

The art and science of  
**Business possibility**



## **First thing first. What is Big Data?**

Companies are wrestling with a ferocious deluge, which they have never known or encountered before. It is 2.5 quintillion bytes of data, coming from various channels and platforms like blogs, social media sites, digital pictures and videos, cell phones, etc. It is a mind-boggling number, multiplying every second expanding its universe. This is big data for you.

## **The Taming of big data**

Big Corporations are bleeding money, courtesy the investments in big-data-managing-tools, not yielding fruitful business decisions. How they make better use of big data is a primary concern. Data analysts are there to help out; but the skill-set of an analyst is somewhat below the mark. A corporation needs something higher and sophisticated; a professional who can handle and tame their big data.

## **Data Analytics graduating to the next level – data scientist**

Evidently, there is a big requirement for data professionals possessing core quantitative and technical skills, with a great flair for communication and collaboration; added with an inquisitive temperament for exploring and experimenting with data, and with a great hunger for insight, so that they can make some startling discoveries out of the big data. After all, to tame big data collated from various sources, travelling through multiple hands and tools, requires lateral thinking to make disconnected dots visible and join the missing links.



## The job profile of a data scientist

The primary role and responsibilities of a data scientist includes:

- Designing, developing, and deploying data systems that collate and process big data using sophisticated tools
- Applying analytics and statistics to find business probability
- Designing and testing predictive models
- Answering the most important question for a company, "Where will the next business growth come from?"

## The art and science of business possibility

Span Global Services employs some of the finest data scientists in the industry. They are the professional data wizards for whom exploring and experimenting with data is both an art and science of business possibility. Using a rich data exploration platform they quickly explore big and complex data, to unravel hidden insight for optimum business performance.

Email us at [info@spanglobalservices.com](mailto:info@spanglobalservices.com) to learn how our data scientist can scale business growth for your company or simply dial up 877-837-4884

