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The small data challenge for big business

Assoc Prof Keith Carter from NUS School of Computing noted that great customer service is what all businesses should aspire to, and this means being able to meet customer needs intuitively. He opined that Big Data plays an important role in contemporary marketing, and understanding the real value of Big Data means looking beyond simple quantity to actually deliver actionable business intelligence.

- [TODAY, 18 September 2017, p24](#)



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