

Fostering growth and development through records management and Big Data Analytics: An overview analysis of Africa

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INTRODUCTION

- ▶ The world over, organizations create records on a daily basis either in paper or electronic formats.
- ▶ Various sectors of the economy especially businesses have turned to rely on technology to generate business records which led to big data.
- ▶ Big data analytics is the process of using technology to examine large sets of data to uncover hidden patterns, unknown correlations, market trends, customer preferences and other critical business information (Lourie 2017).

CONT.....INTRODUCTION

- ▶ Matinde (2017) is of the view that most of the data generated by organisations in the African continent is still in a manual form.
- ▶ The primary goal of big data analytics is to support companies make more informed business decisions by enabling data scientists, predictive modelers and other analytics professionals to analyze large volumes of transaction data.
- ▶ Big Data is not just volumes of data but also data velocity and data variety as each of the three have complexities for analytics.

CONT.....INTRODUCTION

- ▶ It is also important to point out that big data does not only refer to large sets of data stored in complex devices but also the skills and tools with which they are manipulated.

OBJECTIVES

- ▶ This paper reviews and analyses the information on the power of Big Data Analytics and the role of Records Management in developing Business growth sustainability.
- ▶ It gives the background on the role played by Big Data Analytics in promoting business growth and returns on investments.
- ▶ It shows the major hindrances or challenges of Big Data Analytics specific to Africa's developing economies.

BACKGROUND

- ▶ In Africa, various economy players and stakeholders have adopted the use technology to analyze and preview open data to provide solutions that better inform them on key decision making.
- ▶ E.G-At Ghana, a Farmline provides local farmers access to accurate, up-to-date weather forecasts and market prices (Matinde, 2017).
- ▶ Kenyan government launched an open data portal featuring information from the government census, health and education data.

CONT'.....BACKGROUND

- ▶ In Kenya land management information system the view that the capacity of the system to support transactions on huge volumes of records fits well with their needs. The system also makes use of cloud computing to enhance its capacity to support near-infinite transactions on vast amounts of data at the ministry's headquarters and field offices countrywide.

CONT'.....BACKGROUND

- ▶ In the South African retailers use a variety of data sources to help inform customers on pricing decisions (Ridge et al 2015).
- ▶ In Botswana, businesses create various and large volumes of records rapidly yet they do not have appropriate structures in place to adequately analyze and evaluate Big Data.
- ▶ A study conducted by Sebina and Grand (2017) and Moahi and Bwalya (n.d) focused on open data and records management in the health care organisations on Botswana government Sector only and did not include issues of how big data generated by those institutions could be managed.

The Role Of Big Data Analytics in Promoting Business Growth

- ▶ In a big data world records management professionals are well positioned to help their organizations with data queries.
- ▶ Navint (2012) when Big Data is effectively and efficiently captured, processed, and analyzed, companies are able to gain a more complete understanding of their business, customers, products, competitors, etc. which can lead to efficiency improvements and increased sales.
- ▶ To globally compete with big data players in the industry, firms have identified systems that assist in evaluating what customers look for in service delivery through various platforms such as social media and web 2.0.

Supporting Big Data Analytics through Records Management Structures

- ▶ Nigeria has had two Data Protection related bills one dated 2008 and the other 2010 yet neither has been passed into law.
- ▶ However, lack of Data Protection and Privacy laws presents a chance for those with criminal intentions to target Nigeria with the sole purpose of searching up information that could be used in a criminal manner.
- ▶ Economic Community of West African States (ECOWAS) have standardized and harmonize the emerging national data protection legislation in their respective countries, to prevent the disruption of the flow of personal data, adopted a sub-regional framework for its member states.

Supporting Big Data Analytics through Records Management Structures

- ▶ SADC countries have adopted comprehensive data privacy legislation to protect citizens from information misuse and privacy infringements.
- ▶ Intellectual property laws which are often times used to ensure the protection of individuals and corporations alike.
- ▶ E.G-The Protection of Personal Information Act (POPIA) for South Africa sets the conditions for when it is lawful to process someone else's personal information.

CHALLENGES

- ▶ The main challenges identified as facing Africa is a great dearth of ICT skilled manpower to records professionals and that impede Big Data Analytics initiatives across organizations.
- ▶ There is a need for organizations to improve and develop Big Data Analytics through techno based and distributed information systems to manage data.
- ▶ The system should also makes use of cloud computing to enhance capacity to support near-infinite transactions on vast amounts of data.

CONCLUSION

- ▶ In spite of business opportunities offered by Big Data Analytics, African countries still lag behind in the field of Big Data Analytics.
- ▶ There is a need that organizations improve their analytics processes such as acquiring and using big data analytics tools as well as increasing their bandwidth and storage devices in order to boost their operational efficiency with little complexity.
- ▶ There is a need to raise awareness to accelerate the adoption of these technologies across in the new generation.