Dark Data

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

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Dark data is a kind of data acquired via several computer network operations but not utilized to derive ken insights for decision making. Essentially, it is unstructured and thus cannot be used. It is persistently collected and stored with the challenge to organize in categories, organization tools or labels. Since the precious trove of unstructured data can hold keen insights when organized systematically, it is deemed to be in the dark state in the contemporary era(“Dark data,” 2017). Dark data is waiting indefinitely to be analyzed and evaluated through data analytics.

A prominent example of dark data is the customer call record. Primarily holding precious information on a customer’s geolocation and thoughts, these kinds of records are persistently stored and recorded (“darkdata.org,” n.d.). However, it is an uphill task to analyze or organize them in detail. Likewise, a website log file is another example of dark data. These website logs possess the potential to hold precious information on traffic and visitor behavior. They can be, irrefutably, collected easily and persistently but there does not exist a process to analyze and organize these logs in a productive way.

As per a report published in 2011, more than 85% of the essential digital data is dark or unstructured (“5 Things Every IT Manager Should Know About Dark Data | Walden University,” n.d.). The technological advancements and innovation have paved the path for low-cost solutions to storing and capturing the tremendous amount of information(Kevin, Wanyaga, Kibaara, & Dinda, 2016). Despite the enhanced awareness and utilization of data analytics with big data, the demand for organizing and harnessing the perks of dark data has accelerated. Various studies have postulated feasible solutions as opening data and making it available for each person to explore and analyze. The bottom line is that efforts are been put to discover and conquer the paradigm of dark data.

References

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