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This is what Big Data really looks like: CERN, the universe and everything ^[1]

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which-50.com

So you think you know all about analytics? Patting yourself on the back about your latest cross-channel attribution modeling and the terabytes of data you've successfully corralled into a database? Time for a little perspective ? because there?s big data and then there?s BIG data.

Link:

[Article on which-50.com](#) ^[2]

Copy of the coverage:

 [WHICH 50 : This is what Big Data really looks like: CERN, the universe and everything.pdf](#) ^[3]

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