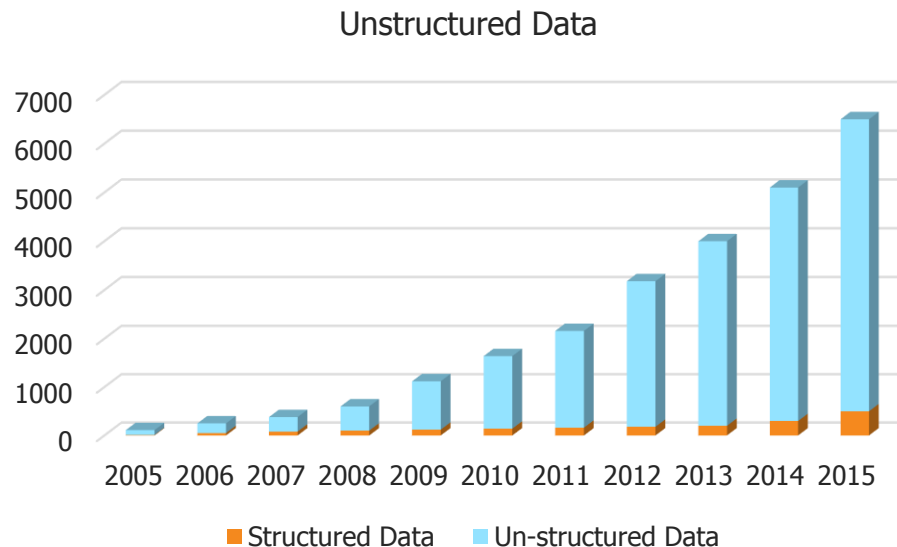


IS IT THE RIGHT TIME FOR ME TO LEARN HADOOP ?  
FIND OUT!

At the end of the session, you will be able to:

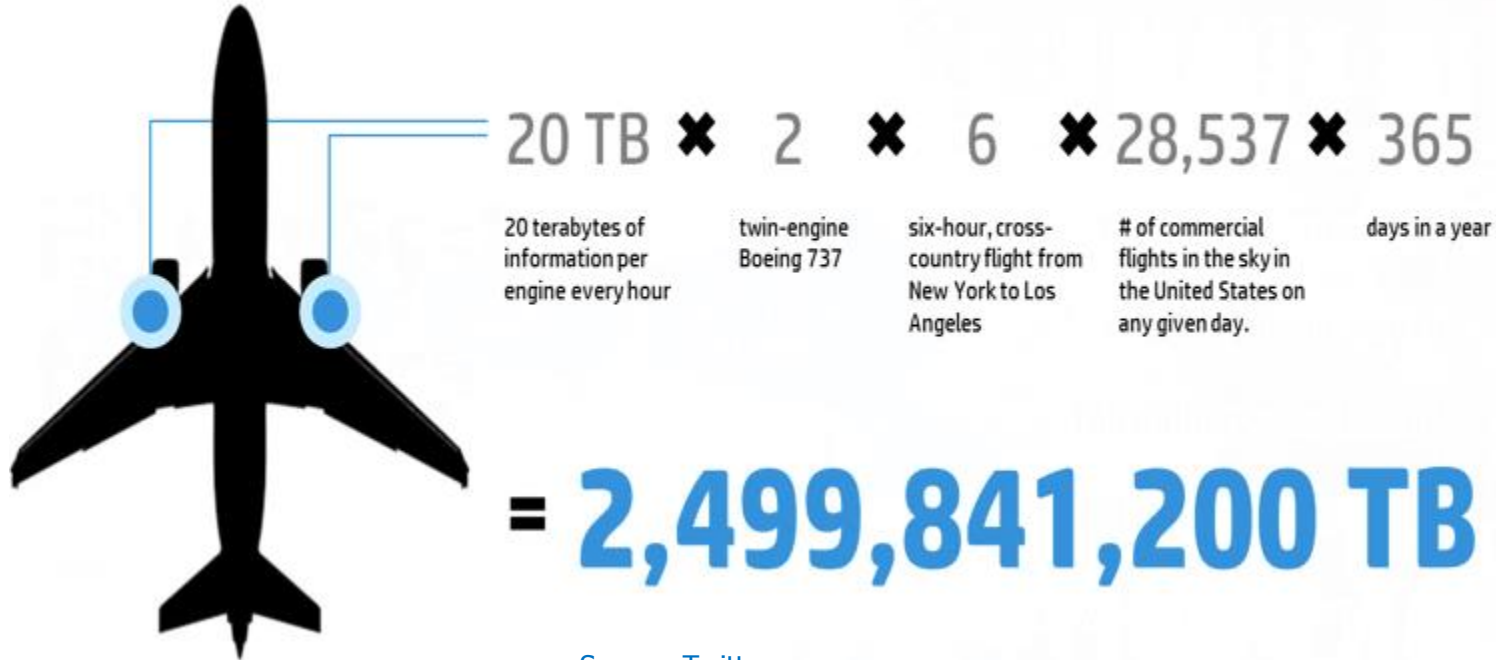
- ✓ Understand Why Learn Hadoop?
- ✓ Know Advantages of Hadoop & its Predictions for 2015
- ✓ Discover Hadoop Career Path
- ✓ Understand how Companies are using Hadoop?

