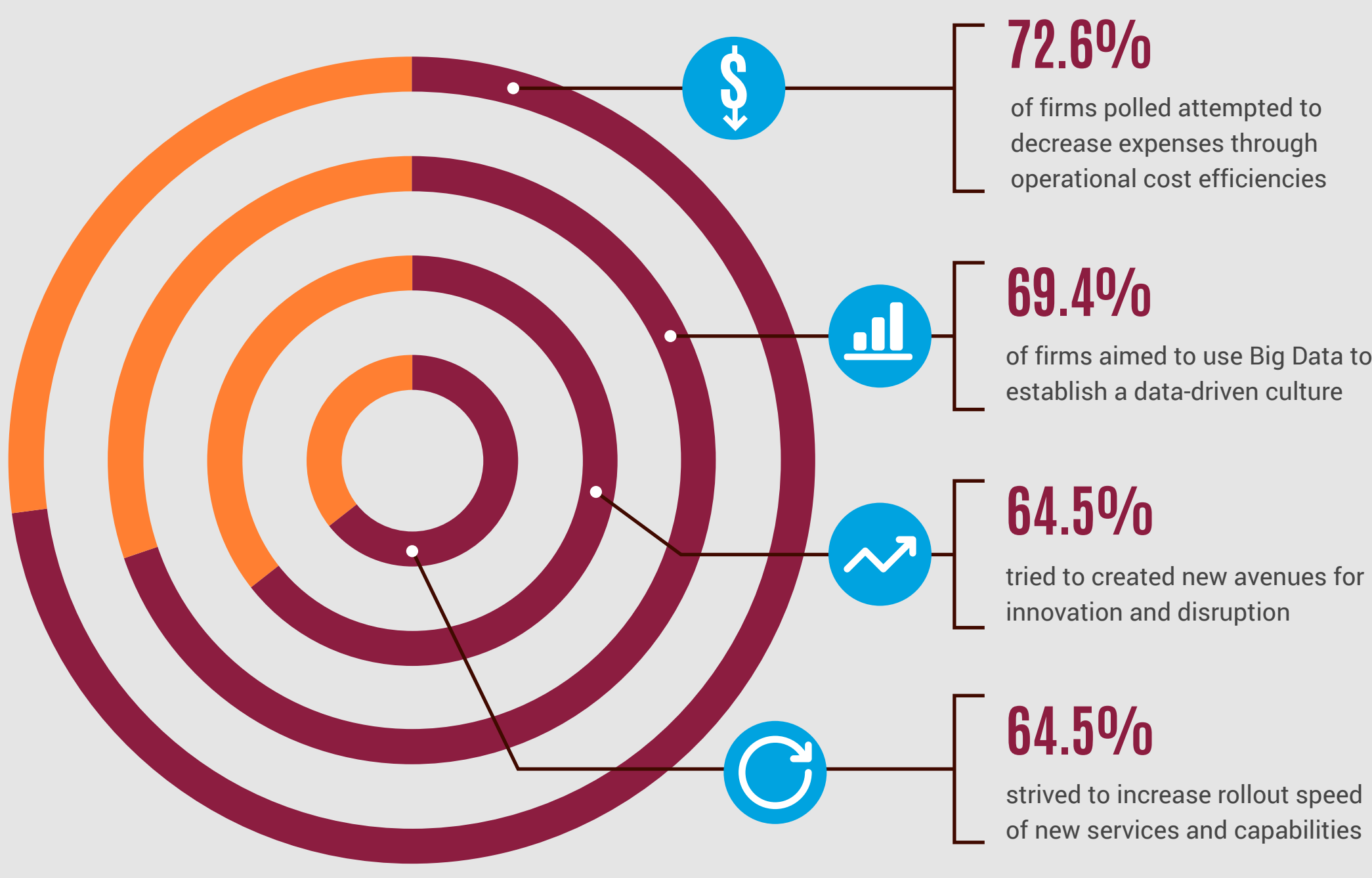
INVESTMENTS IN BIG DATA

These industries spent a combined **\$72.4 billion** on Big Data and analytics solutions in 2017:



HOW ARE ORGANIZATIONS LEVERAGING BIG DATA?

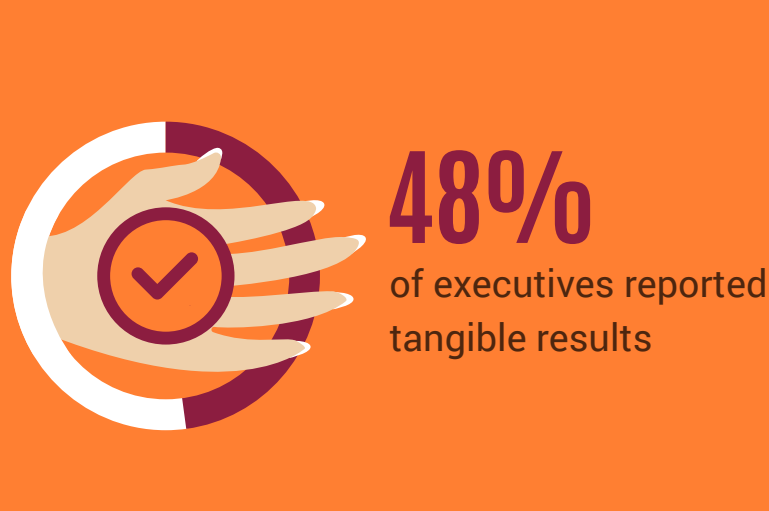
They're using the information to invest back into their businesses.



In general, **75.8% of financial services firms** have invested in the above Big Data initiatives.

9.7% of healthcare and life sciences firms have done the same, matching the investment from media and entertainment organizations.

THE RESULTS?



NewVantage Partners poll of business executives



BIG MONEY FROM BIG DATA



Worldwide revenue from Big Data and business analytics is projected to climb to **\$150.8 billion** in 2017.

IDC



Big Data-related spending includes IT and business services, software, data warehousing and more.

ARE YOU INTERESTED?

The need is growing for skilled professionals to collect, analyze and share Big Data. These experts can fall into a number of careers, such as management analyst, market research analyst or operations research analyst, with forecasted job growth by 2026 at 12%, 23% and 27%, respectively.

The online Master of Science in Business Analytics program from the W. P. Carey School of Business at Arizona State University educates students on the proliferation of Big Data and the practical tools to manage the vast amount of information, from strategy to data mining and decision modeling.