

PRACTICAL USE OF THE BIG DATA MODEL IN BUSINESS PROCESSES

Minakova V.P.

Master,

Kyiv National University of Technology and Design

Shikovets K.O.

Candidate of Economic Sciences,

Senior Lecturer at Department of Economic Cybernetics and Marketing,

Kyiv National University of Technology and Design

In the article, the history of Big Data and the causes of this technology are considered. The concept of Big Data and prospects are studied. The analysis of the prospects for the effective and optimal implementation of Big Data into business processes to automate and improve efficiency is done. Examples of the use of Big Data business to enhance the competitiveness of enterprises are given. The experience of foreign companies is analysed. The study found positive effects of this technology in business processes.

Big Data owe their existence and strengthening of positions in the business world increased the flow of digital information. Many analysts should be provided with serious and convenient tools like software and analytical directly. Obviously, there is an increased need for skilled workers. So far in the future, it is impossible to do without professionals who will actively explore the data and who will for-

mulate clear objectives in terms of algorithm analysis. Finding and eliminating errors in the data – is obvious and urgent problem solved by such professionals.

Undoubtedly, Big Data will form different markets from those, which sell lots of different data volume and quality to those that provide services of high-tech machine time of supercomputers.

The transition to collecting and processing information in quantities exceeding the traditional one can be a good occasion for specialized or broad business process reengineering. This will have to recognize the priority for the integration of large data model to business model and structure across all areas.

For obtaining real benefits from Big Data, it is necessary not only to invest in projects implementation but use new technologies to work on adjusting business processes and change management approaches.