

## *Data mining*

Vs.

## *Big data*



Identifies and extracts relevant information from large sets of data.



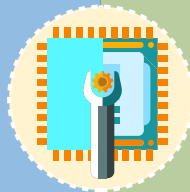
Refers to the collection and storage of large amounts of data.

Uses different techniques based on statistics and Artificial Intelligence.



Due to the volume it is impossible to process it with conventional software.

Delivers specific and concrete results.



Special tools are needed to capture, manage and process the information.

Creates predictive, classification or segmentation models.



These data groups have a reduced volume of information to make predictions.

Transforms information into knowledge.



The quality of the information can vary considerably and affect the result of the analysis.