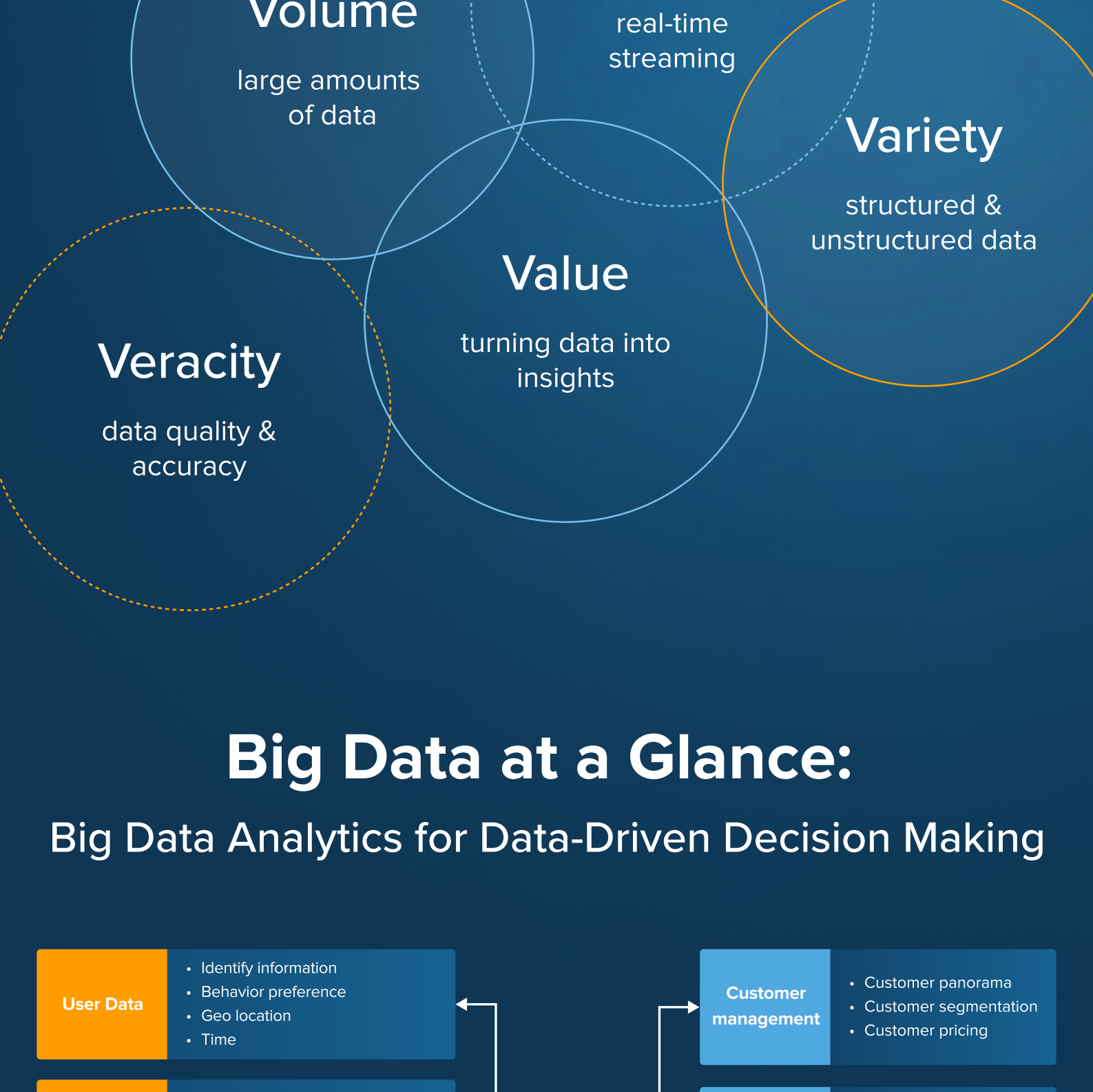


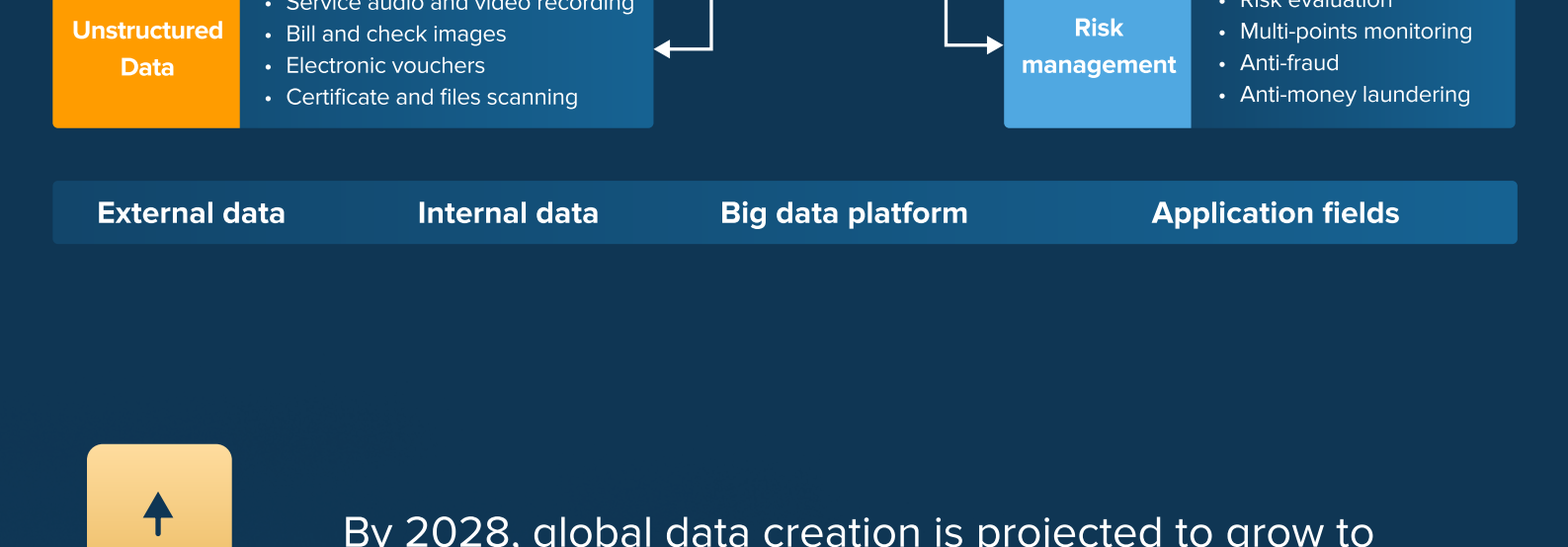
# Big Data Analytics in 2025

