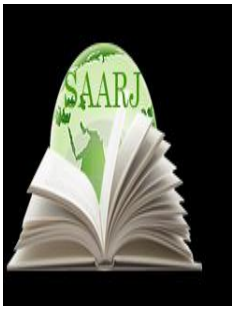

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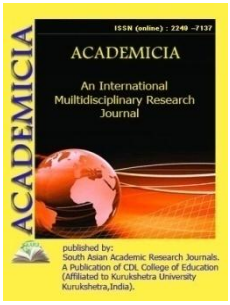

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AN OVERVIEW OF BIG DATA IN EDUCATION

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ABSTRACT

The trendiest term in the twenty-first century is big data, which is collected by flooding data from billions of devices. Big data is data that is produced in large quantities, at a fast pace, and in a variety of formats that are complicated (veracity), necessitating analytical processes and active data management in order to extract useful insights. Similarly, big data is seen as a game-changer capable of altering the way companies function in various organizations in order to gain a lasting competitive edge. This article provides an overview of big data technologies in higher education and explores how big data analytics may provide value to Higher Education Institutions and help them maintain a competitive edge. Given the rising importance of educational institutions as a source of income that boosts the economy, the education industry is working in an increasingly complicated and competitive environment.

KEYWORDS: *Big Data, Higher Education, Innovation, Learning, Teaching.*

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