Applications of Big Data In today's world, there are a lot of data. Virtual Personal Assistant Tool: Big data analysis helps virtual personal assistant tool (like Siri in Apple Device, Cortana in Windows, Google Assistant in Android) to provide the answer of the various question asked by users. Tracking Customer Spending Habit, Shopping Behavior: In big retails store (like Amazon, Walmart, Big Bazar etc.) management team has to keep data of customer's spending habit (in which product customer spent, in which brand they wish to spent, how frequently they spent), shopping behavior, customer's most liked product (so that they can keep those products in the store). Smart Traffic System: Data about the condition of the traffic of different road, collected through camera kept beside the road, at entry and exit point of the city, GPS device placed in the vehicle (Ola, Uber cab, etc.). By analyzing flight's machine-generated data, it can be estimated how long the machine can operate flawlessly when it to be replaced/repaired. These data are being analyzed, then various calculation like how many angles to rotate, what should be speed, when to stop, etc carried out. Banking sector uses their customer's spending behavior-related data so that they can provide the offer to a particular customer to buy his particular liked product by using bank's credit or debit card with discount or cashback. E-commerce site like Amazon, Walmart, Flipkart does product recommendation. In the various spot of car camera, a sensor placed, that gather data like the size of the surrounding car, obstacle, distance from those, etc. Secure Air Traffic System: At various places of flight (like propeller etc) sensors present. These sensors capture data like the speed of flight, moisture, temperature, other environmental condition. Based on such data analysis, an environmental parameter within flight are set up and varied. YouTube also shows recommend video based on user's previous liked, watched video type. Based on the content of a video, the user is watching, relevant advertisement is shown during video running. Auto Driving Car: Big data analysis helps drive a car without human interpretation. By analyzing this data, the useful decision can be made in various cases as discussed below: 1. Recommendation: By tracking customer spending habit, shopping behavior, Big retails store provide a recommendation to the customer. As an example, suppose any customer searched bed cover on Amazon. One more profit is fuel consumption can be reduced. 2.3.4.5.6