

Ideation Phase

Define the Problem

Statements

Date	2022
Team ID	PNT2022TMID13814
Project Name	Project - data analytics for DHL logistic facilities
Maximum Marks	2 Marks

Who does the problem affect?	Big data analytics helps organizations harness their data and use it to identify new opportunities. That, in turn, leads to smarter business moves, more efficient operations, higher profits and happier customers. Businesses that use big data with advanced analytics gain value in many ways, such as: Reducing cost.
What is the issue?	Nothing is more harmful to data analytics than inaccurate data. Without good input, output will be unreliable. A key cause of inaccurate data is manual errors made during data entry. This can lead to significant negative consequences if the analysis is used to influence
When does the issue occur?	Lack of skilled resources with understanding of Big Data Analytics. ... Gaining meaningful insights using Big Data Analytics. ... Bringing extensive data to big data platform. ... Uncertainty of Data Management Landscape. ... Data Storage and fast retrieval
Where is the issue coming?	But, there are some challenges of Big Data encountered by companies. These include data quality, storage, lack of data science professionals, validating data, and accumulating data from different sources.