

INTRODUCTION TO BIG DATA

ECAP456

Dr. Rajni Bhalla
Associate Professor

Learning Outcomes

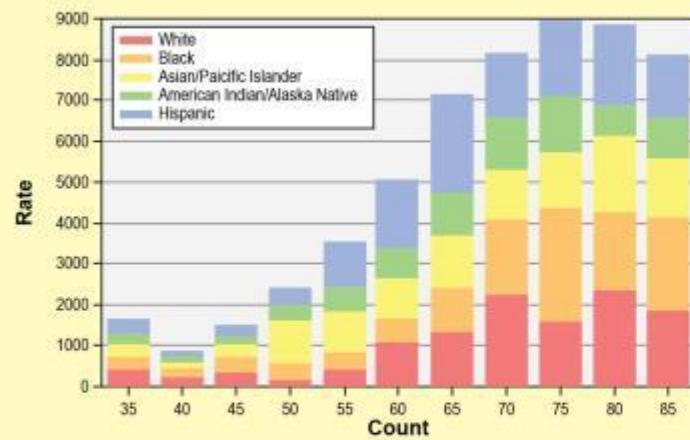


After this lecture, you will be able to

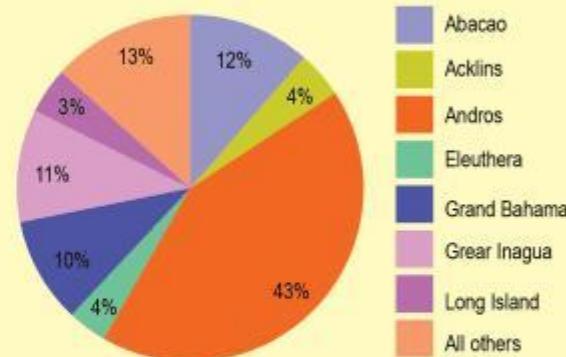
- learn interactive data visualization.
- learn applications of business analytics.

Introduction

GRAPHS | CHARTS | DIAGRAMS | TABLES



TOTAL



Ai

Source Application: Adobe Illustrator

Research & facts, Business data & Statistics

Introduction



Interactive Data Visualization

Applications of Predictive Analytics

Customer targeting.

Churn prevention.

Sales forecasting.

Market analysis.

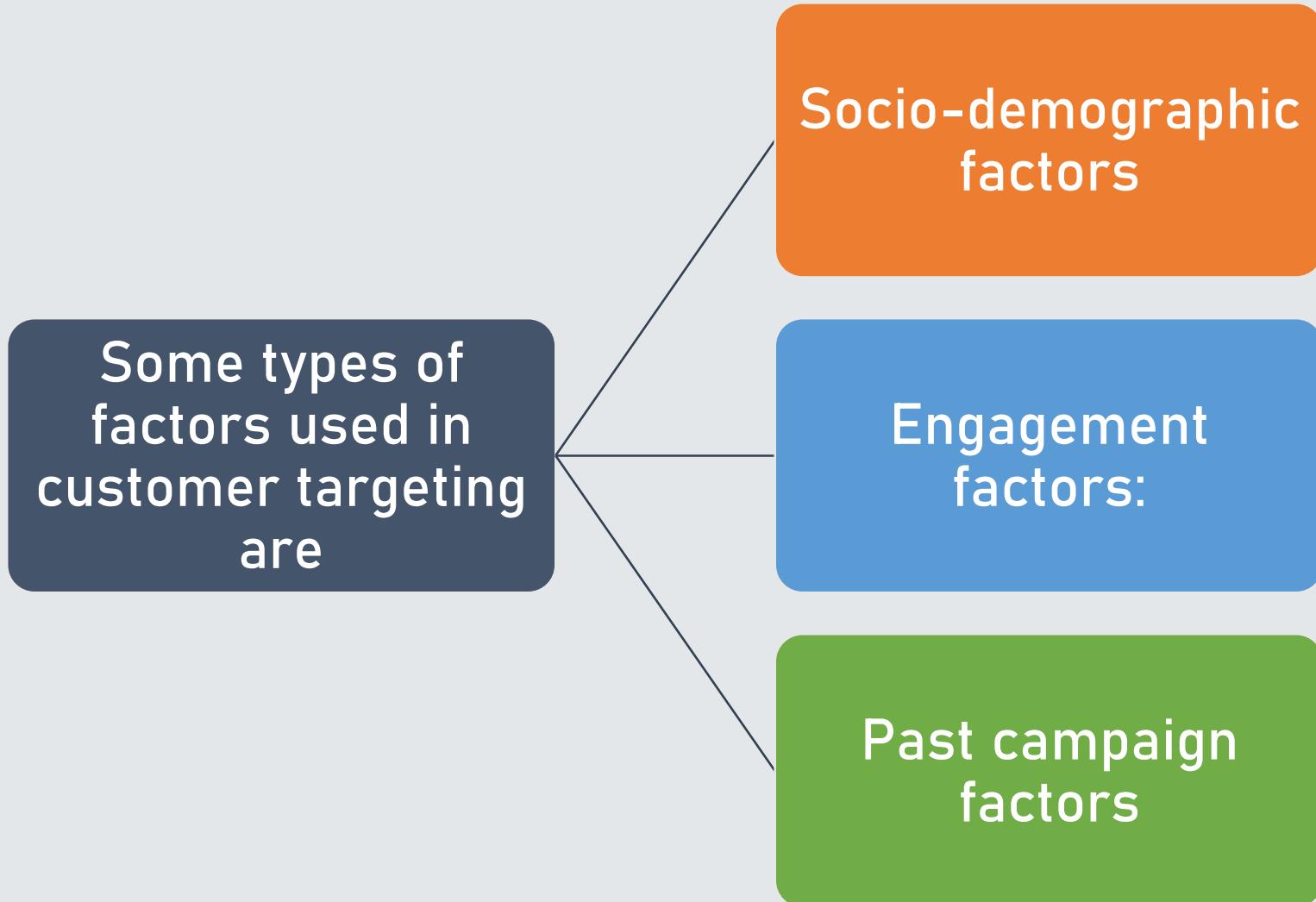
Risk assessment.

