What is Data Lake & Why you Should Start Migrating to it?

Storage and security are the most common data challenges. What if you can address both with a simple solution? You don't need a giant infrastructure or a data centre. You can simply store, protect and utilize your data as per requirements through a data lake. A data lake solution is a more cost-effective and efficient way of using data.

What is a data lake?

Have you ever seen a giant library? The data lake platform is more like its digital version. It is a data storage repository, and one can ingest voluminous data in its raw format. It means the users do not require to enter the data in a particular form.

A data lake can ingest structured, unstructured, semi-structured data in any size, source or format. The user can also access the data within seconds from this giant data repository.

Due to its user-friendliness and security, data lake platforms are becoming a formal part of many organizations' data and analytics strategies.

What are the benefits?

- It is easy to ingest all types of data into a data lake.
- It provides the facility to access, explore and visualize data stored in the repository.
- It enables the organization to respond to new information quickly.

Techniques like machine learning and advanced analytics require giant data sets that can store log files and data from the internet and connected devices. A data lake platform is ideal for these requirements.

- The data lake is a perfect medium to establish analytical correlation across data as it works as a consolidation point for big data and traditional data.

Read more: [What is Data Lake & Why you Should Start Migrating to it?](#)