



# Big Data and Analytics in Microsoft Azure

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## What, exactly, is Big Data and Analytics?

When talking about Big Data, what we're talking about is really large volumes of data. Things like communications systems and even weather systems are use-cases that generate these large amounts of data. Because there is so much data to analyze, typical forms of processing and analysis no longer work. This is where solutions like Azure SQL Data Warehouse, HDInsight, Data Lake Analytics, and Azure Databricks come into play.

## Key Big Data and Analytics Offerings in Microsoft Azure

1

### Azure SQL Data Warehouse

A cloud-based EDW that takes advantage of massively parallel processing to quickly run complex queries against large volumes of data.

2

### HDInsight

A fully managed, cloud-based, and open-source analytics service for enterprises that makes it easier to process massive amounts of data.

3

### Data Lake Analytics

An on-demand analytics job service that allows organizations to simply write queries to transform their data and to extract insights from it.

4

### Azure Databricks

An Apache Spark-based analytics platform that's optimized specifically for Microsoft Azure that provides interactive workspace.