Financial modeling.

Customer Targeting



Customer Targeting



Churn Prevention



Churn Prevention

Some types of attributes used in churn prevention are

Socio-demographic variables

Products contracted

Engagement variables

Product/service usage

Technical incidents

Stationary variables

Competitor variables

Sales Forecasting



Sales Forecasting

Some types of variables used in sales forecasting are

Calendar data

Weather data

Company data

Social data

Demand data

Quality Improvement



Quality Improvement

Some types of factors used in quality improvement are

Product characteristics

Customer characteristics

Customer surveys

Risk Assessment



Risk Assessment

Risk assessment can analyze the following types of data

Socio-demographic factors

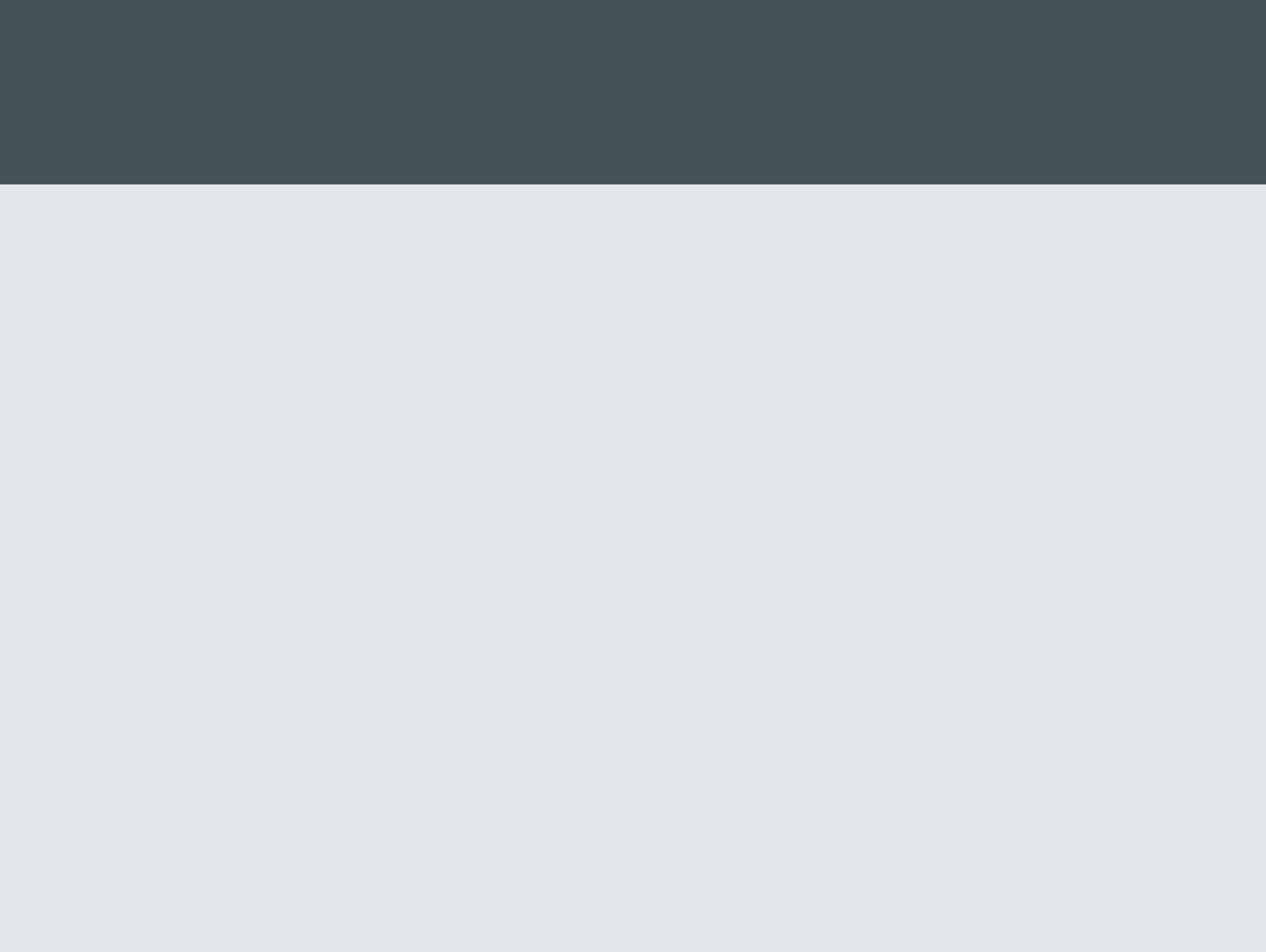
Product details

Customer behavior

Risk metrics

Financial Modeling







That's all for now...



That's all for now...