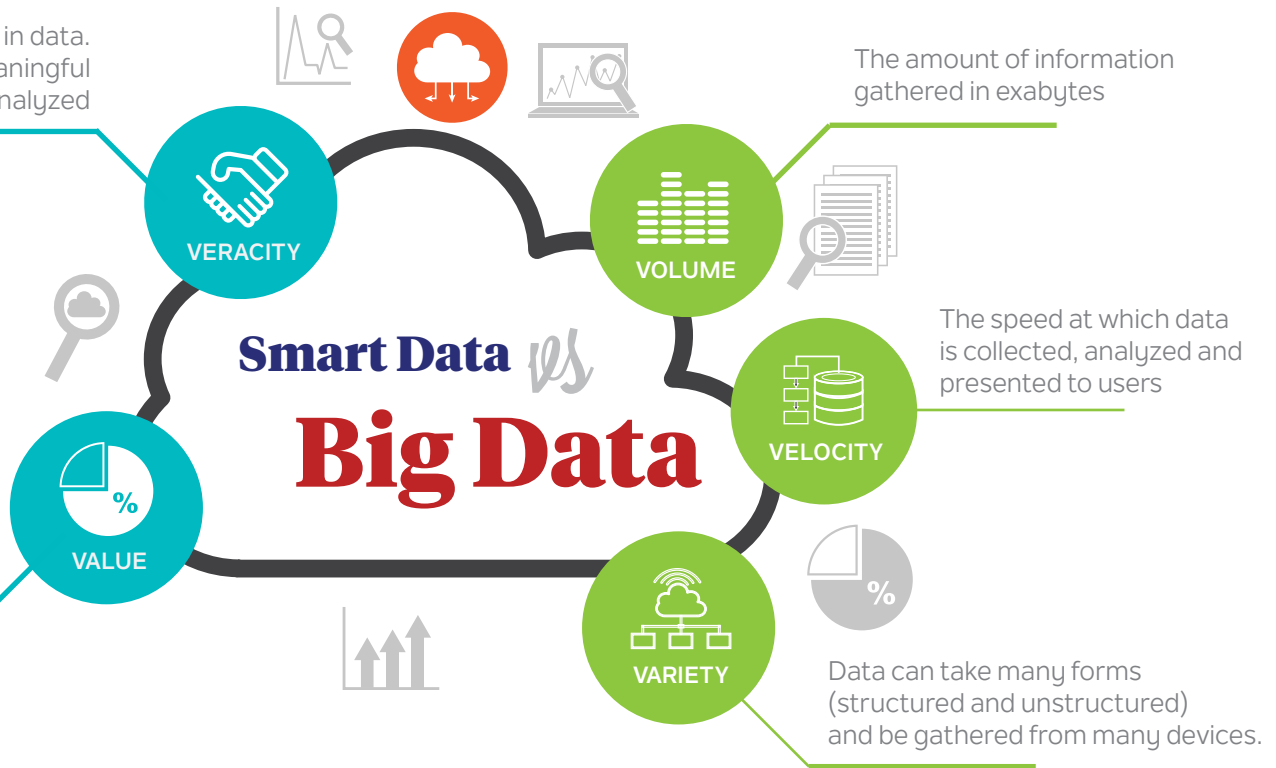


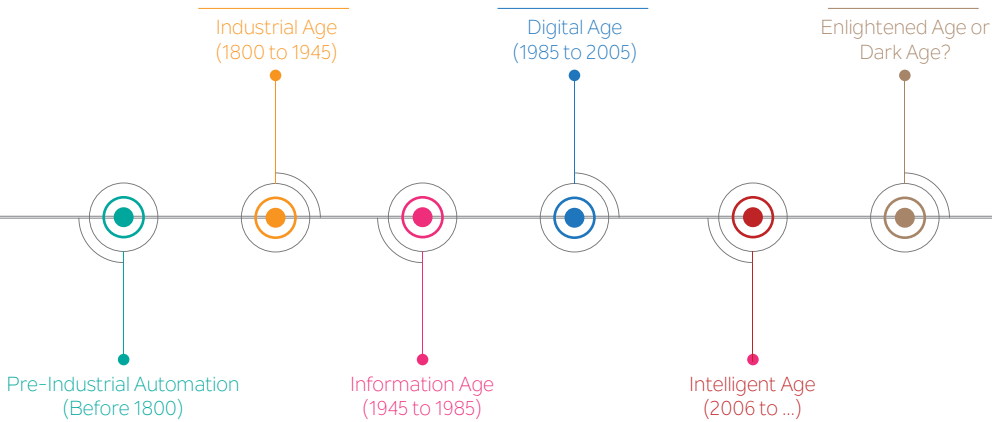
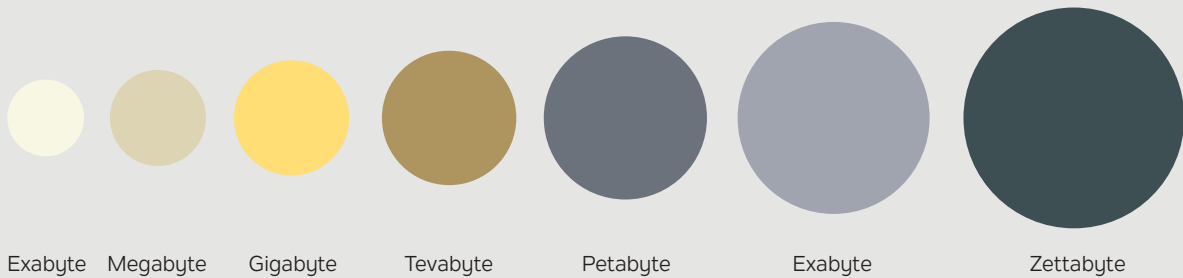
“The ability of society to harness information in novel ways to produce useful insights or goods and services of significant value” and “...things one can do at a large scale that cannot be done at a smaller one, to extract new insights or create new forms of value.”
Kenneth Cukier's book

Noise and abnormality in data.
Data must be meaningful to the problem being analyzed



90% of the World's Data was created in the last 2 years

2.2 million Terabytes of new data is created every day



Moore's Law
applies to our Ages

The fact that data is doubling every two years mimics one of electronics' most famous laws: Moore's law. In 1965 Gordon Moore stated that the number of transistors on an integrated circuit doubled approximately every two years and he expected the trend to continue "for at least 10 years." Forty-five years later, Moore's law still influences many aspects of IT and electronics.