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**Big Data** has been the buzzword in this revolutionary phase of Digital Transformation. Big Data is almost everywhere and there is almost the need to collect and preserve whatever data is being generated, for the fear of security or missing out on something important. Data is useless *without the skills to analyse it*. A recent report by PwC predicts that by 2020, there will be around 2.7 million job postings in Data Science and Analytics in the US alone. These statistics only reinstate the fact that the jobs in Big Data are increasing, and as Big Data increases, so will the opportunities for job in the market. Today almost every industry revolves around data analytics and the need for Big Data specialists is increasing.

At PML, we lay much emphasis on new emerging trends in technologies, the demand of the market, sustainable learning methodologies and most importantly in providing the best learning experience to students. We understand that the call around digitization of the world around us and its implications for data isn't fading away hence the Diploma in IT (Big Data Analytics).

Students are encouraged to enroll for a promising career in Diploma in IT (Big Data Analytics) to unleash the opportunities it offers.

I would like to share this interesting article from 'insidebigdata' with you and hope to meet you on our campus soon.

<https://insidebigdata.com/2018/12/15/need-career-big-data/>