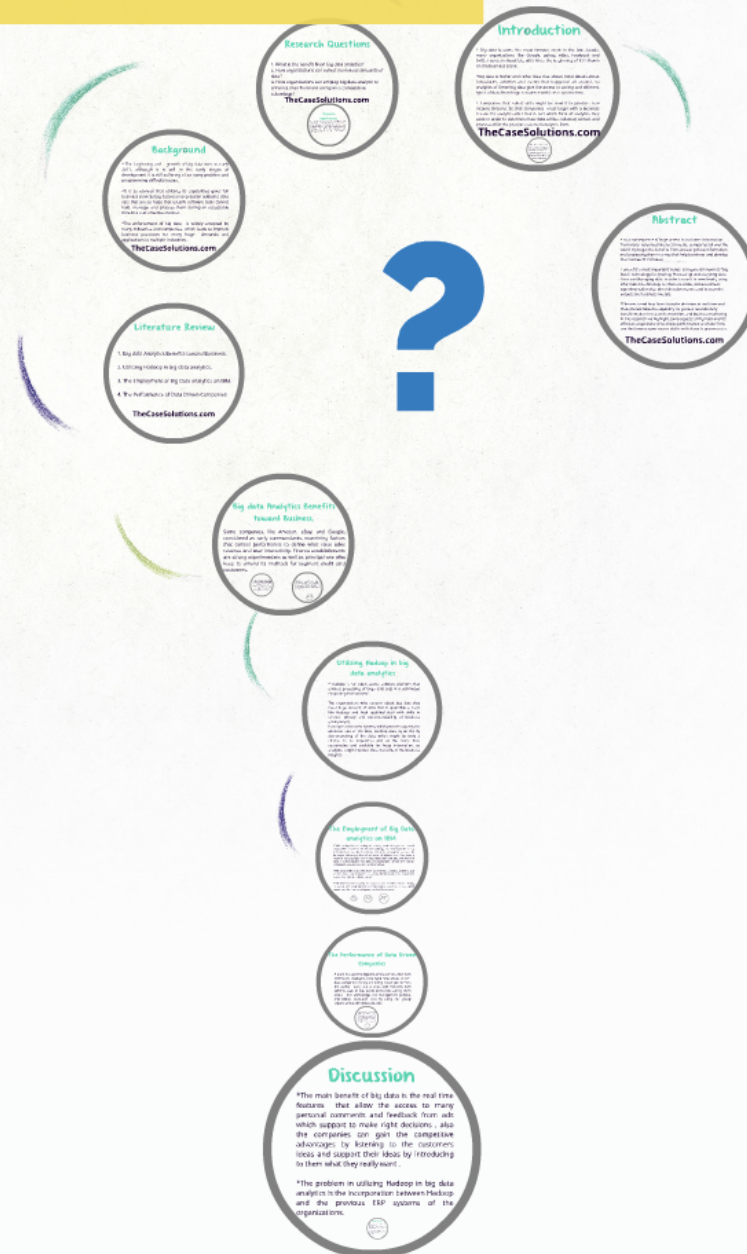


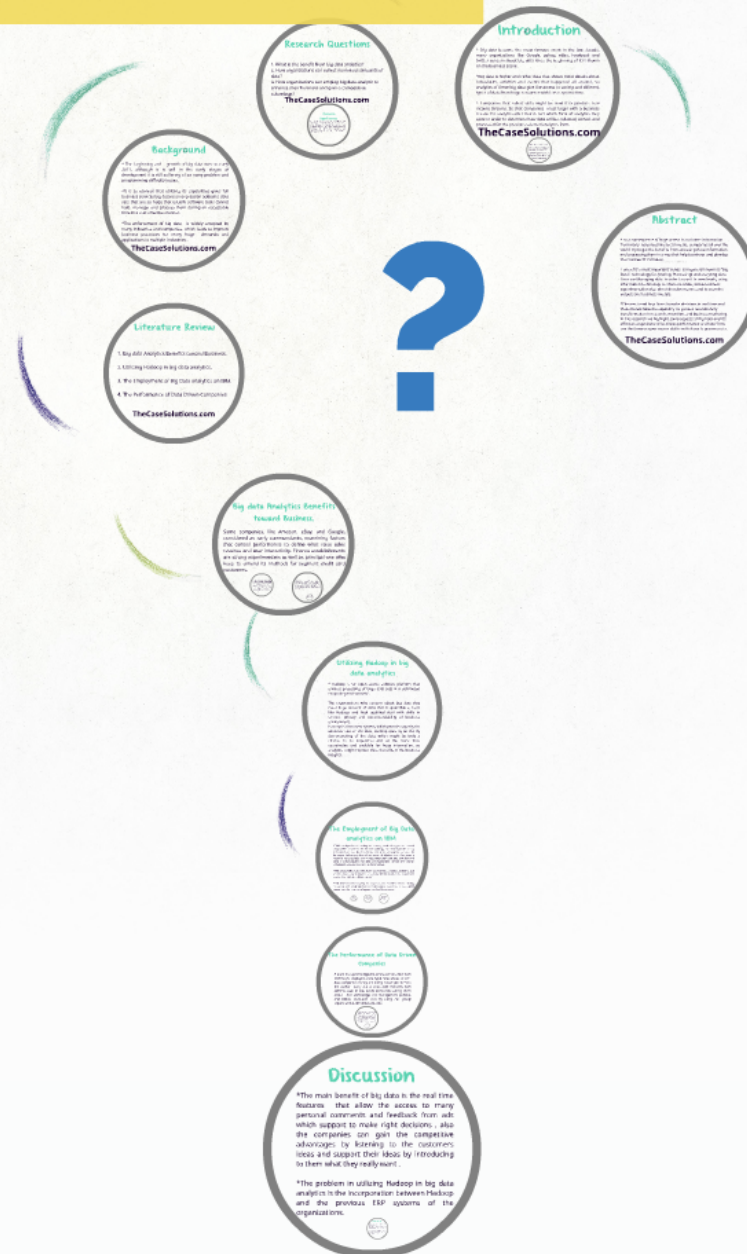
LEGO® Friends: Leveraging Competitive Advantage

