

Hi, I am the Big Data! Every company produces me, but most of them don't do anything with me!
So, I'm very lonely. :'(

75%
don't use me,
but they
produce me
continuously



Some companies try to find my purpose, they try to analyse me but they only manage to make plain statistics. But I can do so much more! :(

25%
use me just
a little bit



Just a few of them have managed to use me for predicting problems and opportunities and prescribe solutions. Which is ok I guess, but I can be so much more ! :\
I can be used as a source of unprecedented creativity. I can be an engine of positive change and innovation. I just need someone to discover my awesomeness ! >:\

5%
know what
I can



0%
has exploited
my creativity

