



ERCAN KARAÇELİK

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Big Data Definitions

"The basic idea behind the phrase '**Big Data**' is that everything we do is increasingly leaving a digital trace (or data), which we can use and analyze to become smarter. The driving forces in this brave new world are access to ever-increasing volumes of data and our ever-increasing technological capability to mine that data for commercial insights."

Bernard Marr

"**Big Data** refers to the dynamic, large and disparate volumes of data being created by people, tools and machines; it requires new, innovative and scalable technology to collect, host and analytically process the vast amount of data gathered in order to derive real-time business insights that relate to consumers, risk, profit, performance, productivity management and enhanced shareholder value."

EY

"**Big Data** is high-volume, high-velocity and/or high-variety information assets that demand cost-effective, innovative forms of information processing that enable enhanced insight, decision making, and process automation."

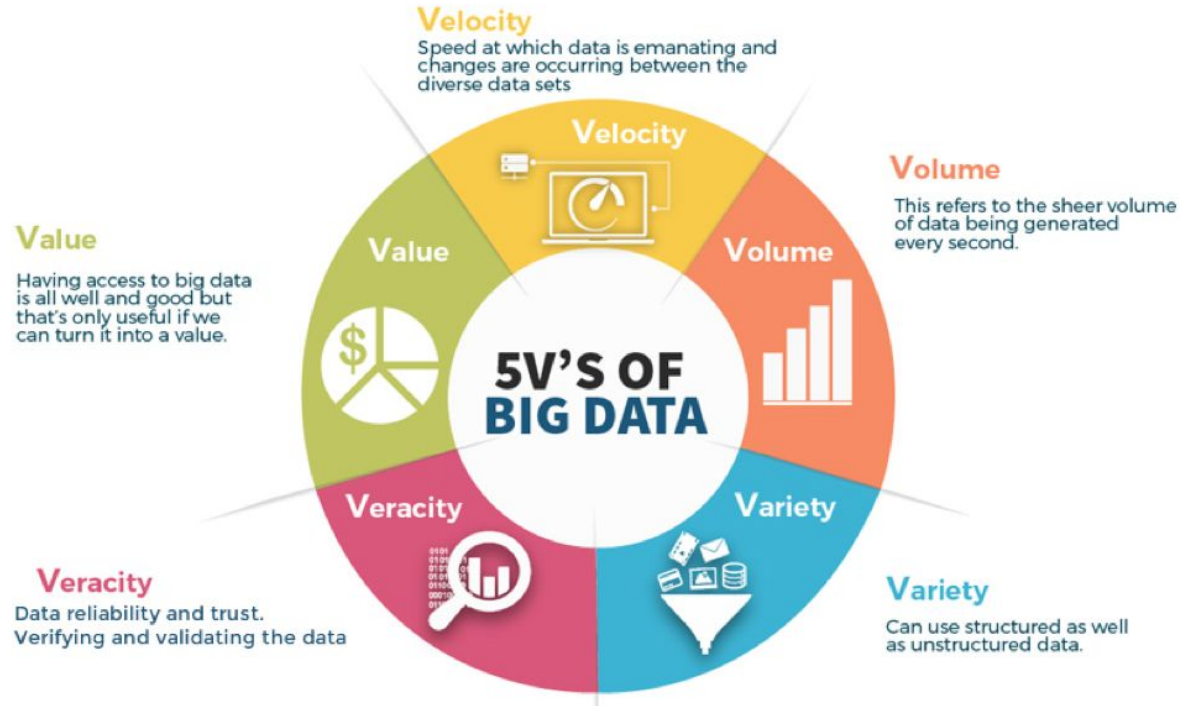
Gartner

"**Big Data** is a collection of data from traditional and digital sources inside and outside your company that represents a source for ongoing discovery and analysis."

Lisa Arthur

There is no one definition of Big Data.

WHAT ARE THE V's OF BIG DATA?



The Impact of Big Data on Business and People

NETFLIX

amazon



Hey Siri

I wish everyone
understood me
like you

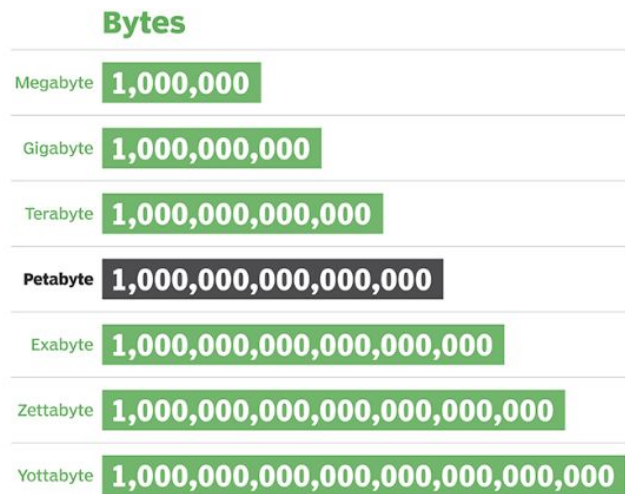
THE SECRET BEHIND THE NETFLIX HIT, 'HOUSE OF CARDS'



Günümüzde Washington, DC'de geçen House of Cards, Güney Karolina'dan seçilmiş Demokratik Partili bir kongre üyesi olan Frank Underwood'un (Kevin Spacey) kendisine vadedilen ABD Dışişleri Bakanlığı pozisyonuna başkasının atanmasından sonra uygulamaya koyduğu planını konu almaktadır.

WHY IS EVERYONE TALKING ABOUT BIG DATA?

- More data has been created
- By 2020, about 1.7 mb of new information will be created every second



Where is all the data coming from?

There are 3 major sources of Big Data:

- People generated data
- Machine generated data
- Businesses generated data



Structure of Big Data

Structured → RDBMS, spreadsheets

Unstructured → Unstructured data files often include text and multimedia content. e-mail messages, videos, photos, audio files, presentations, webpages and many other kinds of business documents.

Semi- Structured → XML, JSON file

BIG DATA USE CASES



1. OPTIMIZE FUNNEL
CONVERSION



2. BEHAVIORAL
ANALYTICS



3. CUSTOMER
SEGMENTATION



4. PREDICTIVE
SUPPORT



5. MARKET BASKET
ANALYSIS AND PRICING
OPTIMIZATION



6. PREDICT SECURITY
THREATS



7. FRAUD DETECTION



8. INDUSTRY SPECIFIC

Component and Ecosystem Of Big Data

