



# BIG DATA MADE SIMPLE

One source. Many perspectives.

## WHO ARE WE?

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[Big Data Made Simple](#) (BDMS) is one of the leading Big Data analytics content portals today. Powered by Singapore-based big data startup, [Crayon Data](#), it was launched in 2013 with a vision to build a global big data community, and to create a one-stop comprehensive information resource.

BDMS curates and generates content for almost 20 verticals and technologies in the big data landscape. Since its inception, the website has expanded exponentially, with over half a million page views every month and over 7000+ active subscribers, from over 150+ countries.

The portal is built on two pillars – discover and exchange. It gives an opportunity to independent writers, thought-leaders, journalists, business entities to come together under one roof. Its target audience includes decision makers across enterprises, tech start-ups, industry analysts, investors, students and academicians.

Having partnered with over 100+ big data events across Europe and US in the past, Big Data Made Simple is constantly looking to draw further interest among big data enthusiasts and key decision makers, with its well curated big data repository.

## OUR AUDIENCE

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We target four types of audience:

1. **Big Data enthusiasts** who want to
  - a. Read and learn about the latest happenings around Big Data, Analytics, Data Science and related technologies.
  - b. Understand the basics, trends, products and issues associated
2. **Executives** who follow Big Data to understand trends and solutions for their businesses
3. **Experts and techies**, who want to expand their knowledge horizon
4. **Students** who want to learn and start a new career

Why is it relevant to a contributor?

It's relevant because even before writing an article, a contributor must be able to make up his/her mind on a number of important factors: whom to address, the tone of voice and style, type of materials (images, charts, documents etc) to be added in the article in order to make the content more interesting and engaging.

## TOPICS

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What kind of topics can one opt to write for Big Data Made Simple? Here is a complete list.

Tech	Non-tech	Other
Analytics	Big Data in <b>Banking / Finance</b>	Book Reviews
Data Science	Big Data in <b>Retail / eCom</b>	Product Reviews
Business Intelligence	Big Data in <b>Travel / Hospitality</b>	Event Highlights/Analysis
Machine Learning	Big Data in <b>Telcom</b>	Video Content
Artificial Intelligence	Big Data in <b>Media</b>	Cartoons/Infographics
Visualization	Big Data in <b>Crime / Law</b>	Interviews
Hadoop	Big Data in <b>Health / Pharma</b>	Surveys
Data Mining	Big Data in <b>Marketing</b>	eBooks
SQL	Big Data in <b>Sports</b>	Case studies
NoSQL	Big Data in <b>Education</b>	Research materials
	Big Data in <b>Human Resources</b>	
	Big Data in <b>Privacy / Security</b>	
	Big Data in <b>Environment</b>	

## TYPE OF ARTICLES

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There are two ways one can create content for Big Data Made Simple. One can either create content or curate content.

1. **Content Creation:** It means to write original content, based on one's original research and ideas. If any materials or stats from other sources are used to prove/explain a given point, they should be precisely mentioned and links should be added to those external sources.
2. **Content Curation:** Unlike content creation, content curation means an act of discovering, compiling and sharing existing content in a meaningful and organized way. It is finding information relevant to the audience from a variety of sources and sharing it strategically. [[See example](#)]

### Things to remember:

- a. Share the topic in mind with the editor, before proceeding to writing. Chances are high that other contributors were also assigned to write on the same topic.
- b. If the topic is suggested by the editor, request a brief and useful links, before proceeding to writing.
- c. A typical article can have 300 to 600 words with 1-3 interesting images up to 500x500 px.
- d. **AVOID PLAGIARISM.** Don't attempt to copy content or ideas from authors or sources without permission.
- e. Avoid self-promotion.
- f. Make the articles more technical and specific.
- g. Add appropriate reference links to the article.
- h. Suggest 4-5 taglines at the end of the article.
- i. The content will be reviewed in all aspects: originality of thought, relevance, flow and style and grammatical structure. The number of revisions can go up to 4 times.

- j. A first-time contributor is required to submit a brief bio, high resolution photo and Facebook, Twitter and LinkedIn profile links, along with the first article.

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