## The 5 V's of Big Data

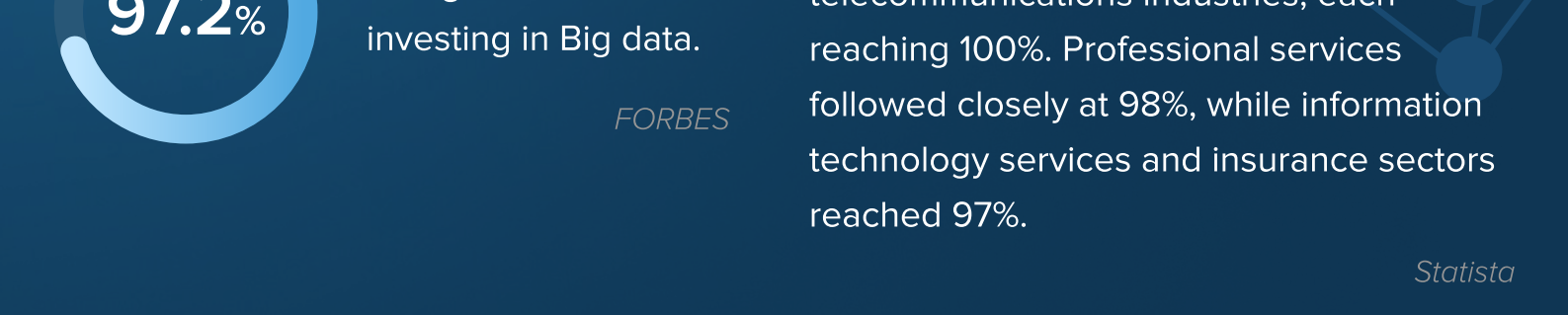
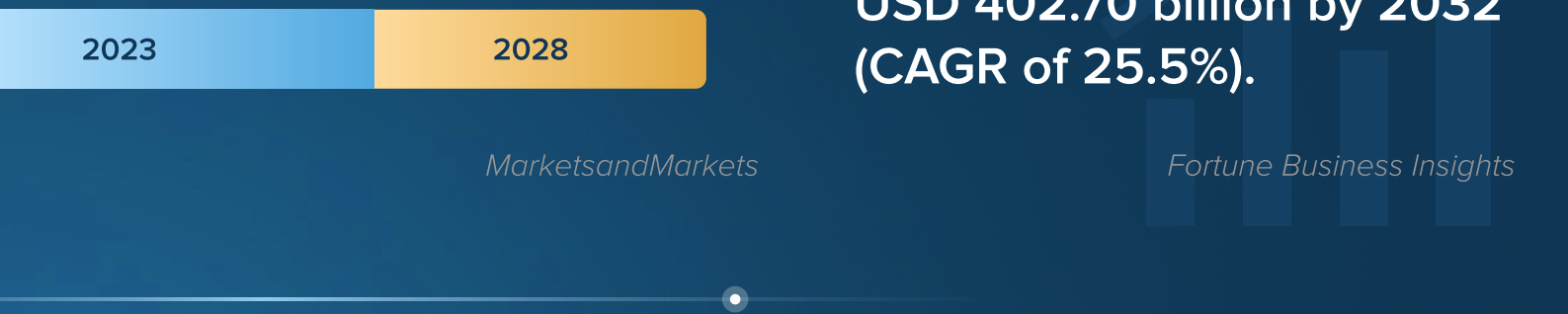


