

DATA PRODUCTION  
WILL BE 44 TIMES  
GREATER IN 2020 THAN  
IT WAS IN 2009

Wikibon - The Big List of Big Data Infographics

2.7 ZETABYTES OF DATA  
EXIST IN THE DIGITAL  
UNIVERSE TODAY

MarTech - Big Data Brings Marketing Big Numbers

1 Zetabyte = 1 trillion gigabytes.

571 NEW  
WEBSITES  
ARE CREATED  
EVERY MINUTE  
OF THE DAY

Wikibon - The Big List of  
Big Data Infographics

# BIG DATA IS BIG

*and industry  
needs Data Scientists  
to make sense of  
it all!*

FACEBOOK STORES,  
ACCESSES, AND ANALYZES  
30+ PETABYTES OF USER  
GENERATED DATA

Wikibon - Taming Big Data

1 Petabyte = 1 million gigabytes.

MORE THAN 5 BILLION PEOPLE  
ARE CALLING, TEXTING,  
TWEETING AND BROWSING ON  
MOBILE PHONES WORLDWIDE

YOUTUBE  
USERS UPLOAD  
48 HOURS OF  
NEW VIDEO  
EVERY MINUTE  
OF THE DAY

Wikibon - The Big List of Big  
Data Infographics