

# STQD 6114

# UNSTRUCTURED DATA ANALYTICS

1.

# STRUCTURED DATA

- ▣ Structured data is a data whose elements are addressable for effective analysis.
- ▣ It has been organized into a formatted repository that is typically a database.
- ▣ It concerns all data which can be stored in database SQL in table with rows and columns.
- ▣ They have relational keys and can easily be mapped into pre-designed fields.
- ▣ Today, those data are most processed in development and simplest way to manage information.

2.

# UNSTRUCTURED DATA

- Unstructured data is a data which is not organised in a pre-defined manner or does not have a pre-defined data model, thus it is not a good fit for a mainstream relational database.
- So for unstructured data, there are alternative platforms for storing and managing, it is increasingly prevalent in IT systems and is used by organizations in a variety of business intelligence and analytics applications.

# 3. SEMI- STRUCTURED DATA



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- Semi-structured data is information that does not reside in a relational database but that have some organizational properties that make it easier to analyze.
  - With some process, you can store them in the relational database (it could be very hard for some kind of semi-structured data).
  - Semi-structured exist to ease space.

# Thanks!



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A diagram of a speech bubble with a solid white outline and a dashed white tail. The bubble is centered on the text 'Any questions?'.

## Any questions?



## Project 1: From the video (5%)

- For every application of big data found in different fields (eg. Banking, telecommunication, healthcare, etc) mentioned in the video, give two real-life examples each.
- Construct the table to differentiate between structured, unstructured and semi-structured. Give at least 3 points.
- Based on your opinion, why unstructured data gains its popularity nowadays?

**Submission due: 4 April 2022 (12.00pm), submit personally to me via Chat Microsoft Teams**