## Big Data at a Glance:

Big Data Analytics for Data-Driven Decision Making



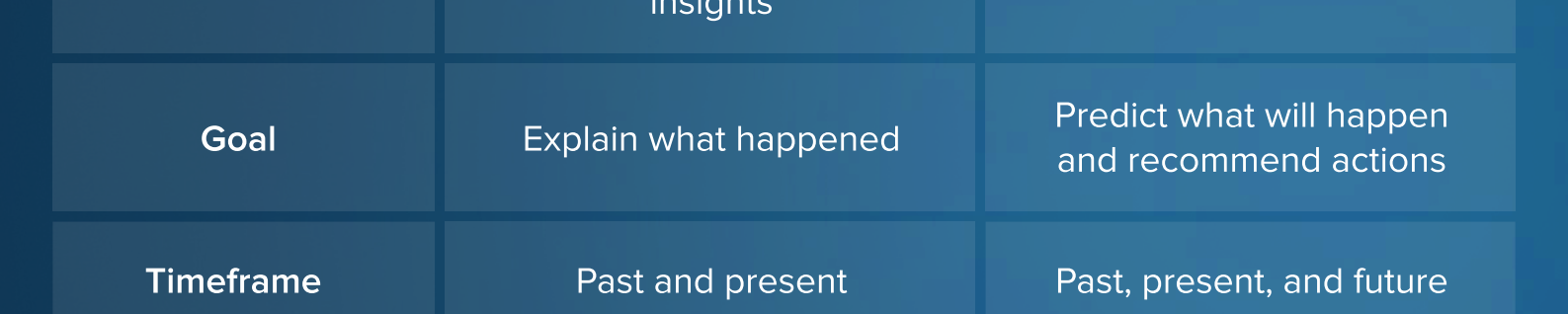
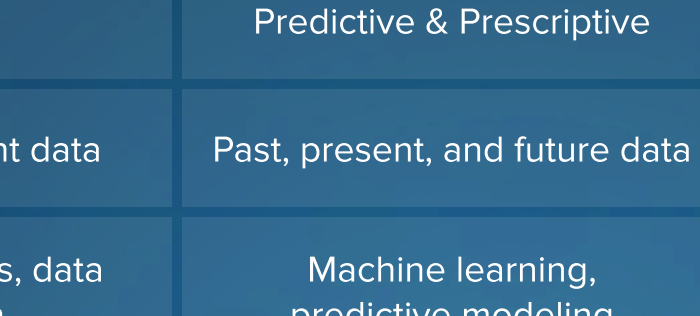
External data	Internal data	Big data platform	Application fields
---------------	---------------	-------------------	--------------------



## Big Data Analytics: Industry Overview



In 2025, AI and Big data will be adopted in the automotive, aerospace, and telecommunications industries, each reaching 100%. Professional services followed closely at 98%, while information technology services and insurance sectors reached 97%.  
Source: Statista



## Key Difference Between Data Analytics and Advanced Data Analytics

Aspect	Data Analysis	Data Analytics
Nature	Descriptive	Predictive & Prescriptive
Focus	Historical & current data	Past, present, and future data
Techniques	Statistical methods, data visualization	Machine learning, predictive modeling
Outcome	Understand patterns and insights	Forecast trends
Goal	Explain what happened	Predict what will happen and recommend actions
Timeframe	Past and present	Past, present, and future

## Big Data Analytics Market Trends

AI Integration

Natural Language Processing

ChatGPT

Real-Time Data Processing and Analytics

Machine Learning

Edge Computing for Data Processing

Enhanced Data Privacy and Security Measures

Multi-Cloud and Hybrid Cloud Strategies

Data Quality and Governance

IoT (Internet of Things)

Data-as-a-Service (DaaS) Models

Augmented Analytics

## Big Data Analytics: Use Cases

Predictive Maintenance

Production Optimization

Product Development

Customer Experience

Customer Lifetime Value

Pricing Analytics and Optimization

Patient Experience and Outcomes

Billing Analytics

Customer Churn

Anti-Money Laundering

Claims Fraud

Trend Forecasting

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

- Enhanced Customer Insights and Retention
- Personalized Marketing
- Risk Management and Fraud Detection
- Product and Service Innovation
- Complex Supplier Networks
- Improved Operational Efficiency
- Quicker and Better Decision making
- Data Security & Accessibility
- Real-Time Analytics and Quality Control

Forbes, AnalyticSteps, AZURE