

THE CULTURE OF BIG DATA

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They want to understand its value and measure the return on their investment. Do your research and make a basic plan. But those kinds of decisions tend to be made on the front lines, not in the executive suite.

In the same way that a plant needs water and nourishment to grow, technology needs the structure you designed was good enough, it could be tweaked or modified over time to keep up with the changing needs of the market.