## Why Hadoop?



- By 2020, IDC (International Data Corporation) predicts the number will have reached **40,000 EB**, or **40 Zettabytes (ZB)**
- The world's information is doubling every two years. By 2020, there will be **5,200 GB** of data for every person on Earth.

## Sensor data from a cross-country flight



Source: Twitter

Systems / Enterprises generate huge amount of data from Terabytes to Petabytes of information



Amazon handles **15 million** customer click stream user data per day to recommend products.



Stock market generates about one **terabyte** of new trade data per day to perform stock trading analytics to determine trends for optimal trades.



**294 billion** emails sent every day. Services analyse this data to find the spams.

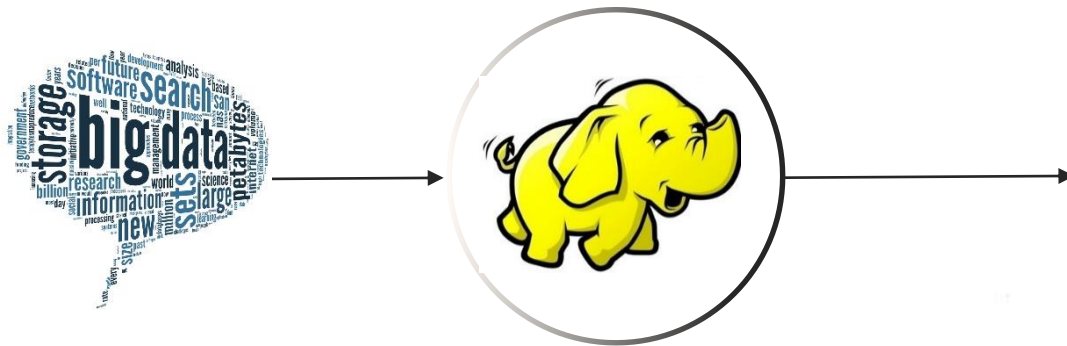
# Can't use Big Data without Hadoop

## Current Scenario:

- Unstructured Data is Exploding
- Organizations take fact based decisions
- The Bigger the data, accurate is the decision!

## Conclusion:

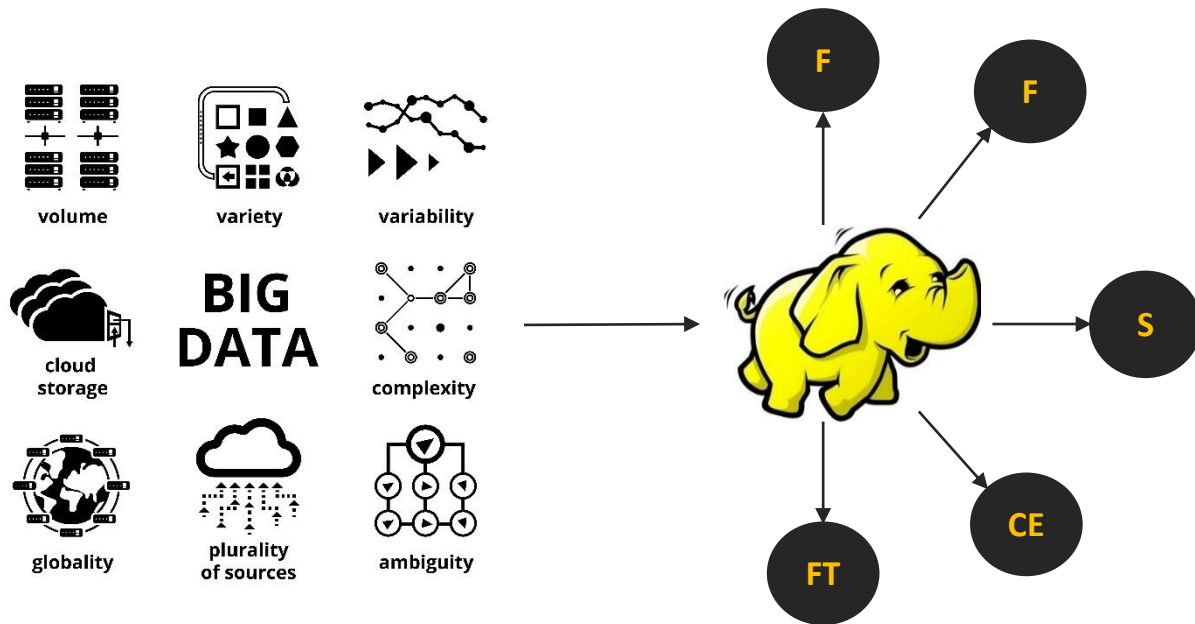
- The use of Big Data is essential
- To Enable the use of Big Data one needs **"Hadoop"**





