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BERNARD MARR is a bestselling business author, keynote speaker and consultant in Big Data analytics and enterprise performance. He is one of the world's most highly respected thought leaders on data in business and regularly helps major companies and governments gain better insights from their data.

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How is Big Data Used in Practice? 10 Use Cases Everyone Must Read. What do you think of when you think of "big data"? For many, it's a nebulous term that invokes images of huge server farms humming away. Or perhaps you think of receiving some kind of personalized advertisement from a retailer. But big data is so much deeper and broader than that.

How is Big Data Used in Practice? 10 Use Cases Everyone

Big Success with Big Data 3 Big success with big data Big data is clearly delivering significant value to users

who have actually completed a project, according to survey results. The vast majority (92 percent) of all users report they are satisfied with business outcomes, and 94 percent feel their big data implementation meets their needs.

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