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Big Data can easily get out of control and become a monster that consumes you, instead of the other way around. Here are some Big Data best practices to avoid that mess. Big Data has the potential to offer remarkable insight, or completely overwhelm you. The choice is yours, based on the decisions you make before one bit of data is ever collected. The chief problem is that Big Data is a technology solution,

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collected by technology professionals, but the best practices are business processes.

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