

# WHEN SMALL DATA > BIG DATA

## ABSTRACT

It's generally accepted that the big data era began in 2006, fueled by the Hadoop technology. Tremendous gains were realized in data volumes as we rapidly move from terabyte class to petabyte class data stores. This was a blessing and a curse. The next evolution in insight and decision science will be a return to small data – use case specific, high impact, SME curated and vetted data, rapidly delivered and applied in context. Small data can lead to rapid, accurate decision making within context for greater impact and precision.

## REFERENCES

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2. Nielsen, C. & Lund, M. Small data: data strategies that most companies can profit from. *California Management Review*. November 25, 2019.