

BIG DATA ANALYSIS WITH IBM **CLOUD DATABASE**

Phase 1: Problem Definition and Design Thinking

Problem Definition:

The goal of the project is to develop a big data analysis that is essential for improving analytics and business intelligence (BI) in many ways. It enables organizations to collect, handle, and examine enormous amounts of data in order to get insightful information, make wise decisions, and promote company expansion.

Abstract:

Analytics and Business Intelligence (BI) are greatly improved in a variety of ways thanks to big data analysis. Large volumes of data may be collected, processed, and analyzed by organizations with the use of this technology in order to provide insightful judgments that will lead to increased revenue.

Design Thinking:

Module 1: Content Planning

- Introduction to Big Data Analysis
- Role of big Data in Business Intelligence
- Real time analysis of big data in Business Intelligence
- data collection and integration of Big data

Module 2: Content Creation

- Big data analysis allows businesses to integrate data from various sources, including structured and unstructured data
- Big data analytics tools can handle complex algorithms and machine learning models.
- Analyzing vast amounts of customer data helps businesses understand customer behavior, preferences, and sentiment
- Big data analytics can optimize various business processes, from supply chain management to production and distribution.

Module 3: Website Design

- Introduction to web design principles.
- Designing an aesthetically pleasing and user-friendly layout for your blog.
- Building the blog's structure using HTML.
- Enhancing the design with CSS for styling.
- Adding interactive elements using JavaScript (e.g., interactive maps).

Module 4: IBM Cloud Setup

- Understanding the benefits of hosting your blog on IBM Cloud.
- Setting up an IBM Cloud account.
- Exploring the IBM Cloud dashboard and its features.
- Creating a Static Web App to host your blog.

Module 5: Content Management

- In the finance and insurance sectors, big data analysis is used to assess risk more accurately.
- Big data analysis can help businesses monitor market trends, analyze competitor strategies, and identify new market opportunity
- Utilities and energy companies can use big data analytics to monitor and optimize energy consumption, detect anomalies, and improve sustainability efforts.
- Analyzing large volumes of data can help organizations identify security threats and ensure regulatory compliance.