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Abstract

* As a consequence of huge access to customer information from many resources like social media, companies all over the world try to get the benefits from accessing these information and processing them in a way that help to extract and develop the most worth full ideas .

Image by Tom Mooring

* one of the most important trends is in general known as “Big Data”, technology for (Storing, Processing) and analyzing data. firms are Managing data in order to use it in new levels, using information technology to shore accurate, stable business experimentation that direct decision makers and to examine outputs and business models.

*The new trend help firms to make decisions in real time and these trends have the capability to guide a revolutionary transformation in research, invention, and business marketing. In this research we highlight some aspects of Big Data and it's affect on organizations' business performance and how firms use the famous open source platform Hadoop to process data.

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Introduction

* Big data became the most famous event in the last decade, many organizations like Google, yahoo, eBay, Facebook and twitter concern about big data since the beginning of it is shown on the business scene .

*Big data is higher and richer data that shows more details about behaviours, activities and events that happened all around, so analytics of these big data give the access to variety and different types of data from huge recourses with less response time.

* Companies that collect data might be used it to produce new income streams. So that companies must begin with a business reason for analytics after that detect which form of analytics they want in order to determine how data will be collected, sorted, and processed for the previous selected analytics form.

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Big Data is everywhere and everyone is talking about it.

When you are talking about collecting and analyzing billions of search engine queries and billions of Facebook posts to determine signals of terrorist attacks and other, or billions of other situations, to select the suitable time for taking actions, big data is the answer.

By merging the power of new computing methods with the numerous digital data, it is possible to solve practically any problem like stress, health care and other problems, just by processing large amounts of information or perform operations of data completely, especially in computer.

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Big Data is unexpectedly everywhere and everyone try to collect and analyze it.

when we are talking about collecting and analyzing billions of search engines queries and billions of Smartphone records to determine signals of terrorist attacks and activities, or billions of airline situations to select the suitable time for buying tickets, big data is the state of these cases.

By merging the power of new computing trends with the numerous digital data, it undertake to solve practically any problems like crimes, health care and other problems just by processing large amounts of information or perform operations of great complexity, especially by computer.

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examples

* Some companies who concern about telecommunications have shrewdness into the volume and speed of high road traffic got the benefit from information collected from the power of big data.

*Another example Disney land gets the benefit from big data analytics by introducing “magic wristbands” in their parks, these bracelets enhance the attention of visitors around the park.

*Amazon can predict what the customer prefers to buy and introduce the products to them according to their preferences.

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Research Questions

1. What is the benefit from big data analytics?
2. How organizations can collect numerous amounts of data?
3. How organizations can employ big data analytic to enhance their business and gain a competitive advantage?

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Research Significance

Big data analytics aid organizations to utilize their data and employ it to find new opportunities. Furthermore, it leads to intelligent business moving ahead, more effective operations, high profits and satisfied customers. So organizations should deal with big data analytics seriously and smartly to enhance and improve its development issues.

Background

* The beginning and growth of big data was on early 2011, although it is still in the early stages of development it is still suffering of so many problem and programming difficulty issues.

*It is so obvious that utilizing its capabilities gives full business services big data is an expression added to data sets that are so huge that usually software tools cannot hold, manage, and process them during an acceptable time in a cost effective manner.

*The enforcement of big data is widely accepted by many industries and companies, which leads to improve business processes for many huge demands and applications in multiple industries .

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Literature Review

1. Big data Analytics Benefits toward Business.
2. Utilizing Hadoop in big data analytics.
3. The Employment of Big Data analytics on IBM.
4. The Performance of Data Driven Companies

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