

# How Big Data is changing every industry

Javier Borondo<sup>1,2</sup>

<sup>1</sup>CTO in AGrowingData

<sup>2</sup>CTO in Dyvare

## **Abstract**

Big data is changing every industry forever. Thus, data has become the most valuable resource of companies and the ability of each company to monetize this data will determine their success. In this talk we will explore how a data lake and big data technologies can help companies from different sectors to integrate and analyze tons of data gathered from different sources. By doing so companies can boost their business making smarter decisions. We will also analyze the AI algorithms that companies are deploying and how these algorithms exponentially increase the value of data.