

Splunk and Venture Capital Investing in Enterprise Technology (Part A)

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BIG PROFITS BIG CAREERS

Investment

Private Pathway to earn profits from
\$20 Billion to \$27 Billion,
in Commercial

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Opportunity

Highly paid jobs with 3-5 years of Big
Data exposure!

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Q & A

Questions & Answers

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BIG PROFITS **BIG CAREERS**

Statistically

Proven Pathway to earn profits from
\$ 31 Million to \$ 2.7 Billion,
& Onwards!

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Guaranteed

Highly paid jobs with 2-3 years of Big
Data exposure!

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BIG PROFITS

Statistically

Proven Pathway to earn profits from
\$ 31 Million to \$ 2.7 Billion,
& Onwards!

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BIG CAREERS

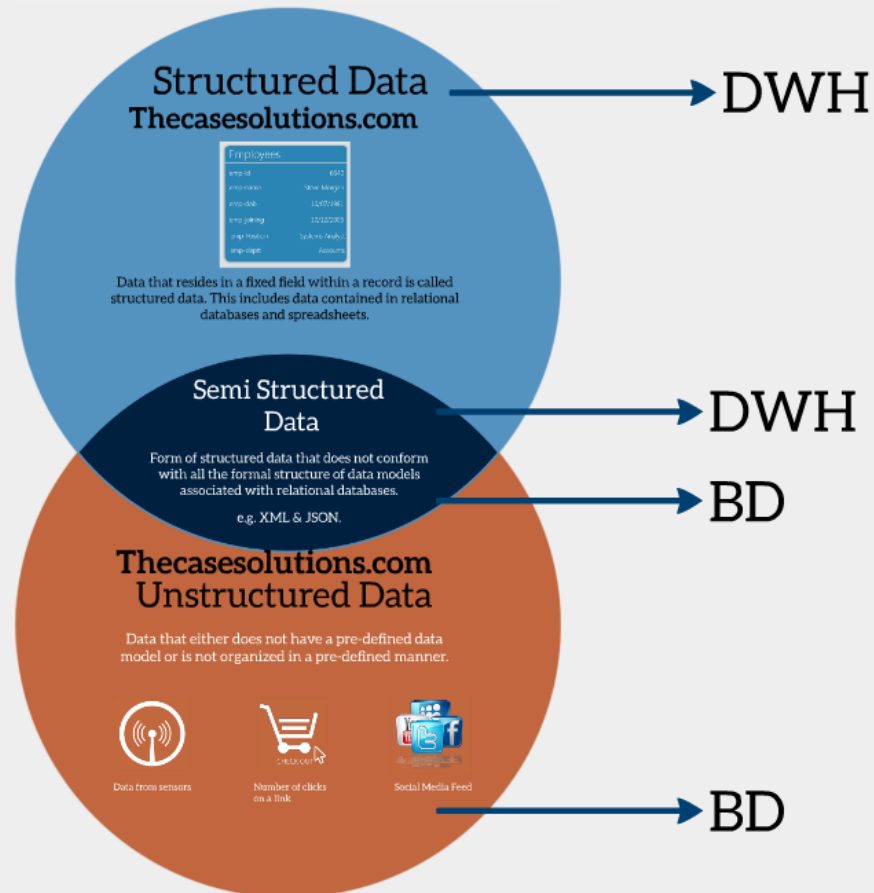
Guaranteed

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Data Warehouse (DWH) & Big Data

What is DWH & Big Data?



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Structured Data

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Employees	
emp-id	6640
emp-name	Steve Morgan
emp-dob	10/07/1981
emp-joining	10/12/2005
emp-Position	Systems Analyst
emp-deptt	Accounts

Data that resides in a fixed field within a record is called structured data. This includes data contained in relational databases and spreadsheets.

Semi Structured

associated with relational databases.

e.g. XML & JSON.

Thecasesolutions.com Unstructured Data

Data that either does not have a pre-defined data model or is not organized in a pre-defined manner.



Data from sensors



Number of clicks
on a link



Social Media Feed

Why should we SELL it?

1 Explosion of Data

2 Shortfall of data scientists in US Alone

Now that we have a little context of Big Data and its capabilities, let's look at this point in detail.

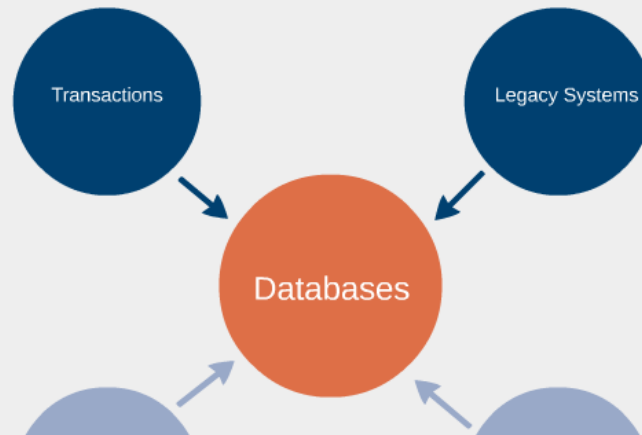
3 The new Corporate Asset

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Over the last few years, the volume of data stored by companies, has had exponential growth.

This is because Database Systems have become much more powerful and capable.



Previously, we could only store Structured Data in "Rows" and "Columns" on "Tables".