## Advantages of Hadoop & its Predictions



# Advantages of Hadoop

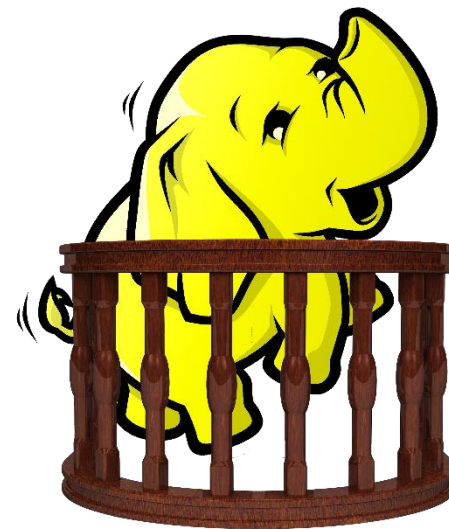


F → Fast  
F → Flexible  
S → Scalable  
CE → Cost Effective  
FT → Fault Tolerant

 RDBMS <span>HADOOP</span>		
Structured	Data Types	Multi and Unstructured
Limited, No Data Processing	Processing	Processing coupled with Data
Standards & Structured	Governance	Loosely Structured
Required On Write	Schema	Required On Read
Reads are Fast	Speed	Writes are Fast
Software License	Cost	Support Only
Known Entity	Resources	Growing, Complexities, Wide
OLTP Complex ACID Transactions Operational Data Store	Best Fit Use	Data Discovery Processing Unstructured Data Massive Storage/Processing

# 2015 Predictions for Hadoop!

Enterprise Adoption	Hadooponomics makes enterprise adoption mandatory
Enterprise Developers	The Hadoop skills shortage will disappear
SQL Featured Hadoop	Hadoop will become SQL enabled
Large Enterprise Adoption	Integration with enterprise softwares – SAS, Teradata, Talent etc.
Scalable Hadoop Cluster	Hadoop Clusters in the cloud
Expanding Horizon	Beyond Analytics, it will become Application Platform
Increasing Competition	More Hadoop Distributions will emerge by large enterprise vendors like SAS, Oracle, IBM etc.

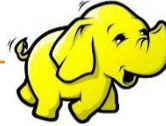


Hadoop has been found not guilty of being an over-hyped open source platform!

## Hadoop Career Path

## Developers/Testers

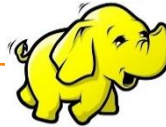
- Java / Python / Ruby
- Hadoop Eco-system
- NoSQL DB
- Spark



Hadoop Developer

## Administrators

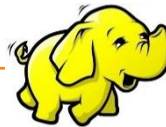
- Linux Administration
- Cluster Management
- Cluster Performance
- Virtualization



Hadoop Administrator

## Data Analyst

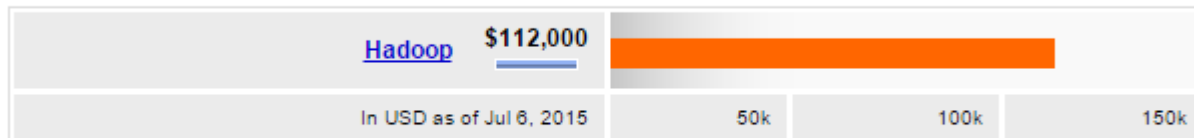
- Statistics Skills
- Machine Learning
- Hadoop Essentials
- Expertise in R



Data Scientist



## Average Salary of Jobs Matching Your Search



Average Hadoop salaries for job postings nationwide are 95% higher than average salaries for all job postings nationwide.



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## How Companies are using Hadoop?



## → Web and e-tailing

- » Recommendation Engines
- » Ad Targeting
- » Search Quality
- » Abuse and Click Fraud Detection



## → Telecommunications

- » Customer Churn Prevention
- » Network Performance Optimization
- » Calling Data Record (CDR) Analysis
- » Analysing Network to Predict Failure



<http://wiki.apache.org/hadoop/PoweredBy>

## → Government

- » Fraud Detection and Cyber Security
- » Welfare Schemes
- » Justice



## → Healthcare and Life Sciences

- » Health Information Exchange
- » Gene Sequencing
- » Serialization
- » Healthcare Service Quality Improvements
- » Drug Safety



<http://wiki.apache.org/hadoop/PoweredBy>





Is it the right time for me to learn Hadoop?





Is it the right time for me to learn Hadoop?



Answer – Yes, it's Now or Never!

Reasons:

1. Hadoop has proved its worth
2. Large Enterprises are adopting Hadoop
3. Hadoop skill Shortage will disappear. Learn Before its too late
4. Handsome paid opportunities

# QUESTIONS



Your feedback is important to us, be it a compliment, a suggestion or a complaint. It helps us to make the course better!

Please spare few minutes to take the survey after the webinar.

Thank you!

