




How much data is generated every day?

 **3.5 billion**
searches are made

 **281 billion**
emails sent and received

500 million
tweets each day

5,787
tweets every second

LinkedIn **2**
professionals join
every second

 **YouTube**

5 billion
videos are watched on every day



300 hours
of video are uploaded every minute

95 million photos uploaded every day

Users spend **15 minutes** on the app

AN ESTIMATED **2.5 QUINTILLION** BYTES
OF DATA IS BEING GENERATED **EACH DAY!**
THE EMERGENCE OF **BIG DATA** HAS BEEN
A **GAME CHANGER** FOR BUSINESSES
ACROSS THE GLOBE.

WITH **BIG DATA**, BUSINESSES CAN TAKE
DATA FROM ANY SOURCE AND **ANALYSE**
IT TO MAKE **SMARTER BUSINESS**
DECISIONS, HELPING **REDUCE COSTS** AND
OPTIMISE PRODUCT OFFERINGS.



LIKE ITS DIGITAL PREDECESSORS
THOUGH, **DATA STORAGE**, **SECURITY**
AND **PRIVACY** REMAIN KEY **CHALLENGES**
AND **PARAMOUNT** FOR ENSURING THAT
BUSINESSES ARE HANDLING **PERSONAL**
DATA SAFELY AND **RESPONSIBLY**.

