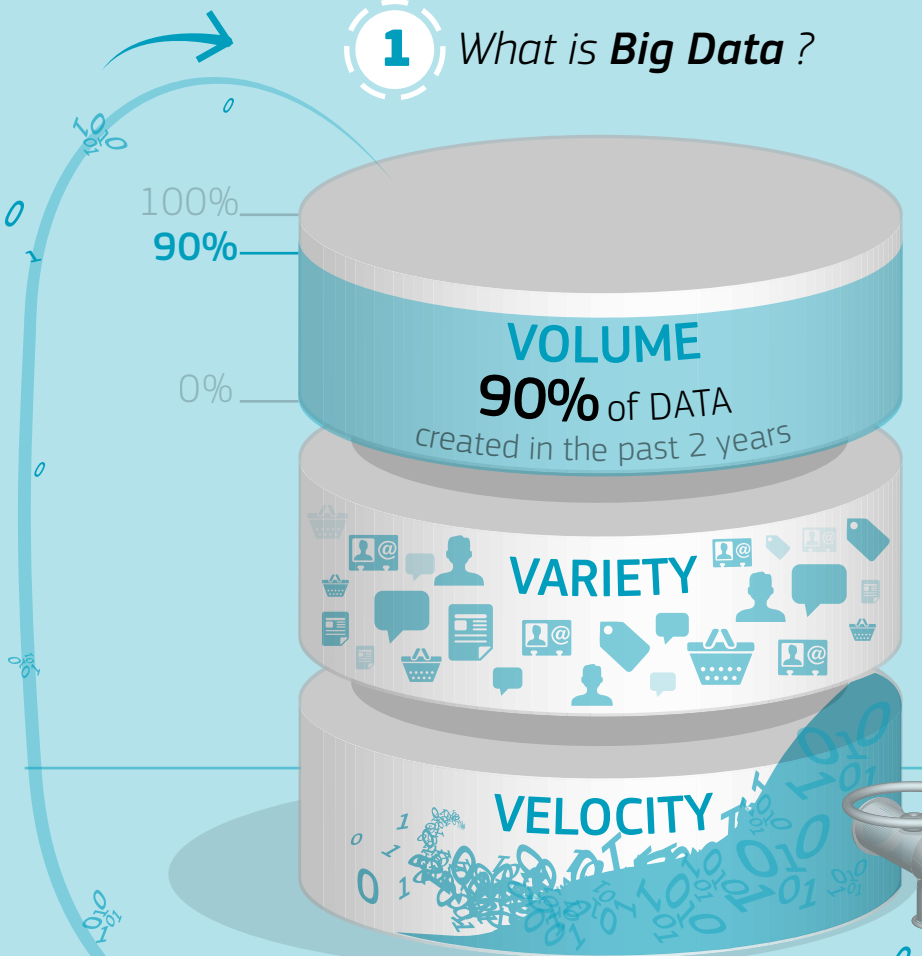


# WHAT IS **BIG DATA**?

**1** What is **Big Data** ?



**2** Data is left **unprocessed**

**3** To untap the potential of **Big Data** we need...

**Artificial intelligence**  
to find data patterns

**Human intelligence**  
and market intelligence  
in decision making

**INDIVIDUALS**  
make informed  
decisions

*Real time  
market intelligence*

**DATA SCIENTISTS**  
program and  
analyse statistics

**ENGINEERS**  
deploy  
infrastructure

**Business Innovation Observatory** What is Big Data?

Contact: [ENTR-INNOVATION-POLICY-FOR-GROWTH@ec.europa.eu](mailto:ENTR-INNOVATION-POLICY-FOR-GROWTH@ec.europa.eu)

Learn more about the Business Innovation Observatory and the latest business and industrial innovation trends in Europe:

[http://ec.europa.eu/enterprise/policies/innovation/policy/business-innovation-observatory/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/business-innovation-observatory/index_en.htm)