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# BIG DATA ANALYSIS AND DATA MINING

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## Big data analytics and knowledge engineering - The power of analytics in value creation

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Since the advent of IT and the internet, the amount of data stored in digital form has been rapidly growing. An increasing number of data silos are created across the world, which means that this growth will never stop. The purpose of this article is to show that the challenges in the age of data revolution focus on the integration and utilization of data. The objective of this work is to discuss the analytics dimension of big data and its contribution for decision-making. It shows that big data analytics offers strong support in the knowledge discovery and the decision-making process.

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