# Big Data Analytics in 2025



Value

turning data into

insights

large amounts of data

Veracity

data quality & accuracy

**External data** 

2028

2034

97.2%

(CAGR of 21.20%).

S

**Aspect** 

**Nature** 

**Focus** 

**Techniques** 

**Outcome** 

Goal

**Timeframe** 

Real-Time Data

**Processing and Analytics** 

**Enhanced Data Privacy** 

and Security Measures

IoT (Internet of Things)

**Predictive** 

Maintenance

\*\*

Customer

Experience

**Anti-Money** 

Laundering

**Enhanced** 

**Customer Insights** 

and Retention

**Product and** 

making

The Big data market is experiencing

USD 220.2 billion in 2023

unprecedented growth, from

streaming

**Variety** 

structured & unstructured data

# Big Data at a Glance: Big Data Analytics for Data-Driven Decision Making Identify information Customer panorama • Behavior preference Customer **User Data** Customer segmentation • Geo location management · Customer pricing • Time

### · Social media Real-time marketing Search contents **Internet Data** Precision · Omni-channel marketing · Browsing contents marketing Event marketing Advertising Commodity browsing

• Transaction information **E-Commerce** · Payment data Cost accounting Refined Data

 Service assessment Comprehensive value management · Credit status · Contribution calculation Big data · Customer information Small- and micro-loans Dealer information **Structured** Service Platform finance Account information Data Supply chain finance information • Transaction details Open banking System logs Risk evaluation • Service audio and video recording Risk Unstructured • Bill and check images Multi-points monitoring management · Anti-fraud Electronic vouchers Data · Certificate and files scanning Anti-money laundering

By 2028, global data creation is projected to grow to

more than 394 zettabytes.

Big data platform

**70**%

**Application fields** 

of the world's data is

DemandSage

user-generated.

Internal data

to USD 401.2 billion by 2028 (a CAGR of 12.7%). The data analytics market growth will be USD 402.70 billion by 2032 2023 2028 (CAGR of 25.5%).

Advanced data analytics market to reach

of 20.55%).

of organizations are

investing in Big data.

of 28.9%).

**FORBES** 

**USD 390.93 billion by 2034 (CAGR** 

**Big Data Analytics:** 

**Industry Overview** 

In 2025, Al and Big data will be adopted

in the automotive, aerospace, and

reached 97%.

telecommunications industries, each

reaching 100%. Professional services

followed closely at 98%, while information

technology services and insurance sectors

## The Big data analytics in the retail market size is estimated at USD 7.73 billion in 2025, and is expected to reach Around 3 in 4 manufacturing USD 20.22 billion by 2030 executives rely on advanced data

The global market for Big data analytics in banking

\$745.16 billion by 2030 (a CAGR

Big data analytics in healthcare market to reach

USD 79.23 Billion by 2028 (CAGR

to improve productivity.

**BCG** 

Neontri

**Data Analytics** 

Predictive & Prescriptive

Past, present, and future data

Machine learning,

predictive modeling

Forecast trends

Predict what will happen

and recommend actions

Past, present, and future

**Edge Computing for Data** 

**Processing** 

**Data Quality and** 

Governance

**Augmented Analytics** 

**Product** 

Development

\$

**Pricing Analytics** 

and Optimization

**Customer Churn** 

**Trend Forecasting** 

Risk Management

and Fraud

Detection

**Improved** 

Efficiency

**Operational** 

**Real-Time Analytics** 

and Quality Control

Key Difference Between

**Data Analytics and Advanced** 

**Data Analytics** 

**Data Analysis** 

Descriptive

Historical & current data

Statistical methods, data

visualization

Understand patterns and

insights

Explain what happened

Past and present

is expected to surge to

of 13.5%).

**Big Data Analytics Market Trends ChatGPT** Al Integration Natural Language **Processing** 

**Machine Learning** 

Multi-Cloud and Hybrid

**Cloud Strategies** 

DaaS

Data-as-a-Service (DaaS)

Models

# **Big Data Analytics:** Use Cases

**Production** 

**Optimization** 

**Customer Lifetime** 

Value

Patient Experience **Billing Analytics** and Outcomes

**Key Benefits** of Big Data for Businesses in 2025 and Beyond

Personalized

Marketing

Complex

Claims Fraud

Service Supplier **Innovation Networks** Quicker and **Data Security & Better Decision** Accessibility

> InData Labs Big on Data Science & Al

indatalabs.com