

# **BIG DATA PUTS US TO THE TEST**

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**Big Data has a transformative power that is becoming more and more present in our society. The analysis of the volume of data that exists about us, without going any further in social networks, to know our "risk" and decide whether to grant us a loan, is a reality and not a future. [Fintech applications](#) already use Social Media Data, combined with traditional financial information, to decide the loan. An example of this is the fintech startup Kabbage, oriented**

**towards small companies, which the magazine**